

## ABSTRACT

*This study aims to determine the factors that influence entrepreneurial behavior of youth in Tegal Regency, directly or indirectly through mediation entrepreneurial intention. The independent variables observed were KRENOVA, attitude toward behavior, subjective norm, perceived behavior control, access to resources and demographics. KRENOVA is a government program to create entrepreneurial intention and behavior of community in Tegal Regency. The research data collection instrument used a questionnaire with a likert scale of 1-7. The number of research samples is 200 respondents taken randomly by using stratified random sampling technique. The analytical method used in this study is PLS-SEM. Based on results of the estimated path coefficient state that KRENOVA is considered ineffective in forming entrepreneurial intention and behavior of youth in Tegal Regency. The three components of TPB have a significant relationship with entrepreneurial intention and behavior, except attitude toward behavior has not affect on entrepreneurial behavior. Access to capital is able to shape entrepreneurial intention and behavior but access to information can only influence entrepreneurial behavior. The level on education is one of the demographic factors that can influence entrepreneurial intention, while age affects entrepreneurial behavior.*

**Keywords** : government program, entrepreneurial intention, entrepreneurial behavior, TPB, access to resources, demographics