

## **ABSTRACT**

*The government tries to reduce unemployment at the tertiary level of education by providing entrepreneurial programs to students. This study aims to analyze the factors that influence the interests and behavior of Diponegoro University students. This study uses public sector economic theory and theory of planned behavior with the research method used is SEM-PLS with WarpPLS 6.0 application. Primary data is used in this research. The sample size is 200 respondents, with stratified random sampling method equal allocation. The exogenous variables attitude, subjective norms, behavior control, access to PMW, and access to resources. The endogenous variables in this study are entrepreneurial interest and behavior.*

*The results showed that attitude and behavior control have a significant effect on student entrepreneurial interest. Intention, access to PMW and access to resources have a significant effect on entrepreneurial behavior. The novelty in this study is the use of psycho-social factors by adding external factors from access to PMW and resources. The conclusion of this research is student entrepreneurial behavior can arise with entrepreneurial intention. The emergence of entrepreneurial behavior is also supported by the access to PMW and resource.*

*Keywords : PMW, Theory of Planned Behavior, Perilaku Wirausaha*