

# Factors that Affecting Public Interest to be An Entrepreneur at Retail Sector (Case Study of Semarang Regency)

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**Abstract.** This study aims to analyze the influence of personality and motivation on interest in entrepreneurship and to analyze the moderating effect of the family environment on the influence of personality and motivation on interest in entrepreneurship in the retail sector. This research is a survey research with a quantitative approach through a questionnaire instrument distributed to 100 respondents who run retail businesses in Semarang Regency. The data analysis technique used in this research is descriptive analysis and Moderating Regression Analysis (MRA) test. The results of this study indicate that personality and motivation have a positive and significant effect on the interest in entrepreneurship in the retail sector, besides that the family environment does not moderate the influence of personality and motivation on the interest in entrepreneurship in the community in Semarang Regency. Suggestions given in this study are the need for personality support that can be created through entrepreneurial habits, education and training. Limitations in this study using objects with a heterogeneous family environment background so that the moderating effect of family environment variables is not proven, so it is necessary to use objects with a heterogeneous family environment so that the moderation effect is clearer.

**Keywords:** Personality; Motivation; Family Environment; Entrepreneurial Interest; Retail

## 1 Introduction

Unemployment is one of the big problems for the Indonesian economy. The number of graduates and the workforce that is not proportional to the number of jobs makes the number of unemployed in Indonesia always increase. In February 2020, the unemployment rate increased from 6.82 million people in 2019 to 6.88 million people (BPS, 5 May 2020). As the number of unemployed continues to increase, effort that can be done is to increase interest in entrepreneurship so that we no longer depend on the number of jobs.

Efforts to increase interest in entrepreneurship are expected to result the new entrepreneurs who can reduce unemployment and create jobs. Generate interest in entrepreneurship is not an easy thing. There is a tradition that still attached, after graduating from school or college, you have to find work. This is one of the obstacles to creating entrepreneurs. Apart from that, the lack of capital and the lack of courage in taking risks are factors that also hinder the creation of new entrepreneurs. There is a reason that someone does not want to become an entrepreneur because of their lack of interest (Sugiono, Isololipu, 2010:8). There are several reasons for someone to become entrepreneurial, including: 1)Financial reasons; someone looking for additional income and to guarantee financial stability; 2)Social reasons, someone has an effort to gain status to be recognized and respected; 3)Reasons for service, someone is entrepreneurial because they want to give jobs to people, 4)Reasons for self-fulfillment, someone is entrepreneurial because they want to be a boss in carrying out their business with their own ability to achieve goals and avoid dependence on others (Suryana, 2014: 52- 53).

Entrepreneurial interest is one of the main keys to entrepreneurship. With interest, someone will be motivated to take knowledge related to entrepreneurship more seriously. Because with a great interest in entrepreneurship, the greater the desire to achieve it (Munim, 2006: 1). Interest does not appear since someone is born, but interest is something that can be nurtured and developed according to one's condition. There are many factors that can affect a person's interest in entrepreneurship, but basically a person's interest can be influenced by three main factors, namely: physical factors, psychological factors and environmental factors. Physical factors can indicate the health of a person necessary for entrepreneurship. Psychological factors can include: need of achievement, self efficacy, motives, attention and feelings. environmental factors are factors of conditions that exist around a person such as: family environment, school environment and the surrounding environment.

The retail business is one of the many choices for people in entrepreneurship. The term retail is known to come from French, namely *ritellier* which means to break something which means retail or retail trade. Activities in the retail business involve the sale of goods or services to consumers directly. The retail business is one of the businesses that many people choose in entrepreneurship because in the retail business it is very easy and flexible. Retail business can be carried out in various fields, both goods and services, it does not have to require large capital, because it can be adjusted according to capital capabilities.

This study intends to analyze the factors that influence the interest in entrepreneurship in the retail sector as seen from the intrinsic and extrinsic factors. Intrinsic factors in this study were seen from personality and motivation, while extrinsic factors in this study were seen from the family environment as a moderating variable. The research took the object of research on the people who manage traditional retail businesses in Semarang Regency. The reason for choosing this object is because the traditional retail business is one of the business sectors that is relatively resistant to various crisis conditions.

