

ABSTRACT

This research was conducted at the Young Entrepreneur Academy (YEA) Indonesia. YEA Indonesia is an educational institution that houses Indonesian youth who want to learn to become entrepreneurs. This educational institution has been operating since October 31, 2007. This study aims to examine the effect of entrepreneurial knowledge and entrepreneurial motivation on business success in YEA Indonesia alumni entrepreneurs.

The research uses quantitative research methods. This study uses a non-probability sampling technique with accidental sampling/convenience sampling. Non-probability sampling technique is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. Accidental sampling/convenience sampling method is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The sample in this study amounted to 100 respondents. Data collection in this study was carried out by distributing questionnaires distributed to respondents, namely, YEA Indonesia alumni entrepreneurs. The data analysis technique used multiple linear regression analysis and descriptive analysis.

The results showed that the respondent's response to Entrepreneurship Knowledge was in the good category with a score of 76%, the respondent's response to Entrepreneurship Motivation was in the good category with a score of 71% and the respondent's response to Business Success was in the good category with a score of 74%. The conclusion of this study is that entrepreneurial knowledge and entrepreneurial motivation have a positive and significant effect on business success with a score of 58.8%. These results can be interpreted that by increasing entrepreneurial knowledge and entrepreneurial motivation in the business of YEA Indonesia alumni entrepreneurs will have an effect on increasing Business Success.

Keywords: *Entrepreneurship Knowledge, Entrepreneurial Motivation, Business Success, Entrepreneur.*