

Analysis Determinants of Entrepreneurial Interest in the Traditional Cake Industry

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ABSTRACT

This research aims to determine the factors that influence entrepreneurial interest in the traditional cake industry. Empirical study of traditional apang cake entrepreneurs in Datae, Lawawoi sub-district, Watang Pulu sub-district, Sidenreng Rappang district. This research is categorized as Quantitative Descriptive research with a population of 47 kiosks. Data obtained through distributing questionnaires with a Likert scale. The analysis technique used is quantitative analysis and multiple linear regression analysis. The results of the research show that the variables Internal Factors (X1) and External Factors (X2) have a positive and significant effect on Entrepreneurial Interest (Y) in Datae, Lawawoi Village, Watang Pulu District, Sidenreng Rappang Regency. The results of this research can be used as motivation for the community, especially housewives who have an interest in entrepreneurship, to start entrepreneurship in any field to develop creativity and fulfill family life.

Keywords: *determinant factors, entrepreneurial interest, traditional cake industry*

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1. INTRODUCTION

The traditional cake industry in Indonesia has a significant role in maintaining rich cultural and culinary diversity. Traditional cakes are not only considered a delicious treat, but also represent a hereditary heritage that has become an integral part of people's lives. In recent years, interest in entrepreneurship in the traditional cake industry has become a major concern, due to various factors that influence a person's decision to get involved in this business.

The entrepreneurial interest, particularly in the traditional pastry industry, has been a subject of interest in various academic studies. Factors influencing entrepreneurial interest have been explored in different contexts, such as among university students (Nosita, 2019), personality trait differences between traditional and social entrepreneurs (Smith et al., 2014), the influence of e-commerce, social media, and accounting information systems on entrepreneurial decision-making (Yeni, 2022), and the psychological approach to determining entrepreneurial interest among students (Suasana, 2023).

Additionally, the impact of entrepreneurship education, creativity, and motivation on entrepreneurial interest among university students has been investigated (Melinda et al., 2023). Furthermore, the entrepreneurial process of AI start-ups and the cultivation of entrepreneurial psychology and innovation ability through new media art have been explored (Wang et al., 2022; Zhang & Song, 2021). Moreover, customer-perceived quality, innovation, and tradition have been studied in the context of the bread, bakery, and pastry industry (Dettori et al., 2020). These studies provide a comprehensive understanding of the multifaceted nature of entrepreneurial interest and the various factors that contribute to it.

Furthermore, the influence of product, price, location, and promotion on purchasing interest, as well as the impact of creativity, self-efficacy, and resilience on entrepreneurial interest, have been examined (Selviyani,

2023; Khalid et al., 2022). The analysis of entrepreneurial interest in the context of Islamic economic and business principles during the COVID-19 pandemic has also been investigated (Ismail et al., 2022).

Moreover, factors influencing entrepreneurial interest among students in vocational high schools and the potential of the economic sector in specific regions have been explored (sarwono et al., 2022; Rosyidah, 2022). Additionally, the driving factors of entrepreneurial interest in startups and the influence of family environment on entrepreneurial interest among vocational high school students have been studied (Indarto & Prawihatmi, 2021; Wiani et al., 2018). These studies collectively contribute to a comprehensive understanding of the diverse factors that shape entrepreneurial interest in various contexts.

Conduct an in-depth analysis of the determining factors that influence entrepreneurial interest in the traditional cake industry, with the aim of understanding the dynamics behind the growth of this sector. Cultural factors play an important role in shaping entrepreneurial interest in the traditional cake industry. Emotional attachment to local cultural heritage often drives individuals to engage in traditional cake making as a way to preserve and develop family or regional culinary traditions (Al Hidayat, 2023; Muhammad et al., 2023).

Apart from that, developments in technology and global connectivity have also influenced interest in entrepreneurship, by enabling traditional cake businesses to expand their market reach through online platforms. Economic conditions and market opportunities are also important considerations in encouraging entrepreneurial interest in the traditional cake industry (Istiqomah & Andriyanto, 2018). With the ever-increasing demand for traditional cakes, many individuals see promising economic opportunities in this sector. Further analysis of economic factors will help us understand how market conditions and economic policies play a role in encouraging or inhibiting entrepreneurial interest.