Retail business is a business activity that involves the sale of goods and services to consumers for their own needs, both family and household. From this understanding, it can be underlined that sales in the retail business are aimed at users and consumers' motivation to fulfill their needs is not for resale (Sujana, 2013: 19). The retail business mostly carried out by the community so that this business has a big role in the country's economy, because the retail business is not only an industry that generates jobs but also most people who depend on this business (Puspitassari, et al., 2012: 5). The retail business has a role in bridging the fulfillment of the needs of end consumers for products produced by producers, because so far it is very rare for consumers to buy the products they need directly from the producers.

The retail business also has an important role in carrying out the social and economic life of the community, especially in terms of: 1) Investment (job opportunities); 2) distribution (distribution of goods and services); consumption (meeting consumer needs); 4) indications (identifying consumer needs) (Puspitassari, et al., 2012: 5). The retail business is basically divided into two major groups, namely modern retail and traditional retail. Modern retail is a development of traditional retail (in America it is known as Mom and Pop's Store). The emergence of consumer behavior trends due to the industrial revolution has encouraged retail business players to change the concept of the retail business not only to meet consumer needs but also to provide youth and comfort in shopping at modern retail (Sujana, 2013: 21).

There are several things that need to be considered in carrying out a retail business in order to create excellence, including: 1) customer loyalty; 2) location; 3) human resource management; 4) a unique merchandise information and distribution system; 5) the relationship between the seller and the merchant; customer service (Utami, 2008: 13). In addition, things that need to be considered in the retail business include: 1) availability of the right goods; 2) the right place; 3) the right quantity; 4) the price is right; sales in a fast manner; and the right quality (Puspitassari, 2013: 68). The traditional retail business is basically the activity of buying and selling goods at retail directly to the end consumer, there are not too many kinds of merchandise, the management system is simple and sometimes there is still bargaining. Currently there are many people who carry out this retail business.

The various facilities that exist in this retail business have caused many people to have an interest in getting into this business. Someone's entrepreneurial interest is a feeling of liking and being interested in business activities that require courage in taking risks for profit (Alma, 2016: 10). There are several factors that encourage interest in entrepreneurship including: 1) Personal factors, such as dissatisfaction with someone's job; there is a termination of employment, no other work; age-related urges; courage to take risks; and commitment or high interest in business, 2) Environmental factors, such as relating to the physical environment, the existence of competition in the world of life, the existence of resources that can be used such as capital, savings, inheritance, buildings and strategic locations, taking business courses or business incubators, policies government for the convenience of business locations, credit facilities and business guidance. 3) Sociological factors such as: the existence of relationships, the existence of a team that can be invited to cooperate in doing business, the encouragement of parents to open a business, the existence of family assistance in various conveniences, the existence of previous business experiences (Alma, 2013: 11). Entrepreneurial interest can be measured by several indicators such as: 1) feelings of interest; 2) feeling good; and 3) desire (Alma, 2013: 11).

Alma (2013: 12) states that the thing that most encourages a person to enter an entrepreneurial career is the presence of personal attributes and personal environment. In addition, Nurchotim (2012: 25) explains that the factors that influence the interest in entrepreneurship consist of: 1) Intrinsic factors such as the need for income, motives, self-esteem, feelings of pleasure and attention; 2) Extrinsic factors such as: family environment, community environment, opportunities and education. Personality is one of the factors that encourage individuals to become entrepreneurs. A personality which is a relatively permanent character and a character possessed by an individual which is the basis for behavior (Gregory and Jess, 2010: 3) Personality relates to the way a person chooses a career. Personality can be seen from several aspects such as: 1) self-confidence, 2) orientation to tasks and results, 3) risk taking, 4) leadership traits, 5) originality, 6) future-oriented traits. From some of these aspects, it often underlies someone to have an interest in entrepreneurship.

Udin (2016) in his research explained that personality factors have a positive and significant effect on interest in entrepreneurship. Sampeadi and Utami (2013) in their research also explained that personality has a significant effect on entrepreneurial interest. Based on this statement, a hypothesis is formulated in this study.

H1. Personality affects the interest in entrepreneurship in the retail sector.

