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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Influence of Business Capital, Business Opportunities, and Motivation on Community Entrepreneurial Interest

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Abstract: This research aims to determine the influence of business capital, business opportunities and motivation on people's entrepreneurial interest through research with a quantitative approach. The research population was the entire community in Tanjungan village and the research sample consisted of 110 respondents. This research uses primary data and secondary data with a Likert scale questionnaire via Google Form. This research data was processed through structural model analysis (SEM) with the help of AMOS charts. The analysis in this research is validity test (CFA), reliability test, normality test, goodness of fit and hypothesis test. Based on the research results, Business Capital has a positive but not significant effect on the entrepreneurial interest of the Community at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency. Hypothesis test results, Business Capital CR/tcount is $1.787 < t \text{ table } n\alpha/2df = 1.964$ and value p-value is $0.007 < \alpha = 0.05$. This means that Business Capital has a positive but not significant effect on Entrepreneurial Interest. Business Opportunity with a calculated CR/t value of $3.109 > CR/t \text{ table } 1.964$ and a p-value of $0.022 < \alpha = 0.05$. So it can be concluded that Business Opportunities have a significant and positive influence on Community Entrepreneurial Interest at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency. Motivation with a calculated CR/t value of $1.978 > CR/t \text{ table } 1.964$ and a p-value of $0.035 < \alpha = 0.05$. So, it can be concluded that motivation has a significant and positive effect on Community Entrepreneurial Interest at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency.

Keywords: Business Capital, Business Opportunities, Motivation, Interest in Entrepreneurship.

1. INTRODUCTION

Indonesia is one of the developing countries that is trying to develop tourism. Tourism is an economic activity that can be relied upon to increase the country's foreign exchange earnings, expand and equalize business opportunities and increase employment opportunities, especially for local communities. Indonesia can be said to have natural potential, diversity of flora and fauna, ancient heritage and cultural tourism which is a large capital for efforts to develop and increase tourism. Tourism in Indonesia aims to (1) Develop and utilize national tourism resources and potential so that it becomes a reliable economic activity; (2) Increase the country's foreign exchange; (3) Expanding and equalizing business and employment opportunities; (4) Increasing regional development; (5) Introducing and developing national values and natural beauty.

Therefore, it is necessary to develop and improve tourism so that it needs to be organized, maintained and promoted to increase tourists' interest in visiting tourist attractions. Whether tourism develops or not in a place depends on the development efforts of the government and community, the government's efforts to develop (attractiveness of tourist infrastructure, tourist facilities, promotion, tourism awareness) and the efforts of the community around the tourist attraction in the form of trade businesses and services, both outside and inside the object. tour. This also applies to districts in North Sumatra which have various tourist attractions such as Samosir Regency.



Samosir is a district in the province of North Sumatra, Indonesia. The capital is in Pangururan. Samosir Regency is an expansion of Toba Regency. Samosir Regency has 9 sub-districts, one of which is Simanindo sub-district which has 21 villages. One of them is Tanjungan Village which has the Aek Natonang tourist attraction.

Aek Natonang Lake is located in Tanjungan Village, Simanindo District, Samosir Regency, North Sumatra. If Samosir Island is said to be an "island above an island", Lake Aek Natonang on Samosir Island can be said to be a "lake above a lake" (above Lake Toba). Accessibility to this tourist attraction has been improved, the roads are well paved, but the lack of promotion means that Aek Natonang Lake is little known to tourists and Aek Natonang Lake is planned as a tourist forest area. The tourist attraction Lake Aek Natonang is not the only lake in Samosir Regency, there is another lake which is smaller than Lake Aek Natonang in this district called Lake Sidihoni which is also nicknamed the lake above the lake. This tourist attraction has been well managed, of course tourists who visit will not be disappointed. The facilities at the Aek Natonang tourist attraction include spacious parking, public toilets, prayer room, prayer room, photo spot, jogging track, bicycle path, and gazebos where you can relax and enjoy this tourist attraction. If you move from Tomok village, this destination can be reached in 30-40 minutes by car or motorbike. With an entrance fee of 5000/person and open from 8 am to 5 pm.

The number of visitors to the Aek Natonang tourist attraction is fluctuating as seen from data on tourist visits to the tourist attraction in previous years. This situation is possible to occur in the conditions of tourist objects, namely tourist attractions, tourist infrastructure, tourist facilities and the development of Aek Natonang which is carried out by stakeholders. In this regard, it is necessary to study the condition of the Lake Aek Natonang tourist attraction and development efforts by the government and other stakeholders in developing the Aek Natonang tourist attraction in Tanjungan Village, Simanido sub-district, Samosir Regency.

Table 1. Data on the number of tourist visits visiting Aek Natonang tourist attraction

Year	Number of Domestic and Foreign tourists
2020	40,631
2021	13,235
2022	69,764
2023 (January-October)	14,257

Source: Aek Natonang Tourism Manager

The decision to become an entrepreneur is someone who dares to take risks or the decision to open up employment opportunities by utilizing existing resources that can be optimized. Decision making is an important part of running a business. Not only for business, decision making is also important in various activities. According to (Buchari, 2021), the factors that influence the decision to become an entrepreneur are personal which concerns aspects of a person's personality, one of which is dissatisfaction with the current job and encouragement due to age. Apart from that, it was influenced by a psychological factor that encouraged him to enter the world of business. These psychological conditions can originate from inside or outside the human body and have a significant impact on the success of an activity. This psychological condition or drive is called motivation.

