

ABSTRACT

This study aims to determine the Analysis of the Effect of Entrepreneurship Barriers on Entrepreneurial Interest Among Students of the Communication and Business Faculty of Telkom University Bandung (Studies in Business Administration and Communication Studies) The method used in this research is quantitative with descriptive analysis research. Respondents in this study were 400 students of the Faculty of Communication and Business with a sampling method that is probability sampling and cluster sampling.

The results showed that the response of respondents there was an effect of 5.4% between the variable Aversion to Risk on the variable Entrepreneurial Interest. There is an influence of 1.2% between the Fear of Failure variables on the Entrepreneurial Interest variable. There is an influence of 3.7% between the variable Aversion to Stress and Hard Work on the variable Entrepreneurial Interest. There is an effect of 16.1% between the Lack of Social Networking variables on the Entrepreneurial Interest variable. There is an effect of 11.9% between the Lack of Resources variable on the variable Entrepreneurial Interest. In addition, from the results of data processing it is also known that there is an effect of 20.7% between the Demography variable on the Entrepreneurial Interest variable. The conclusion of this research is Entrepreneurship Barriers partially contributed influence on the entrepreneurial interest of students of the Faculty of Communication and Business Telkom University Bandung by 59% while the remaining 41% is influenced by other factors namely motives, attention, feelings, environmental factors.

Keywords: Entrepreneurship Barriers, Entrepreneurial Interest, Entrepreneurship