Entrepreneurial interest can also be encouraged because of the motivation that exists within a person. Motivation is the impetus that exists within a person to do something. With the encouragement that appears in a person to be entrepreneurial, he will be able to create someone's interest in entrepreneurship. Entrepreneurial motivation itself can arise because of training or education. So it is not surprising that in educational institutions both high school and vocational and even higher education are always given material about entrepreneurship in order to increase entrepreneurial motivation. Motivation can be seen from several things such as: 1) financial reasons, 2) gaining freedom, 3) social reasons, personal dreams, 4) independence, and service reasons (Basrowi, 2012; and Suryana, 2009).

Based on the results of research conducted by Mahanani and Sari (2016), it is explained that motivation has a positive and significant effect on interest in entrepreneurship. Based on this statement, this study formulates the following hypothesis:

H2. Motivation influences asking for entrepreneurship in retail.

In addition to being influenced by intrinsic factors such as personality and motivation, interest in entrepreneurship can also be influenced by extrinsic factors such as support for the family environment. Family environment is a place where someone does activities. Parents in the family environment have a big role in guiding their children for their future. Parents often provide support to children to become entrepreneurs, either through moral or material support. Parents' work can also trigger children to follow in the footsteps of their parents. The family environment can be seen from several aspects such as: 1) family education, 2) attitudes and treatment of parents towards children, and 3) family economic status.

Parents who have jobs as entrepreneurs can indirectly provide experience for children in entrepreneurship. No wonder the family environment often has an impact on a person's entrepreneurial interest. There are several research results which explain that the family environment has a positive and significant effect on entrepreneurial interest (Udin, 2016; Azam, 2016; Yasmira, et al., 2019; and Ningsih, 2017). Based on the description above, in this study formulate the hypothesis in this study as follows:

H3. The family environment moderates the influence of personality on entrepreneurial interest in retail.

H4. The family environment moderates the influence of motivation on entrepreneurial interest in retail.

Based on the description of the statement above, in this study the framework of thinking in research can be described as in the following figure:

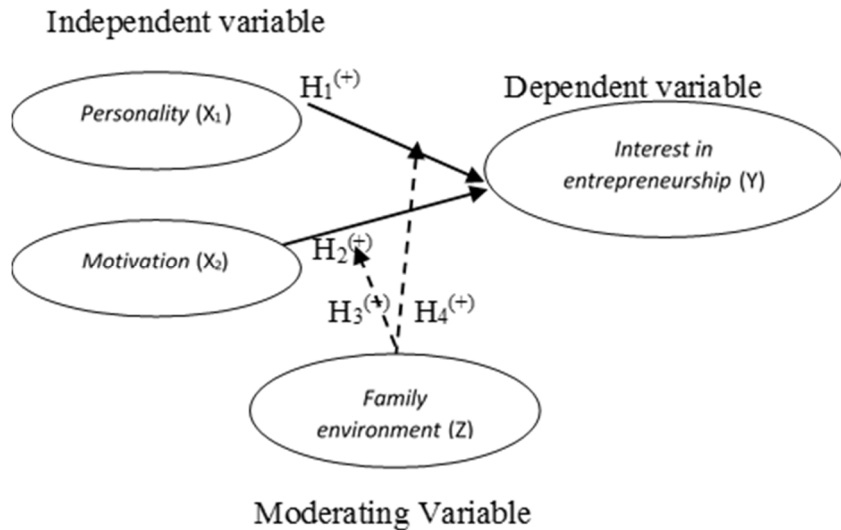


Fig. 1. Framework.

Based on the basic research framework, three regression equation models can be formed in this study:

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3Z + e \quad (1)$$

$$Y_1 = a + b_1X_1 + b_2Z + b_3X_1*Z + e \quad (2)$$

$$Y_1 = a + b_1X_2 + b_2Z + b_3X_2*Z + e \quad (3)$$

## 2 Methods

This research is a type of survey research using a quantitative questionnaire instrument. This study is to analyze the influence of personality and motivation on the interest in entrepreneurship in the traditional retail sector in the people of Semarang Regency with the family environment as a moderating variable. In this study, using a sample of 100 respondents with data collection techniques with a questionnaire. The analysis technique used in this research is descriptive analysis and Moderating Regression Analysis (MRA).

## 3 Result and Discussion

In this study, before the instrument was used for data collection, an instrument test was conducted using the validity and reliability of the instrument. The results of the validity test in the study were shown in the table below.

