

## **ABSTRACT**

**CYTHIA TANADI**

**1401020189**

### **THE INFLUENCE OF TRANSMITTING ENTREPRENEURIAL SPIRIT TO UPH MEDAN STUDENTS' ENTREPRENEUR MOTIVATION**

(xiv+82 pages; 11 figures; 1 table; 9 appendixes)

It is often mistaken by many that Indonesia has nothing to offer other than sunny beaches and cultural experiences. However, being the world's fourth most populous country and Southeast Asia's largest economy, it is not surprising that Indonesia has lots of entrepreneurs. Asia is home to some of the world's most promising startups, as it deals with a multitude of problems arising from rapid economic development.

The purpose of this research is to reveal how motivated UPH Medan students in terms of becoming an entrepreneur through the transmission of entrepreneurial spirit. The method of this research is by distributing a questionnaire which will indicate what the characteristics of students are and what the influence of education and studies for students are. The result of this research is that there is a transmission of entrepreneurial spirit towards UPH Medan students through studies from the university, as students will feel more motivated to become an entrepreneur.

**Keywords:** Entrepreneurial Spirit, Students Motivation, Entrepreneur Student, Entrepreneur's Intention, Transmission of Entrepreneurial Spirit, Influence of Education and Studies towards Students.

References: 42