

ABSTRACT

This study aims to analyze the influence of internal factor and external factor towards entrepreneurial intention of Economic and Business Student at Diponegoro University.

The samples in this research were taken by using convenience sampling technique. The number of sample that used in this research were 100 respondents. The data obtained were analysed by using Linier Regression technique through IBM SPSS 21 software.

The result of this research shows that need for achievement factor and family and social environment factor have positively significant relationship with student entrepreneurial intention. On the other hand, internal factor such as : innovation, personal control, and self-esteem have no significant relationship with student entrepreneurial intention.

Keys Words : *Entrepreneurial Intention, Need for Achievement, Innovation, Personal Control, Self-Esteem.*