Table 1. Table of instrument validity test results.

Personality (X <sub>1</sub> )	Corelation	P Value	Result
X <sub>1.1</sub>	0,597	0,000	Valid
X <sub>1.2</sub>	0,527	0,000	Valid
X <sub>1.3</sub>	0,745	0,000	Valid
X <sub>1.4</sub>	0,604	0,000	Valid

<b>Personality (X<sub>1</sub>)</b>	<b>Corelation</b>	<b>P Value</b>	<b>Result</b>
X <sub>1.5</sub>	0,709	0,000	Valid
<b>Motivation (X<sub>2</sub>)</b>	<b>Corelation</b>	<b>P Value</b>	<b>Result</b>
X <sub>2.1</sub>	0,722	0,000	Valid
X <sub>2.2</sub>	0,717	0,000	Valid
X <sub>2.3</sub>	0,759	0,000	Valid
X <sub>2.4</sub>	0,733	0,000	Valid
X <sub>2.5</sub>	0,713	0,000	Valid
<b>Family environment (Z)</b>	<b>Corelation</b>	<b>P Value</b>	<b>Result</b>
Z <sub>1</sub>	0,672	0,000	Valid
Z <sub>2</sub>	0,775	0,000	Valid
Z <sub>3</sub>	0,825	0,000	Valid
Z <sub>4</sub>	0,770	0,000	Valid
Z <sub>5</sub>	0,732	0,000	Valid
<b>Interest in entrepreneurship (Y)</b>	<b>Corelation</b>	<b>P Value</b>	<b>Result</b>
Y <sub>1</sub>	0,640	0,000	Valid
Y <sub>2</sub>	0,451	0,000	Valid
Y <sub>3</sub>	0,726	0,000	Valid
Y <sub>4</sub>	0,863	0,000	Valid
Y <sub>5</sub>	0,659	0,000	Valid

Source: data that has been processed by the author (2020)

Based on the table of the results of the instrument validity test, it can be seen that the p-value of each question for each variable has a value less than 0.05, so it is known that all instruments in this study are valid. After each instrument was declared valid, the research instrument was tested for the reliability of the instrument with Alpha Cronbach. The results of the instrument reliability test with Cronbach's Alpha in this study can be seen in detail in the table below.

**Table 2.** Reliability Test Results.

<b>Variable</b>	<b>Alpha Cronbach value</b>	<b>Result</b>
Personality (X <sub>1</sub> )	0,635	Reliable
Motivation (X <sub>2</sub> )	0,773	Reliable
Family environment (Z)	0,811	Reliable
Interest in entrepreneurship (Y)	0,708	Reliable

Source: data that has been processed by the author (2020)

Based on the table above, it can be seen that the Cronbach Alpha value for each variable in this study is greater than 0.6 so that it is known that each instrument in this study is reliable. The results of the data normality test conducted with the one sample Kolmogorof Smirnov test in this study can be seen in the table below.

**Table 3.** Normality Test Results.

<b>Test Statistic</b>	<b>Asymp. Sig. (2-tailed)</b>
0,078	0,139

Source: data that has been processed by the author (2020)

Based on the table above, it can be seen that the Cronbach Alpha value for each variable in this study is greater than 0.6 so that it is known that each instrument in this study is reliable. The results of the data normality test conducted with the one sample Kolmogorof Smirnov test in this study can be seen in the table below.

The results of the normality test on the table in the bag with the one sample Kolmogorof Smirnov test data show that it is 0.078 with an asymp sig value (2-tailed) in the regression model 0.139 is greater than 0.05, it can be stated that the data tested is normally distributed. The results of the multicollinearity test in the regression equation in this study can be seen in detail in the table below.

**Table 4.** Multicollinearity Test Results.

<b>Variable</b>	<b>Tolerance</b>	<b>VIF</b>
Personality	0,491	2,036
Motivation	0,894	1,119
Family environment	0,463	2,162

Source: data that has been processed by the author (2020)

The multicollinearity test results in the table above show that the independent variable has a tolerance value of more than 0.01 and the independent variable has a variance inflation factor (VIF) of less than 10. So it can be concluded that there are no symptoms of multicollinearity in the regression model used in this study. The results of the heteroscedasticity test using the Glejser test in the regression equation model in this study can be seen in detail in the table below.

