

***The Influence of Attitudes and Motivation and Interest in Entrepreneurial
Decisions in the Field of Agroindustry on Women in the Jember District
Campus Area***

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ABSTRACT

The purpose of this study was to determine the effect of attitudes and motivations and interests on entrepreneurial decisions in the field of agro-industry in the Jember district campus area. The population in this study were 40 female entrepreneurs. Sampling using cluster sampling technique of 40 respondents. Data collection methods used in this study were observation, interviews, questionnaires, and literature study. The analytical technique used is the classical assumption test, multiple linear regression, F test, t test. From the results of testing with SPSS 22.0 software for windows, it can be concluded that (1) Attitude variable (X1) significantly influences entrepreneurial decisions in the field of agro-industry (Y) in women in the Jember Regency campus area. (2) Motivation variable (X2) has no significant effect on entrepreneurial decisions in the field of agro-industry (Y) on women in the Jember Regency campus area. (3) Interest variable (X3) has no significant effect on entrepreneurial decisions in the field of agro-industry (Y) on women in the Jember Regency campus area. (4) Attitudes (X1), and Motivation (X2), and Interests (X3) simultaneously have a significant effect on influencing entrepreneurial decisions in the field of agro-industry (Y) in women in the Jember Regency campus area. (5) The dominant variable that influences entrepreneurial decisions in the field of agro-industry (Y) in women in the Jember Regency campus area is Attitude (X1).