Education and skills factors also have a significant impact. Education that supports skill development in traditional cake making can increase competitiveness and innovation in this industry (Ariani et al., 2022). Therefore, the role of educational and training institutions is crucial in forming entrepreneurial interest among individuals who are interested in being involved in the traditional cake industry. The importance of social support and networks cannot be ignored either. Interest in entrepreneurship often grows better in a supportive environment and has a strong network (Wiani et al., 2018). Community involvement and support from family and friends can provide additional motivation and access to the resources needed to start and grow a traditional cake business.

Government regulations and policies can also play an important role in shaping entrepreneurial interest (Ginting & Yuliawan, 2015). Policies that support the growth of the traditional cake industry, such as tax exemptions or other incentives, can be a strong incentive for individuals to get involved in this business. Conversely, excessive or unclear regulation can be a significant obstacle. Global market conditions and consumer trends also need to be considered in analyzing the factors determining interest in entrepreneurship in the traditional cake industry. With increasingly open markets and increasingly intelligent consumers, understanding global market preferences and trends can help traditional cake businesses to remain competitive and innovate (Perwita, 2019).

Psychological factors can also influence interest in entrepreneurship in the traditional cake industry (Wardhani & Nastiti, 2023). For example, the courage to take risks, intrinsic motivation and self-confidence can be important determinants in a person's decision to start and run a business in this sector. The relationship with technological developments also needs to be explored further. How the use of technology in the production, marketing and distribution of traditional cakes can influence entrepreneurial interest and provide a competitive advantage. It is important to understand the social and environmental impacts of the traditional cake industry. The presence of sustainable and environmentally conscious businesses can increase interest in entrepreneurship among individuals who care about the social and environmental impacts of business activities.

In general, each region in Indonesia has its own unique values. Datae is a place that used to be less busy because the residents only relied on work from making bricks for building materials. Datae is located in the highlands of Sidrap Regency which is close to the city of Pare-Pare. The residents in this village only rely on agricultural products such as making bricks and some work as agricultural laborers in the area around sidrap.

The Datae community used to earn income only as agricultural laborers and also as brick-making workers, especially for housewives in the area. The settlements in the area can also be calculated because the population has separate settlements along the main road and the settlements are elongated, to the back. In the

past, some people in this area only opened small stalls and even then only some of them and other people only relied on brick-making labor. In the past, the residents' income was based solely on working as farm laborers and brick-making workers, even though this work was menial, some of it was done by housewives in Datae.

With the existence of a brick factory that supports the village and reduces unemployment, especially for heads of households. The factory is large enough to employ many people and improve the welfare of some of the local community. Many factors can develop this village which is famous for being a brick making village. Now housewives can become entrepreneurs by developing their skills through the ability to preserve traditional cakes which are made into typical sidrap ole-ole which is sold on the side of the main road. It is no surprise that many local tourists stop by and buy these special cakes because it is a strategic place to sell their products, so unemployment in the area can be reduced and housewives can become entrepreneurs by selling these traditional cakes. Not only that, the Datae village has become an apang village because along the road we meet small traders selling this food. Not only that, some entrepreneurs also came from neighboring villages, just because they saw the enthusiasm of the busy buyers, they also started opening stalls to sell. This village can motivate mothers to become entrepreneurs.

The researchers focused more on internal and external factors because initially this village had so many traditional apang cake entrepreneurs that everyone was selling them along the road. With this enthusiasm, researchers were very interested in researching in this area what caused them to open this business. But nowadays, as time goes by, many entrepreneurs no longer trade because there was a lot of competition, but there are still many who still produce these traditional cakes today. With so many changes now, researchers want to know which factors influence people's interest in entrepreneurship in Data'e Village, Wattang Pulu District, Sidenreng Rappang Regency.

2. RESEARCH METHODS

2.1 Types of Research

The type of research carried out by the author is descriptive research. Descriptive research is a research method designed to collect information about current real situations. The main aim of this descriptive research is to describe the nature of a situation that was currently in progress at the time the research was conducted and examine the causes of a particular symptom. In addition, this research is a case study. A case study is a detailed research regarding a particular object over a certain period of time in sufficient depth and comprehensiveness, including its environment and past conditions. This research was conducted on a specific object and the conclusions drawn only apply to the object in question, namely traditional apang cake entrepreneurs in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency.

