

ABSTRACT

In advancing entrepreneurship in Indonesia, the government is currently implementing an entrepreneurial learning program for students. Entrepreneurship education at colleges in Indonesia is diverse, including Telkom University which offers a Business Administration study program. This research is conducted to find out and analyze how the influence of cultural values, self-effectiveness on entrepreneurial interests of business administration students at Telkom University.

The research method used in this research is a quantitative research method by distributing a questionnaire online through a Google form that addresses a sample of research to Telecom University Business Administration Students. Data analysis techniques used are descriptive statistical analysis and Partial Least Square analysis on SmartPLS 4.0 software.

Based on the results of descriptive analysis, the cultural value variable (X1) in business administration students included the category of good with a percentage score of 83.73%, self-efficiency (X2) was included in the good category with a percent rating of 83,66% and entrepreneurial interest (Y) was included into the good class with a rate of 82.91%. Studies show that cultural values (X1) and self-effectiveness (X2) have a positive and significant influence on entrepreneurial interests (Y).

Keywords: *Cultural Value, Self Efficaction, Entrepreneurial Intention*