**Table 5.** Heteroscedasticity Test Results.

<b>Model</b>	<b>t</b>	<b>Sig.</b>
Constant	1,931	0,056
Personality	-1,886	0,062
Motivation	0,221	0,826
Family environment	1,966	0,052

Source: data that has been processed by the author (2020)

Based on the table above, it can be seen that the significance value is greater than 0.05, so there is no heteroscedasticity in the regression model in this study. The results of the autocorrelation test with the run test in the regression equation model in this study can be seen in detail in the table below.

**Table 6.** Autocorrelation Test.

<b>Test Statistic</b>	<b>Asymp. Sig. (2-tailed)</b>
-2,211	0,270

Source: data that has been processed by the author (2020)

The results of the run test in the table above show that the statistical test value in the equation model in this study is -2.211 with a significance value of 0.270 greater than 0.05, which means that the null hypothesis is accepted, so it can be concluded that there is no autocorrelation in the regression equation model. in this research.

Characteristics of respondents in the study seen from gender, there were 73 respondents (73%) who were male and 27 respondents (27%) had female gender, so it can be seen that the majority of respondents were male. Based on the age based on the results of this study, it can be seen that there are 14 respondents (14%) of the total respondents who are less than 25 years old, there are 36 respondents (36%) of the total respondents who have ages between 26-35 years, there are 38 respondents. (38%) of the total respondents have an age between 36-45 years and there are 12 respondents (12%) of the total respondents who are more than 45 years old, so it can be seen that the majority of respondents have an age between 26-35 years.

Based on the length of the retail business, it is known that there are 18 respondents (18%) of the total respondents who have a retail business length of less than 5 years, there are 44 respondents (44%) of the total respondents who have a retail business period of 5-10 years and 38 respondents (38%) of the total respondents have a retail business of more than 10 years. So it can be seen that the majority of respondents have had a retail business of 5-10 years.

Based on the education of the respondents, there are 5 respondents (5%) of the total respondents who have elementary education, there are 7 respondents (7%) of the total respondents who have a junior high school education, there are 52 respondents (52%) of the total respondents who have SMA / SMK education, There are 12 respondents (12%) of the total respondents who have a Diploma education, and 36 respondents (36%) of the total respondents have a Bachelor's degree, so it can be seen that the majority of respondents have a high school or vocational education.

Characteristics of respondents based on their family work background, it is known that 46 respondents (46%) of the total respondents have a family work background as farmers, there are 27 respondents (27%) of the total respondents who have a family work background as employees, there are 8 respondents (8%) of the total respondents have a family background of work as Police / TNI, there are 15 respondents (15%) of the total respondents who have a family background as entrepreneurs, and there are 4 respondents (4%) of the total respondents who have a background. background of family work as a laborer, so it can be seen that the majority of respondents have a family background of work as farmers.

Based on the results of the descriptive analysis in this study, it can be seen that the assessment for the personality variables of 100 respondents, there are 30 respondents (30%) who have an assessment of personality that is not supportive of entrepreneurship in the retail sector, there are 47 respondents (47%) who have a supporting personality analysis. entrepreneurship in the retail sector, and there are 23 respondents (23%) who have a personality assessment that supports entrepreneurship in retail, so it can be seen that the majority of respondents have a personality that supports entrepreneurship in the retail sector.

Based on the results of descriptive analysis in this study, it can be seen that the assessment for the motivation variable of 100 respondents, there were 20 respondents (20%) who had an assessment of lack of motivation in entrepreneurship in retail, there were 63 respondents (63%) who had moderate motivation in entrepreneurship. in the retail sector, and there are 17 respondents (17%) who have a high assessment of motivation in entrepreneurship in the retail sector, so it can be seen that the majority of respondents have moderate motivation to be entrepreneurial in retail.

Based on the results of the descriptive analysis in this study, it can be seen that the assessment for the family environment variable of 100 respondents, 26 respondents (26%) have an assessment of the family environment that is less supportive of entrepreneurship in the retail sector, there are 38 respondents (38%) who have an environment. families who are quite supportive of entrepreneurship in the retail sector, and there are as many as 36 respondents (36%) who have an assessment of the family environment that is very supportive of entrepreneurship in the retail sector, so it can be seen that the majority of respondents have a family environment that is sufficiently supportive to be entrepreneurial in retail.