2.2 Variables and Research Design

In this research, the researcher only used or studied two variables, namely the independent variable which is the variable that influences or is the cause of the change or emergence of the dependent variable. The independent variables in this research are internal factors and external factors. Meanwhile, interest in entrepreneurship is the dependent variable (Y), the dependent variable is the variable that is influenced or is the result, because of the independent variable.

The research design is quantitative descriptive research, namely research that aims to describe or explain the problem being studied. By choosing this method, it is hoped that it can provide an overview of the factors that influence the entrepreneurial interest of traditional apang cake entrepreneurs in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency.

2.3 Operational Definition and Variable Measurement

a. Operational Definition and Variable Measurement

To avoid different interpretations of the problem being studied and to make it easier for researchers to collect data, it is necessary to provide operational confirmation. The variables in this research can be divided into two, namely the independent variables, namely internal and external factors, while the dependent variable is interest in entrepreneurship among traditional apang cake entrepreneurs in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency. Operational definitions of variables allow a concept to be understood more clearly in the preparation of research instruments.

The formulation of the operational definition of each variable is as follows:

- 1) Internal factors are desires that originate from oneself without being influenced by circumstances outside the self, giving rise to an urge to act to fulfill these desires. For example, if you want to

become an entrepreneur, this is because the traditional Apang cake entrepreneur wants to set up his business because he has inner encouragement based on his experience that entrepreneurship itself is fun, ultimately his action is to determine his target market and try to get capital for entrepreneurship.

- 2) An external factor is a desire whose nature is that if the desire can be achieved it will obtain or receive approval and be accepted by the environment. For example, entrepreneurship itself, apart from being fun, can also be said by the environment as an independent person. This has encouraged many entrepreneurs to open their own businesses by having an influence on their environment, which is self-employed and can be independent and generate profits that can guarantee the welfare of the family.
- 3) Entrepreneurial interest is a strong urge to fulfill needs by carrying out an activity based on the desire to achieve a certain goal that can benefit oneself, from this various ideas for entrepreneurship emerge with the desire of traditional apang cake entrepreneurs in Datae Subdistrict Lawawoi, Wattang Pulu District, Sidenreng Rappang Regency can fulfill their needs and desires for entrepreneurship and with the support of several things that can attract their interest in opening a business together in the very near future and can expand to areas along the road.

b. Variable Measurement

Variable measurement is the unit of measurement used to determine the factors that influence the entrepreneurial interest of traditional cake entrepreneurs in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency from the results of this research. To measure this variable, an instrument in the form of a questionnaire is used by asking respondents a number of questions based on indicators that have been determined using different scores.

Regarding the scoring, it can be explained that, in this research, each service quality variable was measured using a Likert scale. The Likert scale is questions that provide five alternative answers, and these answers are given a score of 1, 2, 3, 4 and 5 (Suhardi Sigit, 1999: 12). The scores given to each scale are Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Disagree (KS) with a score of 3, Disagree (TS) with a score of 2.

2.4 Population and Sample

Population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of attention of a researcher because it is seen as a research universe. Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. In this research, the population is the traditional apang cake entrepreneurs, 70 kiosks along the road in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency, but due to the large amount of competition there are some entrepreneurs who have gone out of business with 23 kiosks and 47 remaining. kiosk so researchers focus more on entrepreneurs who are still surviving today.

A sample can be defined as a subset of a population, consisting of several members of the population. This subset is taken because in many cases it is impossible for us to examine all members of the population, therefore we form a representative population called a sample. The technique used in this research is purposive sampling, which is a technique for determining samples with certain considerations. The sample in this research were Apang Traditional Cake Entrepreneurs in Datae, Lawawoi Village, Wattang Pullu District, Sidenreng Rappang Regency. The criteria for respondents taken as samples were: Traditional apang cake entrepreneurs who still sell and maintain their trade in Datae, Lawawoi Village, Wattang Pullu District, Sidenreng Rappang Regency. After the researchers carried out pre-research regarding the small number of entrepreneurs from the villages studied, the population in the study as well as the sample amounted to 20 traditional Apang cake entrepreneurs in Datae Village, Watang Pulu District, Sidenreng Rappang Regency.

