

ABSTRACT

The problems generally faced by developing countries like Indonesia are high levels of poverty and unemployment, one way to overcome this requires the role of entrepreneurship. The driving factor for entrepreneurship growth in a country lies in the role of universities through the provision of entrepreneurship education. The university that is currently in the spotlight is Telkom University because it is the best private university in Indonesia which has a study program related to entrepreneurship, namely Business Administration.

This research uses a quantitative method by distributing questionnaires via Google Form which are distributed to the sample, namely students of the Business Administration study program at Telkom University who chose the 2021 class of entrepreneurship as a tool to organize the questionnaire used in the data collection process, which is then analyzed using Partial analysis. Least Square (PLS) and descriptive statistical analysis using SmartPLS 4.0 software.

The research results show that the personality variable (X1) obtained a percentage score of 85% and Entrepreneurship Education (X2) 86%, both results are in the very good category and Learning Experience (X3) obtained a score of 83%, and Interest in Entrepreneurship (Y) of 80%, both results are categorized as good. So it can be concluded that personality variables, entrepreneurship education, and learning experience have a significant effect on interest in entrepreneurship. Future research can expand the population by involving other departments or even other universities.

Keywords: *Personality, Entrepreneurship Education, Learning Experience, Entrepreneurship Intentions.*