

## **ABSTRACT**

*The entrepreneurial intentions of the young generation in the agricultural sector are decreasing from year to year. Based on this, it is important to question the characteristics of agricultural student entrepreneurial intentions. Many university graduates are unemployed but on the other hand there are still agricultural sectors that can be potential for these graduates to be developed and become one of their career choices going forward. This research provides support for the application of TPB (Theory of Plan Behavior) and the concept of entrepreneurial intentions to understand the emergence of complex economic behaviors such as entrepreneurship before the emergence of observable actions. The purpose of this study was to determine the intentions of agricultural entrepreneurs and the facts that influence them.*

*The population in this study were students of the Faculty of Animal Husbandry and Agriculture, University of Diponegoro. The sample of 100 respondents with incidental sampling approach. Data collection methods used in this study were questionnaires and data testing using the SPSS Statistics 18 program. Data analysis used was descriptive analysis and multiple linear regression analysis.*

*The results of the research analysis show that entrepreneurial attitudes and role models have a positive effect on student entrepreneurial intentions, while subjective norms, behavior control, and PWMP access have no effect on entrepreneurial intentions. The results of the analysis of entrepreneurial role models have a positive effect on subjective norms and do not affect attitudes and behavior control*

*Keywords: agricultural entrepreneurship, intention, theory of plan behavior, entrepreneurial role model.*