

ABSTRACT

Entrepreneurship plays an important role in the economic development and growth of a country's economy, especially in Indonesia, with the contribution given by Micro small and Medium Enterprises (more familiar called UMKM) in gross domestic product (GDP) of 57.12% in 2013. The emergence of the ASEAN Economic Community (called MEA) has provided a great opportunities as well as threats to develop UMKM in Indonesia. Therefore, the development of entrepreneurship by utilizing technology, namely internet access is needed in order to make the business become borderless and timeless. To address the business world competition in the present and the future that rely more on knowledge and intellectual capital then the development of entrepreneurship should be directed to educated young people such as the students in University. In addition, the students are having the opportunity to learn and use the internet very well, they also have excellence in the field of entrepreneurship with creativity and high mobility.

The purpose of this research is to know the ability of internet access owned by student entrepreneur in Bandung region, using four factors from internet access that is motivational access, material access, skill access and usage access. This research also aims to determine what factor that have the highest analysis value among these four factors to be evaluated in improving the ability of internet access.

This research uses quantitative method by descriptive statistic test. The sample was determined using non-probability sampling with purposive sampling technique, by spreading the questionnaire for data collection, and by using IBM SPSS Statistic 24 for Windows software to test its validity and reliability. After that, the data is processed manually to know the results of each factor on the internet access.

Based on data processing result, it can be seen that the factor of motivational access has the highest analysis value with very good category and then followed by the other three factors in sequence that is, usage access, skill access and the lowest is material access. These three factors get good category. Furthermore, this result can become a parameter that internet access on student entrepreneur is in good category.

From this research results also obtained the results, that to improve the ability of internet access, student entrepreneurs need to pay attention and develop these four factors, especially starting from the factors that have the lowest analysis value that is material access, then improve and develop the ability to cover the existing deficiencies in all three factors Others.

Keywords: entrepreneur, UMKM, student entrepreneur, internet, internet access