

## **ABSTRACT**

### **COMPARATIVE ANALYSIS OF THE SELF EMPLOYING INTENTION OF SOCIAL AND POLITICS FACULTY 2014**

**(Study of Student of Business Administration and Non-Business  
Administration Social and Politics Faculty Lampung University )**

**By**

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*This survey intends to know the comparison of self employing intention between students of business administration major and non-business administration major affected by three factors. The factor is personality, demographic, and instrument readiness. Type of research is descriptive method with quantitative approach. This survey was done at Social and Politics Faculty o Lampung University. The amount of the samples used this survey is 100 respondents.*

*This survey used T Test Sample tool. Based on this survey the personality, demographic, and instrument readiness factors of students of Business Administration major are bigger than students of Non-Business Administration major. And the result of self-employing intention of Business Administration major students is also bigger than Non-Business Administration major students which are 20,46 for Business Administration major and 17,82 for Non-Business Administration major.*

*Key words: entrepreneur intentions, personality, demographic, and instrument readiness*