

# The Effect of Motivation and Entrepreneurship on Interest in Entrepreneurship (Case Study Food Traders in the Field Triangle Head)

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## Abstract

This study aims to determine the effect of motivation and entrepreneurial mentality on interest in entrepreneurship (a case study of street vendors in the Lubuk Pakam Triangle Field). This research method uses quantitative descriptive data. The sample of this research is 49 street vendors. The results of this study indicate that motivation and entrepreneurial mentality affect the interest in entrepreneurship (a case study of street vendors in the Lubuk Pakam Triangle Field). The data were processed using SPSS 25 and tested with validity, reliability, classical assumption, multiple regression, hypothesis testing and coefficient of determination tests. The results showed that motivation had a positive and significant effect on interest in entrepreneurship, entrepreneurial mentality had a positive and significant effect on interest in entrepreneurship, and simultaneously motivation and entrepreneurial mentality had a positive and significant effect on entrepreneurship interest of street vendors in the Lubuk Pakam Triangle Field).

**Keywords:** *Motivation, Entrepreneurship Mental, Entrepreneurial Interest*

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## Introduction

The current problematic economic problems can be done by increasing the role of entrepreneurs or MSME founders to help economic growth in the midst of complex economic problems. Currently, the COVID-19 pandemic that has hit the entire country has become a problem, including Indonesia. This resulted in the global economy experiencing negative economic growth. This causes the economy to experience a decline in income. In this pandemic, the main threat is the global economy, especially in the economic sector. Many companies are forced to terminate employment or reduce employees because of this condition. So many turn to become entrepreneurs to survive. This is because entrepreneurship has an important role to make people more creative and independent, because entrepreneurship itself has the ability to create and provide value-added products or new innovations so that people will be stimulated to be more creative. The role of entrepreneurs is actually very strategic in economic growth in Indonesia because it is from entrepreneurs that micro growth in society can occur properly.

Given the importance of the role of entrepreneurs in building the economy, it is very necessary to foster interest in entrepreneurship in the community. The entrepreneurial process itself determines the willingness to take calculated risks so that they can overcome obstacles to achieve the expected success. A person's willingness to become an entrepreneur must arise from within and not be forced by others or not based on the will of others, but people who are interested in entrepreneurship feel compelled and challenged to become entrepreneurs.

Interest in entrepreneurship does not grow instantly, but requires processes and stages according to the mentality of each person in entrepreneurship. According to Firmansyah and Roosmawarni (2019: 90) stated "the mentality of an entrepreneur is the way an entrepreneur thinks and behaves. Entrepreneurs must strengthen their mentality to become more responsible, disciplined and innovative people". A strong mentality enables business actors to maintain their business in order to survive even in difficult times. The existence of a person's mentality can make them able to stand

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on their own abilities to help themselves from the difficulties they face, including poverty without anyone's help.

In addition to the entrepreneurial mentality, the role of motivation is also very important in growing interest in entrepreneurship. Someone who is motivated in entrepreneurship can determine the attitude to obtain achievements that are grown by confidence in building a character that can lead to the success or success of a business. According to Alifuddin and Razak (2015: 92) defines "motivation as a condition in which a person's efforts and willpower are directed to the achievement of certain results or goals". The results in question can be productivity, attendance, or other creative work behaviors. Therefore, business actors must motivate themselves to continue to make every effort to succeed in running their business so that later they will be able to be independent, help themselves in facing life's difficulties, and even be able to open up job opportunities for themselves and others.

### ***Research purposes***

The aim of this research is:

- a. To determine the effect of motivation on the entrepreneurial interest of street vendors in the Lubuk Pakam Triangle Field.
- b. To find out the entrepreneurial mentality of the interest in entrepreneurship of street vendors in the Lubuk Pakam Triangle Field.
- c. To determine the effect of motivation and entrepreneurial mentality on the interest in entrepreneurship of street vendors in the Lubuk Pakam Triangle Field.

### ***Motivation***

According to Robbins (in Wibowo, 2016: 322), "motivation is a measure of how long a person can maintain their efforts. Motivated individuals will carry out tasks long enough to achieve their goals. According to Wibowo (2016: 322), "motivation is an encouragement to a series of processes of human behavior in achieving goals". While the elements contained in motivation include elements of generating, directing, maintaining, showing intensity, being continuous and having a purpose.