2.5 Data Collection Techniques

To obtain subjective data in this research, the following data collection techniques were used:

- a. Observation
Observation or direct observation carried out in this research is a data collection activity by conducting direct research on the environmental conditions of the Apang traditional cake entrepreneurs in Datae village, Watang Pulu subdistrict, Sidenreng Rappang district, so that a clear picture of the condition of the research object is obtained.
- b. Interview
Interviews are a method of collecting data by asking questions and answers directly to respondents to obtain information about the matter being researched. In this case, interviews were only conducted

with a few respondents and other parties who could provide information in the form of data as a starting point for pre-research.

c. Questionnaire

The questionnaire in this research was carried out using data collection techniques by giving a set of questions or written statements to respondents from Apang Traditional cake entrepreneurs to answer. This questionnaire will be given to respondents who meet the criteria in this research sample.

d. Documentation

Documentation is used to complement the data obtained in the form of notes or images which can provide more complete information regarding the data required in the research.

2.6 Data Analysis Techniques

In quantitative research, data analysis is an activity after data from all respondents has been collected. Data analysis activities are grouping data based on variables and type of respondent, tabulating data based on variables from all respondents, presenting data for each variable from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation and carrying out calculations for the hypotheses that have been presented. Variable calculations can be done by testing research instruments. In this research, researchers used a quantitative approach with descriptive quantitative methods. Where researchers explain internal factors, external factors and interest in entrepreneurship. The purpose of quantitative analysis in this research is to determine the factors that influence entrepreneurial interest from the internal and external side of traditional apang cake entrepreneurs in Datae, Lawawoi Village, Wattang Pulu District, Sidenreng Rappang Regency. The analysis used is calculations using statistical methods (SPSS) which can simplify data analysis. The existing data was analyzed using multiple linear regression analysis and hypothesis testing.

3. RESULTS AND DISCUSSION

3.1 Classic Assumption Test

a. Multicollinearity Test

Table 1. Multicollinearity Test Results

| Model | Collinearity Statistics | Tolerance | VIF |
|-------|-------------------------|-----------|-------|
| 1 | Internal factors | .845 | 1.183 |
| | External Factors | .845 | 1.183 |

Source: Processed Data, 2023.

Based on table 3.7, it can be seen that the tolerance value of the service quality and price variables is more than 0.10 and the VIF is less than 10, so it can be concluded that in the regression model there is no multicollinearity.

b. Heteroscedasticity Test

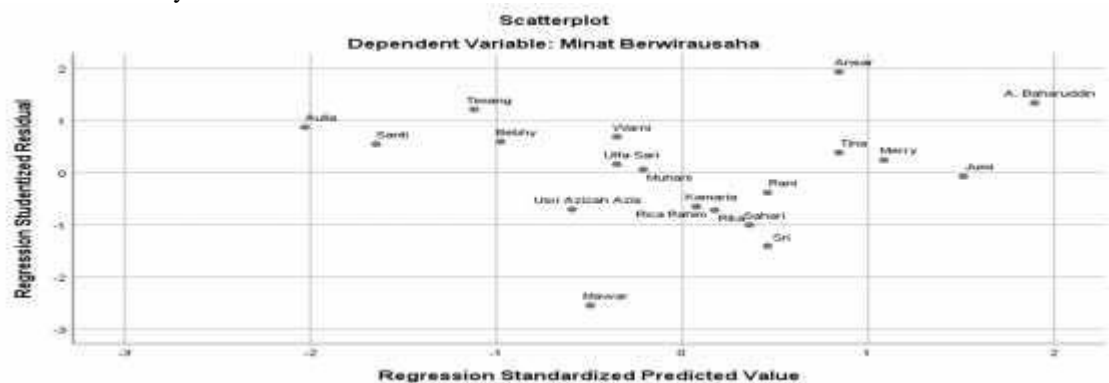


Figure 1. Scatterplot

It can be seen that the points are spread randomly, do not form a clear pattern, and are spread both above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur in the regression model.

c. Normality test

The normality test is carried out to determine whether the dependent, independent or both variables contribute normally, close to normal or not. The basis for decision making can be based on probability, namely, if the probability is > 0.05 then the distribution of the population is normal and if the probability is < 0.05 then the population is not normally distributed.

Table 2. Shapiro-Wilk Normality Test Results

| Variable | Statistics | Df | Sig. |
|--------------------------|------------|----|------|
| Internal factors | .960 | 22 | .552 |
| External Factors | .946 | 22 | .092 |
| Entrepreneurial Interest | .985 | 22 | .981 |

S Source: Processed data, 2023

Based on the table above, the results of the Shapiro Wilk Normality test produce a significance of $0.981 \geq 0.05$. Based on these results, it can be concluded that the regression model has met the normality assumption.

