

ABSTRACT

Title of this research is "DETERMINANT ENTREPRENEURIAL INTENTIONS FACTOR OF ECONOMIC FACULTY COLLEGE STUDENT (Study at Esa Unggul University)" guided by Rina Anindita.

This research aims to investigate factors that influence entrepreneurial intentions of economics faculty college students (study at Esa Unggul University). The analysis factors includes Personality, Motivation, Education and Family.

This research involves 126 economic faculty college students consists of 67 regular college students and 59 executive college students at Esa Unggul University by using convinience sampling. Research method in this research using Multiple Regression Analysis and Mann Whitney. The results of this research indicate that factor influence entrepreneurial intentions economic faculty college student simultaneously is Personality, Motivation, Education and Family with value sig. 0.000 (< 0.10 significant). While partially only Personality and Motivation influence entrepreneurial intentions of economics faculty college student with each value sig. 0.000 and 0.004 (< 0.10, significant). Likewise, this research also indicates there is no difference entrepreneurial intentions between regular and executive college student with value sig. 0.796 (> 0.05, significant).