

ABSTRACT

Successful entrepreneurs basically have to have superior personalities, so they have high creativity and great courage in taking risks. For this reason, it is expected that each individual / member is able to instill the tenacity and enthusiasm so that it supports the entrepreneurial spirit of each individual in developing his career path. This research aims to measure the entrepreneurial attitude of students of the Telecommunications and Informatics Business Management Study Program in 2014, to measure motivation entrepreneurial students of the 2014 Telecommunications and Informatics Business Management Study Program, to measure entrepreneurial interest in students of the 2014 Telecommunications and Informatics Business Management Study Program, and to analyze and measure the influence of attitudes and motivation on entrepreneurial interest in the 2014 Telecommunications and Informatics Business Management Study Program.

Variables in this study consist of two variables: the independent variable and the dependent variable. The independent variables in this study are attitudes and motivation, while the dependent variable in this study is the interest in entrepreneurship.

This type of research is descriptive and verification. The population in this study were all students of the 2014 Telecommunications and Informatics Business Management Study Program of 455 people with a sample size of 82 people. Data analysis techniques used are validity test, reliability test, classic assumption test, multiple linear regression, determination coefficient and hypothesis testing.

Based on the results of the analysis, the attitude of students of the 2014 Telecommunications and Informatics Business Management Study Program for entrepreneurship was considered quite good. The motivation of students of the 2014 Telecommunications and Informatics Business Management Study Program for entrepreneurship is quite good, it has been proven through processing data from motivation. Entrepreneurial interest in students of the 2014 Telecommunications and Informatics Business Management Study Program is quite good, it has been proven through data processing from entrepreneurial interests. The effect of simultaneous attitudes and motivation on students' entrepreneurial interest in the 2014 Telecommunications and Information Business Management Study Program was 61.7%, and the remaining 38.3% was explained by other variables outside attitude and motivation. The effect of partial attitude towards entrepreneurial interest in students of the 2014 Telecommunications and Informatics Business Management Study Program was 32.1%. Partial motivational influence on students' interest in entrepreneurship in the 2014 Telecommunications and Informatics Business Management Study Program was 29.6%.

Keywords: Attitude, Motivation, Entrepreneurial Interest