ABSTRACT

Indonesia's entrepreneurship ratio is currently 3.47% of the population. To achieve the resolution of Indonesia as a developed country in 2045, the role of the younger generation is needed. One of telkom university's actions is to implement the university's vision of "research and entrepreneurial university", which is to play an active role in the development of technology, science, and art based on information technology. With the hope that new entrepreneurs will emerge from Telkom University, especially the Business Administration Study Program. To increase the student entrepreneurial interest, then it can be seen from how innovation and the student entrepreneurial environment and family support provided to the students. The purpose of this study was to determine how the influence of innovation and entrepreneurial environment and family support, both partial and simultaneous influence, on entrepreneurial interest of telkom university business administration students.

The research method used is quantitative method with data obtained from the results of distributing questionnaires to 329 respondents. The distribution of the questionnaire contains 16 statements using a Likert scale. In explaining the research results, the data analysis techniques used are descriptive analysis, multiple linear regression, hypothesis testing (f test and t test), and the coefficient of determination.

The results obtained in this study based on the results of the t test show that innovation and entrepreneurial environment have a significant effect on entrepreneurial interest and family support has a significant effect on entrepreneurial interest. From these results it can be concluded that H0 is rejected. Meanwhile, the f test obtained the results that innovation and entrepreneurial environment and family support simultaneously affect the interest in entrepreneurship. The coefficient of determination obtained with r square value of 10,4%.

Keywords : innovation and entrepreneurial environment, family support, entrepreneurial intention