

## **ABSTRACT**

*This study aims to determine the Effect of Barriers on Entrepreneurial Intention Among Student of Business Administration Telkom University. The method used in this research is quantitative with descriptive analysis research. Respondent in this study were 322 student of the Business Administration with a sampling method that is probability sampling and proportionated stratified random sampling.*

*The results showed that the response of respondents there is an effect of 27,2% between the variable Financial Barriers on the variable Entrepreneurial Interest. There is an influence of 21,5% between variable Knowledge Barriers on the Entrepreneurial Interest. There is an effect of 26% between the variable Aversion to Risk on the variable Entrepreneurial Interest. There is an effect of 12% between the variable Fear of Failure on the variable Entrepreneurial Interest. And also, there is an effect of 9,1% between the variable Aversion to Stress on the variable Entrepreneurial Interest. The conclusion of this research is Barriers on Entrepreneurial Intention simultaneously contributed influence on the entrepreneurial interest of students of Business Administration by 50,3% while the remaining 49,7% is influenced by other factors of Barriers on Entrepreneurial Intention.*

*Keywords: Barriers on Entrepreneurial Intention, Entrepreneurial Interest, Entrepreneurship*