

ABSTRACT

Shanty Vani. The Effect of Entrepreneurship Motivation and Mental on Entrepreneurial Interest in Esa Unggul University Students. Supervised by Dra. Retno Suliati Suleiman, Akt, MM.

This study aims to find out the influence of Entrepreneurship Motivation and Mental towards Entrepreneurial Interest in Esa Unggul University Students. Motivation, Mental Entrepreneurship, and Entrepreneurial Interest are measured using a Likert scale.

The sample used in this study uses the Slovin method. The sample used in this study amounted to 94 respondents. Data type is primary data sourced from questionnaires and direct interviews with respondents. Data analysis method is multiple linear regression analysis.

The results of testing hypotheses indicate that simultaneously Motivation and Mental Entrepreneurship have a significant effect on Entrepreneurial Interest. Persially Motivation and Mental Entrepreneurship have a positive and significant effect on Entrepreneurial Interest.

Keywords: Motivation, Mental Entrepreneurship, Entrepreneurial Interest