

***THE EFFECT OF ENTREPRENEURSHIP CHARACTERISTICS  
ON STUDENTS' INTEREST IN ENTREPRENEURSHIP  
BUSINESS ADMINISTRATION STATE POLYTECHNIC,  
BENGKALIS***

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*Abstract*

*This study aims to determine the effect of entrepreneurial characteristics on the entrepreneurial interest of students in the Bengkalis State Polytechnic Business Administration Study Program. The objects in this study were students of the Business Administration Study Program which consisted of 192 people with a sample of 100 people. The type of research used in this research is associative research by distributing questionnaires to 100 respondents using the probability sampling method with proportionate stratified random sampling. The test results show that entrepreneurial characteristics have a positive and significant effect on the entrepreneurial interest of students in the Business Administration Study Program, meaning that the entrepreneurial characteristic variable is one of the variables that can be used to measure students' interest in entrepreneurship. The determinant coefficient (KD) is 0.593 or 59.3%, which means that entrepreneurial characteristics affect student entrepreneurship interest by 59.3% while the remaining 40.7% is influenced by other variables not examined in this study.*

*Keywords: Characteristics Of Entrepreneurship, Interest In Entrepreneurship*