

ABSTRACT

The growing interest in entrepreneurship can be motivated by various factors, including the existence of emotional intelligence and entrepreneurial motivation in an individual. With this phenomenon, the University of Indonesia Young Entrepreneurs Association Telkom as one of the well-known entrepreneurship student interest associations in Bandung can be used as a forum for its members to motivate themselves to foster interest in entrepreneurship and also as a drive in the regeneration process of entrepreneurs in Indonesia, for the sake of future economic changes. Therefore, for the interest of entrepreneurship to grow in the members of the Telkom University of Indonesia Young Entrepreneurs Association, there needs to be emotional intelligence and motivation of each member.

The purpose of the study was to find out and analyze the influence of emotional intelligence and entrepreneurial motivation on the interest in entrepreneurship at the Telkom Young Entrepreneurs Association of Telkom University. The method used is quantitative with data analysis using descriptive analysis and multiple linear regression. The research respondents were members of the Telkom University Young Entrepreneurs Association of Indonesia who did not yet have a business. A sample of 140 respondents obtained using saturated sampling techniques. The results showed that emotional intelligence and entrepreneurial motivation increased entrepreneurial motivation positively and significantly by 64.4%.

This study concluded that there was a partially significant influence between emotional intelligence and entrepreneurial motivation on the interest in entrepreneurship in the members of the Telkom Young Entrepreneurs Association of Telkom University.

Keywords: Emotional Intelligence, Entrepreneurial Motivation, Entrepreneurial Interests.