Based on the results of descriptive analysis in this study, it can be seen that the assessment for the variable interest in entrepreneurship in the retail sector of 100 respondents, 26 respondents (26%) have a high assessment of interest in entrepreneurship in the retail sector, there are 39 respondents (39%) who have an interest. moderate retail entrepreneurship, and there are 35 respondents (35%) who have a high interest in entrepreneurship in retail, so it can be seen that the majority of respondents have a moderate interest in entrepreneurship in retail.



Based on the results of the multiple linear regression test in this study, the results of the moderating regression analysis in this study can be seen in detail in the table below.

**Table 7.** Regression and MRA Test Results.

<b>Eq.</b>	<b>Model</b>	<b>Coeff.</b>	<b>t</b>	<b>Sig.</b>
1	Constant	-1,898	-1,481	0,142
	Personality	0,549	7,691	0,000
	Motivation	0,147	2,739	0,007
	Family environment	0,381	7,266	0,000
2	Constant	5,357	0,788	0,432
	Personality	0,293	0,865	0,389
	Family environment	0,126	0,330	0,742
	Interaction of Personality*Family environment	0,014	0,769	0,444
3	Constant	9,842	1,516	0,133
	Motivation	-0,172	-0,476	0,635
	Family environment	0,348	0,977	0,331
	Interaksi Motivation*Family environment	0,017	0,890	0,376

Source: data that has been processed by the author (2020)

Based on the results of regression analysis and MRA, it can be seen that the regression equation model 1 shows that personality affects the interest in entrepreneurship in the retail sector, it is known that the regression coefficient value is 0.549 with a sig value. As much as 0.000 less than 0.05 indicates that personality has a positive and significant influence on entrepreneurial interest in retail, while the influence of motivation on interest in entrepreneurship in retail shows that the regression coefficient value is 0.147 with a sig value. 0.007 less than 0.05 indicates that motivation has a positive and significant effect on interest in entrepreneurship in the retail sector. Meanwhile, the influence of the family environment on interest in entrepreneurship in the retail sector shows that the regression coefficient value is 0.381 with a sig. amounting to 0.000 less than 0.05 so it can be seen that the family environment has a positive and significant influence on interest in entrepreneurship in the retail sector.

The results of the Model 1 Moderating Regression Analysis (MRA) test in this study indicate that the influence of personality on entrepreneurial interest in retail is obtained by a regression coefficient of 0.293 with a sig. 0.389 is greater than 0.05, which means that personality has no significant effect on interest in entrepreneurship in retail and the results of the influence of the work environment on interest in entrepreneurship in retail have a regression coefficient value of 0.126 with a sig value. 0.742 is greater than 0.05, which means that the work environment has no significant effect on interest in entrepreneurship in the retail sector. And the influence of the interaction between personality and the work environment on the interest in entrepreneurship in the retail sector has a regression coefficient value of 0.014 with a sig value. 0.444 is greater than 0.05, which means that the interaction between personality and the family environment does not have a significant effect on interest in entrepreneurship in retail.

The results of the Model 2 Moderating Regression Analysis (MRA) test in this study indicate that the influence of motivation on interest in entrepreneurship in the retail sector is obtained by a regression coefficient of -0.172 with a sig. 0.635 is greater than 0.05, which means that motivation does not have a significant effect on entrepreneurial interest in retail and the results of the influence of the family environment on entrepreneurial interest in retail have a regression coefficient of 0.348 with a sig value. 0.331 is greater than 0.05, which

means that the family environment has no significant effect on interest in entrepreneurship in the retail sector. the influence of the interaction between motivation and the family environment on the interest in entrepreneurship in retail has a regression coefficient value of 0.017 with a sig. 0.371 is greater than 0.05, which means that motivational interaction with the family environment does not have a significant effect on interest in entrepreneurship in the retail sector.

