

## **ABSTRACT**

*This research aims to analyze the factors influencing the entrepreneurship interest case study in Muhammadiyah University of Yogyakarta. The independent variables in this study such as family environment, risk, motivation, and attitude. And the dependent variable is entrepreneurship interest. This research used primary data by distributing questionnaire to Muhammadiyah University of Yogyakarta Student with the total sample number of 100 respondents. The method used was Multiple Linear Regression. Based on the results of the analysis that has been done, the results shows that influence of family environment, risk, motivation, attitudes have a positive and significant effect on entrepreneurship interest in Muhammadiyah University of Yogyakarta. In this study it is necessary to add independent variables to strengthen the results of the study.*

*Keyword : entrepreneurship interest, as family environment, risk, motivation, attitude*