According to Wibowo (2016: 360) motivation can grow through the provision of *rewards* or awards. There are five factors that can affect motivation, namely achievement, anxiety, approval, curiosity, persistence. According to McClelland (in Alifuddin and Razak, 2015: 96), there are six important aspects contained in achievement motivation, namely: responsibility, considering risks, feedback, creative-innovative, task completion time, and the desire to be the best.

### ***Entrepreneurial Mental***

According to Firmansyah and Roosmawarni (2019: 90) stated "the mentality of an entrepreneur is the way an entrepreneur thinks and behaves. Entrepreneurs must mentally forge to become more responsible, disciplined and innovative people". According to Ariyanti (2018) explaining "entrepreneurial mentality can be defined as the mentality of a person whose thoughts are always trying to find, take advantage of, and create business opportunities". This business opportunity may be profitable both financially and socially, but the risk of loss cannot be separated from haunting us. There is no such thing as a loss as long as someone makes an effort with courage and calculation.

According to Firmansyah and Roosmawarni (2019:5) the characteristics that must be possessed by an entrepreneur include: dare to take risks, have great enthusiasm and will, have the right perception and analysis, are not consumptive, have a leadership spirit, are future-oriented, and always try to give the best.

According to Firmansyah and Roosmawarni (2019:94) the mental attitudes that must be possessed by entrepreneurs to become successful entrepreneurs include the following: emotionally

intelligent, confident, brave to say no, able to neutralize *difficult people* , not afraid of change, can accept failure , and do not compare themselves with others.

### ***Entrepreneurial Mental***

According to Basrowi (2016: 34) states "interest in entrepreneurship is a change in the attitudes and views of the young generation of intellectual candidates for our nation and a change in the attitude of parents who enjoy and allow their children to enter the business field". According to Ariyanti (2018) "Entrepreneurial interest is the desire, interest and willingness to work hard or be strong-willed with a concentration of attention to try to fulfill their needs without feeling afraid of the risks that will be faced". According to Zulianti and Nawawi (2022) "interest in entrepreneurship includes general attitudes towards entrepreneurship, specific awareness to like entrepreneurship, feeling happy with entrepreneurship". To be a successful entrepreneur, a person must work hard, have a high spirit and believe in his abilities as an entrepreneur.

According to Nitisusastro (2012: 29) briefly, the interest in entrepreneurship is explained as follows: willingness and self-confidence, focus on goals, hardworking, willing to take risks, being responsible, and innovating. Motivation is not brought from birth, but interest grows and develops according to the factors that influence it. Factors that influence interest in entrepreneurship are divided into two, namely intrinsic factors (self-confidence , achievement motives , self-esteem , and feelings of pleasure) and extrinsic factors ( family environment, community environment, and opportunities).

According to Widodo (2012:17) efforts are made to build interest in entrepreneurship, including: recognizing the positive impact of entrepreneurship, sharpening *mission statements* , goals, written planning, starting a business from a field that is liked or needed according to one's abilities, building support, equipping oneself, and be positive about failure.

### Hypothesis

Ha : Motivation has a positive and significant effect on interest entrepreneurship at street vendors in the Lubuk Pakam Triangle Field.

Ha : Entrepreneurial mentality has a positive and significant effect on entrepreneurial interest in street vendors in the Lubuk Pakam Triangle Field.

Ha<sub>3</sub> : Motivation and entrepreneurial mentality have a positive and significant effect on entrepreneurial interest in street vendors in the Lubuk Pakam Triangle Field.

## **Methodology**

### ***Population***

According to Sugiyono (2015:117) explains, "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions". In this study, the population was street vendors in the Lubuk Pakam Triangle Field as many as 49 street vendors.

### ***Sample***

According to Sugiyono (2015:118), "the sample is part of the number and characteristics possessed by the population". If the number of subjects is large, it can be taken between 10% - 15% or 20% - 25% or more. But if the subject is less than 100, it is better to take all so that the research is a population study. The sampling technique used was the saturated sample technique, namely the technique of determining the sample by using all members of the population as a sample. So, in this study the researchers took a sample of 49 street vendors.

### ***Operational definition***

#### ***Motivation***

Motivation is a process to influence or encourage someone to do something they want based on expectations so that a job can be completed effectively and efficiently (Kusnadi and Novita, 2020: 29).

#### ***Entrepreneurial Mental***

Entrepreneurial mentality is the courage to try to determine prosperity, success and fulfill physical and spiritual needs obtained from one's own abilities, thoughts and efforts (Agung and Sumaryanto, 2015).

