

ABSTRACT

Entrepreneurship plays a vital role in the current economic conditions, particularly in creating jobs, driving innovation, and fostering national competitiveness. The younger generation, especially university students, is considered to have great potential in developing entrepreneurship due to their familiarity with technology and high creativity. Therefore, it is essential to identify the factors that can encourage entrepreneurial interest among students. This study aims to analyze the influence of motivation and family environment on entrepreneurial interest among Universitas Telkom students. The purpose of this study is to determine how motivation and family environment affect entrepreneurial interest among Universitas Telkom students.

The research method used is quantitative, with data collection techniques through questionnaires distributed to 397 respondents, Universitas Telkom students with entrepreneurial interests. The questionnaire consists of 13 questions using a Likert scale. To explain the research results, the data analysis techniques used are descriptive analysis, multiple linear regression, hypothesis testing (t-test and F-test), and coefficient of determination.

The results obtained in this study based on the t-test show that motivation and family environment have a significant influence on entrepreneurial interest. From these results, it can be concluded that H_0 is rejected. Meanwhile, the F-test results show that motivation and family environment simultaneously influence entrepreneurial interest. The coefficient of determination obtained in this study is R-square of 59.6%.

Keywords: *Motivation, family environment, entrepreneurial interest, generation z, Universitas Telkom.*