

ABSTRAK

Indonesia's entrepreneurship ratio is still at 3.47%. Therefore, in the current industrial era 4.0 what is needed is to build a good ecosystem for entrepreneurship and also utilize technology to become a technopreneur. One of Telkom University's programs is the Work Ready Program Entrepreneurship, which is a program to help students who want to learn to do business and become entrepreneurs starting from scratch. Entrepreneurship is a complex concept and involves various factors that influence a person's desire and ability to engage in entrepreneurial activities. One of the factors that play a role in influencing entrepreneurial interest is related to aspects of one's personality. Telkom University Business Administration students have diverse academic backgrounds and have potential that has not been fully explored in the world of entrepreneurship. Researchers made observations related to entrepreneurial interest and there were results that 78% of Business Administration students were interested in having their own business but had not realized it. This study aims to determine the influence between personality on entrepreneurial interest in Telkom University Business Administration students.

Researchers use a type of quantitative research method with a regression associative design. The population in this study was 1847 people, so a sample size of 329 people was obtained who were active students majoring in Business Administration at Telkom University class of 2019-2023, male and female, and had an age range of 19-23 years. There is also a sampling technique used in this study is simple random sampling.

Descriptive analysis of the total average value of the analysis of respondents' responses on the X Personality variable of 74% with a good category in having a Big Five personality, while on the variable Entrepreneurial Interest Y total average value of 68% which means that students are considered quite good in having an interest in entrepreneurship. The regression coefficient is positive, so it can be concluded that the direction of the influence of variable x on variable y is positive or unidirectional. hypothesis test (t test), tcount 10.431 is greater than ttable 0.000076 then H_a is accepted. the coefficient of determination (R^2) of 0.25 which means the amount of influence of Personality on Entrepreneurial Interest by 25% while the remaining 75% is influenced by other variables not examined in this study Such as family environment, entrepreneurial knowledge, self efficacy, income expectations, education, religiosity, demography, gender and so much more.

Keywords : *Personality, Entrepreneurial Interes, Big Five*