#### ***Entrepreneurial Interest***

Interest in entrepreneurship is the ability to encourage oneself and do something to meet the needs of life and solve life's problems, advance a business or create a new business with a feeling of pleasure because it brings benefits for him to try to fulfill his life needs without feeling afraid of the risks that will be faced, always learning from the failures experienced, as well as developing the business he created (Hendrawan and Sirine, 2007).

### **Data collection technique**

Sugiyono (2015: 193) explains, "data collection techniques are the accuracy of the ways used to collect data that can be done in various *settings*, various sources and various ways". The techniques that the researchers used in this study were as follows:

1. Observation

Sugiyono (2015:203) explains "observation is a method or technique of collecting data by observing ongoing activities".

2. Questionnaire (Questionnaire)

Sugiyono (2015: 199) "questionnaire/questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer".

3. Documentation Study

According to Sugiyono (2015) "documentation study is a data collection technique by studying documents to obtain data or information related to the problem under study.

### **Validity and Reliability Test**

#### ***Validity test***

According to Perdana (2016, 37), "The validity test is a testing tool for the questionnaire instrument which is formed in such a way as to measure the accuracy, accuracy and validity of a questionnaire instrument". An instrument is said to be valid if it is able to achieve its measurement objectives. The results of the validity test can also be measured by looking at the  $r_{\text{calculated}}$  value. If  $r_{\text{calculated}} > r_{\text{table}}$  with a significant level of 5% ( $\alpha = 0.50$ ), then it can be said to be valid, and if  $r_{\text{calculated}} < r_{\text{table}}$  then it can be said to be invalid.

#### ***Reliability Test***

"Reliability test is a tool to test or measure the trustworthiness of a questionnaire instrument which is an indicator of a variable or construct to determine the consistency of the measuring instrument and is consistent if the measurement is repeated from time to time" (Perdana, 2016:37). To see the presence or absence of a measuring instrument, a statistical approach is used, namely through the

reliability coefficient and if the reliability coefficient is greater than 0.06 then the overall statement is declared reliable or reliable.

## Data analysis method

### Classic assumption test

#### a. Normality test

"The normality test is a procedure used to find out whether the data comes from a normally distributed population or is in a normal distribution" (Nuryadi et al., 2017:79). The normality test was used to determine whether the data obtained were normally distributed or not. Nuryadi et al. (2017:80) explains that the basis for decision making is if the value of  $L_{count} > L_{table}$  then  $H_0$  is rejected, and if the value  $L_{count} < L_{table}$  then  $H_0$  is accepted. The decision making of data distribution is as follows: if the value of *Asymp. Sig* (2-tailed) is less than 0.50 then  $H_0$  can be concluded that the residual data is not normally distributed. While the value of *Asymp. Sig* (2-tailed) is more than 0.50 then  $H_0$  can be concluded.

#### b. Multicollinearity Test

"Heteroscedasticity test is a regression model test tool to find out the variance inequality from one observation residual to another" (Perdana, 2016:49). If the residual variance from one observation to another observation remains, it is called Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is the one with homoscedasticity or there is no heteroscedasticity problem.

#### c. Heteroscedasticity Test

According to Perdana (2016:47), "Multicollinearity test is a regression model test tool to find a correlation between independent (independent) variables". A good regression model should not have a correlation between the independent variables. Multicollinearity test can be done by regression test, with the benchmark value of VIF (Variance Inflation Factor) and Tolerance value. The criteria used are:

- If the VIF value is around 1-10, it is said that there is no multicollinearity problem.
- If the Tolerance value 0.10, it is said that there is no multicollinearity problem.

## Multiple Linear Regression Analysis

"Multiple linear analysis is a statistical tool used to determine the effect of two or more independent variables on one variable on one dependent variable" (Perdana, 2016:61). The general equation for multiple linear regression analysis is:

$$Y = a + b_1X + b_2X + e$$

Information:

Y= Interest in Entrepreneurship

X = Motivation

X = Entrepreneurial Mental

a= Constant

b1, b2 = Regression Coefficient

e= Confounding Variable

## Hypothesis testing

### 1. *T test (Partial Test)*

According to Gio & Rosmaini (2018:171) "partial test is a value that measures the closeness of the relationship between two variables by controlling the influence of other variables". The t-test was conducted to test the independent variables to prove the initial hypothesis about the effect of motivation (X) and entrepreneurial mentality (X) as independent variables on entrepreneurial interest (Y) as the dependent variable.

