

## ABSTRACT

Entrepreneurship as a career which interest by millennial. The birth of a new entrepreneur is able to contribute as a livelihood not only on a national scale or in regions. Pekalongan City is one of the batik industry cities that provides its own advantages. This gives advantages for millennial who try to have a business idea. Thus affecting the behavior and habits of millennial entrepreneurs in Pekalongan City. This study aims to determine the determinants of entrepreneurial behavior among millennials with the Shapero Model of Entrepreneurial Event (SEE). The variables used are intension, perceived desirability, perceived feasibility, family business background, family annual income, entrepreneurial experience and entrepreneurial personality. This study using questionnaires as many as 100 respondents using the 1-7 point Likert scale method. The results show that intension is significantly influenced by positive perceived feasibility and perceived desirability. Perceived feasibility influenced by entrepreneurial experience, family business background and family annual income. While the external influence on the perceived desirability is entrepreneurial personality and family business background.

Keywords : Millenial, SEE, *Perceived Desirability*, *Perceived Feasibility*, *Intensions*