ABSTRACT

FACTORS THAT INFLUENCE STUDENT ENTREPRENEURSHIP
(Study Student University Lampung)

by:

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This study aims to analyze the factors that influence students in entrepreneurship. This study use qualitative method. This study has eight informant who are students of each department at University of Lampung. The data source of this study taken by the author from deep interview with the informant, as well as supported with the study documentation and literature. The technique analysis data which is used in this study is qualitative data analyze there are data reduction, data presentation, and data verification. The results obtained from this study is factors that affect student entrepreneurship there are hobbies, preserve local culture, see the environmental opportunities, learn to find their own income, looking for new experiences, and wanted to be financial independent. The impact from that situation is economic, social, and individuals. The impact in economic is increased income. The impact in social is increase social status. The individual impact is obtain new experience.

Keyword: influence, student, entrepreneurship