

ABSTRACT

Indonesia is a country with high population growth. Along with the increasing number of people in Indonesia, many problems arise, one of which is unemployment. The amount of unemployment is caused by the inadequacy of job openings with the number of job seekers. One way to reduce unemployment is entrepreneurship. Entrepreneurship is an effort to open their own employment, it is also useful to open work opportunities for others so that the unemployment rate will decrease. Entrepreneurship is one of the programs launched by the government applied to the level of higher education. The purpose of this study was to determine the entrepreneurial characteristics of Business Administration students in the 2015 Tel-U class and measure the influence of these characteristics on their entrepreneurial interests. The data used are primary and secondary data with samples taken based on simple random sampling of 68 students. Multiple Linear Regression Analysis was used to test the research hypothesis with the help of the SPSS 21 application. The results of the study based on the t test showed that the characteristics of "desire for achievement" and "stimulation by Balinese bait" had a significant effect on the interest in student entrepreneurship, while "orientation to the future", and "attitude towards money" does not affect the interest in entrepreneurship. Based on the F test, together entrepreneurial characteristics influence the intention of entrepreneurship. Keywords: Entrepreneurship, Characteristics of Entrepreneurship, Interest in Entrepreneurship.