

THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE AND ENTREPRENEURIAL MOTIVATION ON TEENAGER INTEREST IN ENTREPRENEURSHIP (CASE STUDY : BENGKALIS CITY)

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ABSTRACT

This study aims to determine: Entrepreneurship Knowledge on Entrepreneurial Interest in Bengkalis Teenagers, Entrepreneurial Motivation towards Entrepreneurial Interest in Bengkalis City Teenagers, Entrepreneurship Knowledge, Entrepreneurial Motivation in Bengkalis City Teenagers Simultaneously on Youth Interests for Entrepreneurship. This research is a survey research, the population in this study is 100 Bengkalis City adolescents with a range of adolescents. This research sample using purposive sampling technique. The data collection technique of the research data was carried out through a questionnaire. Heteroscedastic analysis prerequisite test. The data analysis technique uses simple linear regression analysis techniques and multiple linear regression analysis. The results of this study indicate: There is a positive influence on Entrepreneurial Knowledge on Entrepreneurial Interest in Bengkalis City Adolescents as indicated by the regression equation $Y = 4.607 + 0.693X_1$, the value of t count $10.391 > t$ table 1.98447 and the significant value of 0.000 is smaller than 0.005. There is a positive influence on Entrepreneurial Motivation on Entrepreneurial Interest in Bengkalis City Adolescents, indicated by the regression equation $Y = 8.872 + 0.449X_2$, the value of t count $7.024 > t$ table 1.98447 and the significant value is $0.000 < 0.05$. There is a positive influence on entrepreneurial knowledge and entrepreneurial motivation on Bengkalis City adolescents shown by the regression equation $Y = 0.120 + 0.555X_1 + 0.261 X_2$, F count $71.228 > F$ table 3, 09 and a significant value of $0.000 < 0.05$.

Keyword: Entrepreneurial Knowledge, Entrepreneurial Motivation, Interest Entrepreneurship