

ABSTRACT

This research is motivated by the interest of the students of the Faculty of Communication and Business in entrepreneurship. The problem is based on the pre-survey results which show that there are several factors that affect the entrepreneurial interest of Telkom University's Faculty of Communication and Business students, namely entrepreneurship knowledge, entrepreneurship motivation, and family environment that gets the most responses from respondents. In addition, the Faculty of Communication and Business itself has a Retailpreneur Lab to facilitate students in entrepreneurship.

This study aims to determine the effect of entrepreneurial knowledge, entrepreneurship motivation, and family environment on the entrepreneurial interest of Telkom University's Faculty of Communication and Business students.

The method used in this study is a quantitative method with the type of descriptive and causal research. The type of data used in this study is primary data through questionnaires and secondary data from books, notes, or articles. In this study using probability sampling techniques and simple random sampling techniques with a total of 400 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

The results showed that the variables of entrepreneurial knowledge, entrepreneurship motivation and family environment were in the very good category. The results of multiple linear regression analysis showed that the variables of entrepreneurial knowledge, entrepreneurial motivation and family environment significantly influenced entrepreneurial interest by 42.7% and the remaining 57.3% were influenced by other variables not examined.

Keywords: *Entrepreneur Motivation, Entrepreneurial Knowledge, Family Environment.*