

ABSTRACT

Entrepreneurship is considered to have a vital role for economic growth, especially in reducing unemployment. In fact, the number of entrepreneurs in Indonesia has not reached the standard set by world institutions. Intention in entrepreneurship that starts from the student environment is important to create jobs and reduce the potential for unemployment in Indonesia.

This research uses quantitative methods with descriptive causality research. Sampling in this study was carried out using non-probability sampling method with snowball sampling type. Questionnaire data was distributed using a questionnaire media to 102 respondents from students of business management and business administration study programs class of 2020 Telkom University who took Small-Startup Business Development courses for business management and entrepreneurship courses for business administration.

This study aims to determine whether entrepreneurial culture has a positive effect on entrepreneurial intention, to determine whether entrepreneurial culture has a positive effect on entrepreneurial mindset, to determine whether entrepreneurial culture has a positive effect on entrepreneurship education, to determine whether entrepreneurship education has a positive effect on entrepreneurial mindset, to determine whether entrepreneurship education has a positive effect on entrepreneurial innovation, to determine whether entrepreneurial innovation has a positive effect on entrepreneurial mindset, to determine whether entrepreneurial innovation has a positive effect on entrepreneurial intention, to determine whether entrepreneurial mindset has a positive effect on entrepreneurial intention .

The results show that entrepreneurial culture affects entrepreneurial intention, entrepreneurial mindset, and entrepreneurship education, while entrepreneurship education positively affects entrepreneurial mindset and entrepreneurial innovation. Furthermore, entrepreneurial innovation affects entrepreneurial mindset and entrepreneurial intention. This study also confirmed the direct effect of entrepreneurial mindset on entrepreneurial intention as the last hypothesis.

Keywords: Entrepreneurial Culture, Entrepreneurial Education, Entrepreneurial Innovation, Entrepreneurial Mindset, Entrepreneurial Intention.