### 2. *F Test (Simultaneous Test)*

According to Gio & Rosmaini (2018:170) "in multiple linear regression, the F . test used to test the suitability of the multiple linear regression model to the data. In other words, test F tests the significance of simultaneously ( *simultaneously* ) or simultaneously all population regression coefficients". The degree of confidence used is 0.05. If the calculated F value is greater than the F value according to the table, then the alternative hypothesis is that all independent variables simultaneously have a significant effect on the dependent variable.

## Coefficient of Determination Test

According to Gio & Rosmaini (2018:169) "The coefficient of determination ( $r^2$ ) is used to measure the ability of the linear regression model to match or fit *the* data". If the determination ( $R^2$ ) is getting bigger (closer to one), it can be said that the influence of the independent variable is large on the dependent variable. This means, the model used is getting stronger to explain the influence of the independent variables studied on the dependent variable.

## Research Results and Discussion

### Validity and Reliability Testing

#### *Validity test*

Based on the results of the validity test, it can be seen that all indicators are declared valid, because the value of Corrected Item-Total Correlation  $> r_{table}$  is 0.281, so that these items are feasible to be used as research measuring instruments.

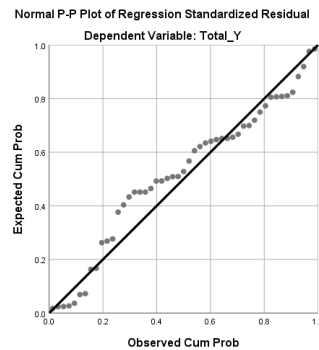
#### *Reliability Test*

The results of the reliability test of motivation, entrepreneurial mentality, and interest in entrepreneurship show the Cronbach Alpha values of 0.909, 0.914 and 0.949, respectively. This value is greater than 0.60, so that all statement items in the questionnaire are declared reliable.

## Classic assumption test

### *Normality test*

In this study using a normal graph plot as follows:



Source: Data processed by SPSS, 2022

In the graph the plot shows that there are visible points that follow the data along the diagonal line. This shows that along the diagonal line is normally distributed.

**Multicollinearity Test**

Table 1  
Test Tolerance Value and VIF

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	12.183	8.620		1.381	0.174		
Motivasi [X1]	0.324	0.148	0.291	2.198	0.033	1.000	1.000
Mental Berwirausaha [X2]	0.411	0.168	0.325	2.452	0.018	1.000	1.000

a. Dependent Variable: Minat Berwirausaha [Y]

Source: Data processed by SPSS, 2022

Table 1 shows that the tolerance value of all independent variables (motivation and entrepreneurial mentality) is greater than the accuracy value of 0.1 and the VIF value of all independent variables (motivation and entrepreneurial mentality) is smaller than the accuracy value of 10. Therefore, the data In this study, it is said that there is no multicollinearity problem.

**Heteroscedasticity Test**

The heteroscedasticity test using the glesjer test proposes to regress the *absolute residual value* (abs\_res) on the independent variables (motivation and entrepreneurial mentality). If the independent variable is statistically significant affecting the abs\_res variable, then there is an indication of heteroscedasticity.

Table 2  
Glejser Test Results  
Heteroscedasticity

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.387	5.798		0.236	0.815
Motivasi [X1]	-0.029	0.097	-0.044	-0.301	0.784
Mental Kewirausahaan [X2]	0.096	0.110	0.125	0.859	0.395

a. Dependent Variable: Abs\_Res

In table 2, it can be seen that the independent variables (motivation and entrepreneurial mentality) produce significant values in the coefficient table which are regressed with *absolute residual* (abs\_res) greater than 0.05 so that it can be concluded that the regression model does not have heteroscedasticity symptoms.

**Multiple Linear Regression Analysis**

Table 3  
Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.183	8.820		1.381	0.174
	Motivasi [X1]	0.324	0.148	0.291	2.198	0.033
	Mental Kewirausahaan [X2]	0.411	0.168	0.325	2.452	0.018

a. Dependent Variable: Minat Berwirausaha [Y]

Source: Data processed by SPSS, 2022

Based on table 3 above in the second column ( *unstandardized coefficients* ) part B, the constant value (a) is 12,183, the value of b1 for motivational variables is 0.324, and the value of b2 for entrepreneurial mental variables is 0.411, then the multiple linear regression equation is obtained as follows:

$$Y = 12.183 + 0.324X_1 + 0.411X_2 + e$$

From these equations it can be described as follows:

- The constant value (a) is 12,183 this indicates that if the motivation and entrepreneurial interest variable is 0, then the entrepreneurial interest variable will be 12,183.
- The value of the regression coefficient b1 for the motivation variable is 0.324, indicating that if the motivation variable increases by 1%, the interest in entrepreneurship will increase by 32.4%.
- The regression coefficient value of the entrepreneurial mental variable b2 is 0.411, indicating that if the entrepreneurial mental variable increases by 1%, the interest in entrepreneurship will increase by 41.1%.

