ANALYSIS OF CHARACTERISTICS OF STUDENTS AND FACTORS AFFECTING THE OWNERSHIP OF INDEPENDENT BUSINESS ITS STUDENTS

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Abstract
Institute of Technology Sepuluh Nopember (ITS) is currently being intensified to foster entrepreneurship education and develop a spirit of entrepreneurship and behavior as well as a place for students to entrepreneurship. Still a bit among the students who really take advantage of knowledge gained in lecture bench as an opportunity for entrepreneurship. Therefore, this research is conducted to determine the characteristics of students who have a business independent ITS and search any factors that influence students' ITS independent business ownership. The method used is descriptive statistics and binary logistic regression analysis. The results obtained showed that respondents had an independent business is 28%. Percentage of respondents who have the academic achievement independent business at most in the range of 2.50 up to 3.00 GPA. Based on the largest percentage scores for predictor variables, respondents who have an independent business is in the category of high and very high except on the influence of family environment score variable that is located in the low category. GPA and overconfident attitude variables significantly (α = 15%) effect on student independent business ownership ITS.

Keywords : Entrepreneurship, binary logistic regression, factors independently influence of business ownership
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