Based on the results of data analysis, it can be seen that personality has a positive and significant influence on the interest in entrepreneurship in the retail sector. The results of this study prove that hypothesis 1 in this study which states that personality affects the interest in entrepreneurship in the retail sector is proven. The results of this study indicate that during this time a supportive personality in entrepreneurship will create interest in entrepreneurship. The results of this study agree with the results of research conducted by Mahanani and Sari (2016), which explains that motivation has a positive and significant effect on interest in entrepreneurship. The results of this study indicate that personality factors as seen from the presence of self-confidence, orientation to tasks and results, courage in taking risks, the presence of leadership traits, and the nature of originality often underlie someone to have an interest in entrepreneurship in Semarang Regency. For this reason, in an effort to increase interest in entrepreneurship, personality support is needed that can be created through habits, education and training. To be able to create interest in entrepreneurship, it can be done by instilling an entrepreneurial spirit from an early age such as not being easy to depend on people, being independent, working hard, being resilient and never giving up on circumstances.

Based on the results of data analysis in this study, it can be seen that motivation has a positive and significant influence on interest in entrepreneurship in the retail sector. The results of this study prove that hypothesis 2 in this study which states that motivation affects the interest in entrepreneurship in the retail sector is proven. The results of this study indicate that people's motivation to meet financial needs, gain freedom, social motives such as prestige, desire to be independent and reasons for service can create interest in entrepreneurship in the retail sector in Semarang Regency.

Based on the results of the MRA test in model 1 in this study, it can be seen that the family environment does not moderate the influence of personality on interest in entrepreneurship in the retail sector. Thus hypothesis 3 in this study is not proven correct. The results of this study indicate that the support of the family environment in this study can weaken the influence of personality on interest in entrepreneurship in the retail sector, this is because the majority of families do not have an entrepreneurial background. Most of the families who come from farmers' environment do not feel entrepreneurial and are less able to instill an entrepreneurial spirit in their children, so that their interest in entrepreneurship, especially in the retail sector, can be reduced. On the other hand, families who have a work background as entrepreneurs will be able to teach or instill entrepreneurial characteristics in children from an early age. So it is not surprising if the children of many entrepreneurs become independent entrepreneurs. Cultures that are usually carried out in a family environment that has an entrepreneurial background will give children habits in this field. For this reason, in an effort to increase interest in entrepreneurship, it can be created with the support of a family environment that accustoms to or instills entrepreneurial habits.

Then based on the results of the MRA test in model 2 in this study, it shows that motivation does not moderate the influence of motivation on interest in entrepreneurship in the retail sector. Thus hypothesis 4 in this study is not proven correct. The results of this study indicate that so far the majority of respondents' family environment does not have an

environment with a non-entrepreneurial work background. A family environment that comes from an entrepreneurial background, will be able to increase children's motivation to be more interested in becoming an entrepreneur.

#### **4 Conclusion**

In this study, it can be concluded that personality and motivation have a positive and significant influence on entrepreneurial interest in the retail sector in Semarang Regency. Meanwhile, the moderating effect of the family environment does not moderate the influence of personality on the interest in entrepreneurship in the retail sector in Semarang Regency and the family environment also does not moderate the influence of motivation on the interest in community entrepreneurship in Semarang Regency.

Suggestions that can be recommended related to the results of this study are in an effort to increase the interest in entrepreneurship at retail sector in Semarang Regency, it is necessary to support a personality that encourages the entrepreneurial spirit in society, such as increased self-confidence, orientation to tasks and results, courage in taking risks and enhance leadership traits. In addition, an effort to increase interest in entrepreneurship, personality support is needed that can be created through entrepreneurial habits, education and training. Entrepreneurial interest can be increased by not depending on people, independent, hard work, resilient and never giving up on circumstances. Support from the family environment also create interest in entrepreneurship, especially in the retail sector. For that we need a culture that leads to entrepreneurial habits in the family.

This study is limited to analyzing the influence of personality and motivation on interest in retail entrepreneurship with the family environment which is an external factor as a moderating variable, where family environmental factors which are external factors that can encourage interest in entrepreneurship in this study are not proven to moderate the influence of personality and motivation on interest in entrepreneurship. Considering that the majority of the respondent's family environment is not from an entrepreneurial background. Therefore, future research needs to conduct research with objects that have an entrepreneurial family environment, so it can be clearly identified the moderating effect of the family environment on the influence of personality and motivation on interest in entrepreneurship.

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