3.2 Analisis Regresi Linier Berganda

Table 3. Results of Multiple Linear Regression Analysis

| Coefficients ^a | | | | | | |
|---|------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 17.068 | 7.526 | | 2.268 | .007 |
| | Internal factors | .688 | .251 | .599 | 2.746 | .014 |
| | External Factors | .186 | .337 | .121 | .553 | .588 |
| a. Dependent Variable: Entrepreneurial Interest | | | | | | |

Source: Processed data, 2023

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 17,068 + 0,688X_1 + 0,186X_2 + e$$

Based on the equation above it can be explained as follows:

- The regression equation above explains that a constant value of 17.068 can be interpreted as if the internal factor variables, external factors are considered constant or do not change, then interest in entrepreneurship will be 17.068.
- The beta coefficient value for the internal factor is 0.688, meaning that if the internal factor (X_1) increases, the external factor is constant, then the Y value will also increase by 0.688.
- The beta coefficient value for external factors (X_2) is 0.186 and has a positive sign, this indicates that external factors have the same relationship as internal factors. This means that the relationship between internal factors and external factors has an influence on entrepreneurial interest of 0.0186 with the assumption that the other independent variables from the regression model are fixed.

3.3 Hypothesis Test Results

a. t test

Table 4. Hypothesis Test Results

| Coefficients ^a | | | | | | |
|---|------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 17.068 | 7.526 | | 2.268 | .007 |
| | Internal factors | .688 | .251 | .599 | 2.746 | .014 |
| | External Factors | .186 | .337 | .121 | .553 | .588 |
| a. Dependent Variable: Entrepreneurial Interest | | | | | | |

Source: Processed Data, 2023.

The t test is carried out by comparing the t value in the table above with the t table value with a significance level of 5%: $2 = 0.025$ and degrees of freedom (df) = $n - k = 20 - 3 = 17$. With these provisions, t table is 2.1982. The results of the t test are as follows:

- 1) Internal Factor Variable (X_1) with a regression coefficient of 0.688 shows tcount (2.746) > ttable (2.1982) has a positive and significant effect.
- 2) External Factor Variable (X_2) with a regression coefficient of 0.186 shows tcount (0.553) > ttable (2.1982) has a positive and significant effect. Thus, the variables of internal factors and external factors partially influence the entrepreneurial interest of traditional apang cake entrepreneurs.

b. F test

The F test is carried out to test whether there are internal and external factors that influence interest in entrepreneurship. From the F test carried out, the following results were obtained:

Table 4. F Test Results

| ANOVA ^a | | | | | | |
|---|------------|---------------|----|----------------|-------|-------------------|
| Model | | Sum of Square | Df | Mean of Square | F | Sig. |
| 1 | Regression | 32,456 | 2 | 16,228 | 3,936 | .039 ^b |
| | Residual | 70,094 | 17 | 4,123 | | |
| | Total | 102,550 | 19 | | | |
| a. Dependent Variable: Entrepreneurial Interest | | | | | | |
| b. Predictors: (Constant), External Factors, Internal Factors | | | | | | |

Source: Processed data, 2023

From the table above, the Fcount is 3.936. Based on the table with a significance level (α) = 5% or 0.05, it is known that Ftable with $df_1 = k - 1 = 3 - 1 = 2$ and $df_2 = n - k = 17$, then Ftable is 3, 59. Based on the calculation results obtained, Fcount (3.936) > Ftable (3.59). So it can be concluded that internal factors and external factors influence interest in entrepreneurship.

c. Coefficient of Determination Test

Table 5. Results of Coefficient of Determination Analysis

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .563 ^a | .316 | .236 | 2.031 |
| a. Predictors: (Constant), External Factors, Internal Factors. | | | | |
| b. Dependent Variable: Minat Berwirausaha | | | | |

Source: Processed Data, 2023

From the table above, the coefficient of determination is obtained at 0.316 or 31%. This means that the magnitude of the influence of internal factor variables and external factors influences interest in entrepreneurship by 31%, while 69% is influenced by other variables not examined in this research.

