

ABSTRACT

Bandung Institute of Technology, Telkom University, and Parahyangan Catholic University are three universities in Bandung that are the object of research. The current conditions are many graduates from the Faculty of Economics and Business or the like who have received entrepreneurship education and business pengalaman, but do not continue their business after graduation.

This study aims to determine whether pengetahuan and pengalaman can influence the intention of entrepreneurship both partially and simultaneously in the millennial generation in three universities in Bandung.

The method in this study uses quantitative methods with the type of causal descriptive research. Data from this study were obtained through distributing questionnaires to 150 respondents of millennial generation students from the Bandung Institute of Technology, Telkom University, and Parahyangan Catholic University. The data analysis technique used is descriptive analysis and multiple linear regression to interpret the results of the study.

Based on data processing carried out shows that pengetahuan, pengalaman and intentions of entrepreneurship fall into the good category. The pengetahuan and pengalaman at the Bandung Institute of Technology, Telkom University, and Parahyangan University have a significant positive effect on the intention of entrepreneurship students from the three universities.

Increasing the teaching method of entrepreneurship courses with more aspects is expected to increase the intention of entrepreneurial students in the millennial generation in Bandung so that there are more jobs for the community.

Keywords: Millennial, Intention of entrepreneurship, Pengalaman, Pengetahuan.