**Hypothesis testing**

*F Uji test*

The results of the F test can be seen in the following table:

Table 4

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	279.489	2	139.744	5.464	.007 <sup>b</sup>
	Residual	1176.470	46	25.575		
	Total	1455.959	48			

a. Dependent Variable: Minat Berwirausaha [Y]  
b. Predictors: (Constant), Mental Kewirausahaan [X2], Motivasi [X1]

Source: SPSS

Based on the Anova table above, it is known that the calculated F value is 5.464 with a significance probability value of 0.007. After knowing the magnitude of  $F_{count}$ , it will be compared with  $F_{table}$ . The results of the  $F_{table}$  are obtained by the formula  $F_{table} = f(k; nk)$ ,  $F = (2; 49-2)$ ,  $F_{table} = (2;47) = 3.18$  with an error rate of 5%. So that the  $F_{count}$  value (5.464) >  $F_{table}$  (3.18), and a significant level



of  $0.007 < 0.05$ , then  $H_0$  is rejected and  $H_{a3}$  is accepted, it can be concluded that the motivational variables ( $X_1$ ) and entrepreneurial mentality ( $X_2$ ) are significantly different. together have a significant effect on the interest in entrepreneurship ( $Y$ ).

**T Test (Partial Test)**

The results of the t test can be seen in the following table:

**Table 5**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.183	8.820		1.381	0.174
Motivasi [X1]	0.324	0.148	0.291	2.198	0.033
Mental Kewirausahaan [X2]	0.411	0.168	0.325	2.452	0.018

a. Dependent Variable: Minat Berwirausaha [Y]

Source: Data processed, 2022

Based on the table it can be seen that:

The motivation variable has a positive and significant effect on the entrepreneurial interest of street vendors in the Lubuk Pakam Triangle Field. This can be seen from the significant motivation ( $X_1$ )  $0.033 < 0.05$ . And the value of  $t_{table} = t(\alpha/2; nk-1) = (0.05/2; 49-2-1) = (0.025; 46) = 2.013$ . It means that the value of  $t_{count} (2.196) > t_{table} (2.013)$ , then  $H_{a1}$  is accepted. So that the hypothesis which reads that there is an influence of motivation on interest in entrepreneurship is partially accepted.

The entrepreneurial mental variable has a positive and significant effect on the entrepreneurial interest of street vendors in the Lubuk Pakam Triangle Field. This can be seen from the significant entrepreneurial mentality ( $X_2$ )  $0.018 < 0.05$ . And the value of  $t_{table} = t(\alpha/2; nk-1) = (0.05/2; 49-2-1) = (0.025; 46) = 2.013$ . It means that the value of  $t_{count} (2.196) > t_{table} (2.013)$ , then  $H_{a2}$  is accepted. So that the hypothesis which reads that there is an influence of entrepreneurial mentality on interest in entrepreneurship is partially accepted.

**Coefficient of Determination Test**

The results of the coefficient of determination can be seen in the following table:

**Table 6**  
Model Summary<sup>a</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438 <sup>a</sup>	0.192	0.157	5.057

a. Predictors: (Constant), Mental Berwirausaha [X2], Motivasi [X1]  
b. Dependent Variable: Minat Berwirausaha [Y]

Source: Data processed, 2022

Based on the table, it can be seen that the R value is 0.438 and the coefficient of determination of the *R Square value* is 0.192. This means that the ability of the independent variable to explain the dependent variable is 19.2%, the remaining 80.8% is explained by other variables not discussed in this study, such as business success, innovation, entrepreneurial characteristics and so on.

**Conclusion**

- a. Motivation and entrepreneurial mentality together have a significant effect on interest in entrepreneurship (a case study of street vendors in the Lubuk Pakam Triangle Field).
- b. Motivation has a positive and significant effect on interest in entrepreneurship (a case study of street vendors in the Lubuk Pakam Triangle Field). So that the better the motivation of the street vendors, the higher the interest in entrepreneurship.
- c. Entrepreneurial mentality has a positive and significant effect on interest in entrepreneurship (a case study of street vendors in the Lubuk Pakam Triangle Field). So that the better the entrepreneurial mentality of the street vendors, the more interest in entrepreneurship will increase.

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