3.4 Discussion

a. Internal Factors that Influence Entrepreneurial Interest

The results of this research show that there are partially positive and significant internal factors on entrepreneurial interest among traditional apang cake entrepreneurs in Datae. Internal factors are a reflection of the strengths or weaknesses of an organization and can reflect management's ability to manage the business. Internal factors have a close relationship with entrepreneurial interest. According to Septianti & Frastuti (2019), internal factors provide an impetus for interest in entrepreneurship which includes the desire to carry out a business and the presence of these factors can also provide advantages for entrepreneurs to become entrepreneurs themselves and be independent in terms of business. In the long term, strong encouragement like this allows entrepreneurs to meet their living needs and make their families prosperous.

Thus, internal factors greatly influence entrepreneurs' interest in entrepreneurship where entrepreneurs have a strong drive within themselves to open their own businesses that are profitable for themselves and their families. Therefore, entrepreneurs must be sure about what they want to pursue when starting a new business. If an entrepreneur has a strong determination and interest, it will definitely have an impact on oneself to continue to pursue business even though there are risks. Entrepreneurs can experience both good and bad because when doing business there are definitely many obstacles. The results of previous research that support this research were conducted by Rahmadi & Heryanto (2016) with the title Analysis of Factors that Influence Entrepreneurial Interest in Management Study Program Students, Faculty of Economics, Kadiri University. The results of the research show that personality, availability of entrepreneurial information and ownership of social networks partially influence the respondents' entrepreneurial interest.

b. External Factors that Influence Entrepreneurial Interest

The research results show that external factors have a significant influence on interest in entrepreneurship. External factors are factors that come from outside the business that influence entrepreneurial interest. From this definition it can be seen that internal factors have interests outside the scope of business by including the environment which has a big influence on the interest of entrepreneurs interested in doing business. External factors include family and community environmental factors. The family environment cannot be separated from its role in influencing an entrepreneur to be willing and interested in doing his own business with encouragement from the family.

Apart from that, the inability of a family to meet the daily needs of the family is one of the things that can encourage a family to be interested in taking up a business interest, namely a housewife who previously only took care of the needs at home, they can also be interested and interested in doing a business even though it feels very complicated. This is also done by entrepreneurs in the data of housewives competing to open traditional cake businesses with various reasons for doing this business. Most housewives do this business with encouragement from their families with financial factors and a sense of independence from the community who others around them who do not have income to supplement their family's income and meet their living needs and make their lives more prosperous. The results of previous research that support this research were conducted by Kumara (2020). Analysis of factors that influence interest in entrepreneurship using social media. The results of his research show that external factors partially influence interest in entrepreneurship

c. Internal Factors and External Factors that Influence Entrepreneurial Interest

The results of this research indicate that there are internal factors and external factors that influence interest in entrepreneurship. Internal factors and external factors are an inseparable unit in a business, internal factors are usually a reflection of external factors in influencing a person's interest in entrepreneurship, in terms of internal factors there is encouragement from within oneself to carry out a business with this encouragement it will clearly be higher There is also interest in terms of external factors,

namely encouragement from the family environment and community environment which strongly encourage the desire to do a business. This is where the great will of an entrepreneur is important to want to start a business from the start and to have mentally prepared for an event that has never been experienced before, especially for housewives, in order to be able to set up a good business and fulfill their needs and wants and be able to compete with other businesses.

The results of previous research that support this research were carried out by Ruswati (2018) and Mulyanto (2021) regarding the analysis of the influence of external and internal factors on entrepreneurial interest. The results of both studies show that internal factors and external factors simultaneously influence entrepreneurial interest.

4. CONCLUSIONS AND SUGGESTION

The results of this research show that internal factors and external factors positively and significantly influence entrepreneurial interest in selling traditional apang cakes in Datae, Lawawoi Village, Watang Pulu District, Sidenreng Rappang Regency. Internal factors such as individual ability, motivation and self-confidence seem to be the driving force behind interest in entrepreneurship. On the other hand, external factors such as family support, training and a conducive business environment also play a role in forming and strengthening the entrepreneurial interest of Datae traditional cake traders, Lawawoi Village, Watang Pulu District, Sidenreng Rappang Regency.

Based on the research results, discussion and conclusions obtained, suggestions that can be given are, The results of this research can be used as motivation for the community, especially housewives who have an interest in entrepreneurship to start entrepreneurship in any field to develop creativity and fulfill family life. Future researchers can develop this research by examining other variables that can foster housewives' interest in entrepreneurship. Future researchers must be more patient and enthusiastic in dealing with respondents who are young and elderly.

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