

## **ABSTRACT**

*UKM has been dominated by people who are still relatively young. The impact can be felt also by one of the University in Bandung example Telkom University. Efforts made by Telkom university to see how much interest their students in entrepreneurship is to hold a competition of business plan and creative market. Not all students participating in the Business Plan and Market Creative still doing their business. The purpose of this study was to determine the factors that led to the failure of entrepreneurship at Telkom University on Entrepreneur Students who follow Business Plan competition and Creative Market 2015-2016.*

*This study uses quantitative methods with descriptive research and exploratory. Mechanical gathering data using questionnaires. This study uses nonprobability sampling because all members of population is 116 respondents were the respondents in this research. Techniques Data analysis in this research using Principal Component Analysis (PCA).*

*The results showed that the factor analysis produced five new factors that cause failure in entrepreneurship at Telkom University on Entrepreneur Students of Business Plan competition and Creative Market 2015 - 2016. All five of these factors include improper and Marketing Asset Management, Entrepreneurial Characteristics Unqualified, Unwell Anticipation Pressure of Capital and Regulation, Financial and Non-Financial Failures, Ignored by Owner.*

***Keywords: Failure Factors, Entrepreneurship, Entrepreneurship Failure***