

ABSTRACT

University is one of the institutions that become role models of society that can encourage entrepreneurial culture by creating entrepreneurs, so as to encourage the community, especially students to increase entrepreneurial interest. This research aims to find out and analyze the influence of subjective norms, attitude and perceived control on the entrepreneurial interests of Telkom University students.

The research method used in this study is quantitative method. Sampling is done with probability sampling technique and the technique used is simple random sampling with 300 respondents of Telkom University active students.

Keywords: *entrepreneurial interests, subjective norms, attitude, perceived control*