Motivation is an internal factor that plays an important role in encouraging individuals to become entrepreneurs. High motivation can encourage local communities to overcome obstacles and challenges that may arise in running a business around Aek Natonang. The level of entrepreneurial success depends on how much motivation there is within the community. Apart from motivation as a driving factor for interest in entrepreneurship, there are other factors that also influence interest in entrepreneurship, namely business capital and business opportunities. Business capital is money that is used as principal (parent) for trading, releasing money and so on or capital is property (money, goods and so on) that can be used to produce something to increase wealth. So, it can be concluded that business capital is an important part of a company which usually takes the form of a sum of

money or goods used to run a business. The size of the business capital will influence the development of the business in achieving income. Some of the capital needed to run a business includes determination, experience, courage, knowledge, networking, and capital in the form of money.

Apart from motivation and business capital, business opportunities also influence interest in entrepreneurship. A business opportunity is a moment or time that can be utilized by someone to reap profits. Specifically, business opportunities are ideas, thoughts or prospects that entrepreneurs can develop to gain income. The Aek Natonang tourist attraction creates various business opportunities that can be developed by the local community, such as culinary businesses, accommodation, travel agents, transportation service providers and various souvenir products. However, public understanding of these opportunities and the community's ability to see business potential in their surroundings is still low. The phenomenon of this research is the development of tourist attractions, visitors coming and increasingly developed facilities creating many business opportunities at the Aek Natonang tourist attraction, which can actually be utilized by the local community for entrepreneurship at that location. However, this is not being utilized by the community to create various business ventures that can increase community income at the location of the tourist attraction.

2. LITERATURE REVIEW

2.1 Prior Study

Table 2. Prior Research

No	Author	Title Study	Method Study	Research result
1	Sinta Rahayu, Weny Rosilawati, Ahmad Juliansyah. (2023)	The Influence of Business Capital, Family Environment, Creativity and Self-Efficacy on Entrepreneurial Interest in an Islamic Business Management Perspective	Quantitative Methods	The research results show that the variables of business capital, family environment, and self-efficacy have a positive and significant effect on interest in entrepreneurship among alumni of FEBI UIN Raden Intan Lampung students class of 2017 and 2018. Meanwhile, the variable creativity has a negative and insignificant effect on interest in entrepreneurship among alumni of FEBI UIN students Raden Intan Lampung class of 2017 and 2018. However, simultaneously business capital, family environment, creativity and self-efficacy have a positive influence on interest in entrepreneurship among alumni of FEBI UIN Raden Intan Lampung students class of 2017 and 2018.
2	Endah Prihartini, Pipih Sopiyan (2023)	The Influence of Motivation and Business Capital on Entrepreneurial Decisions	survey method with a descriptive verification approach.	The research results show that motivation has a positive and significant effect on entrepreneurial decisions. This means that motivation is a driving factor in increasing entrepreneurial decisions among students. Meanwhile, business capital has no effect and is not significant on entrepreneurial decisions. This means that the level of business capital will not influence entrepreneurial decisions
3	Istinaroh (2019)	The Influence of Entrepreneurship Education, Motivation and Family Environment on Entrepreneurial Interest in Class XI	The basic method used is descriptive.	The results of this research show that simultaneously the variables of entrepreneurship education, motivation and family environment have a positive and significant effect on interest in entrepreneurship in class XI students of SMA Negeri 1 Sumpiah.

No	Author	Title Study	Method Study	Research result
		Students of SMA Negeri 1 Sumpiuh.		

2.2 Conceptual Framework

The research conceptual framework is the link or relationship between one concept and other concepts of the problem to be researched

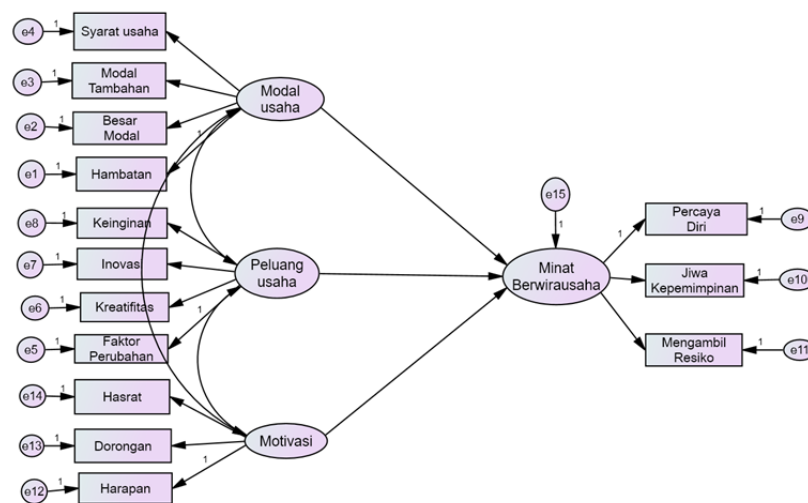


Figure 1. Conceptual framework

2.3 Research Hypothesis

A hypothesis is a temporary answer to a problem that has been formulated in a study, and its truth must still be tested using empirical data from research results. (Djaali, 2020;13).

The hypotheses from the problem formulation studied are:

- H1 = Business capital influences the interest in entrepreneurship of the community at the Aek Natonang tourist attraction in Tanjungan Village, Simanindo District, Samosir Regency.
- H2 = Business opportunities influence the interest in entrepreneurship of the community at the Aek Natonang tourist attraction in Tanjungan Village, Simanindo District, Samosir Regency
- H3 = Motivation influences interest in entrepreneurship in the community at the Aek Natonang tourist attraction in Tanjungan Village, Simanindo District, Samosir Regency. Adiputra and Khasanah, (2016) The Influence of Product Quality, Service Quality, Brand Image and Price Perceptions on Decisions to Purchase Life Insurance Services (Study at AJB Bumiputera 1912 Cibinong Branch), purchasing decisions can be explained significantly by product quality, quality service, cutra brand and perception price.

3. RESEARCH DESIGN AND METHOD

Types of research

The type of research used is a quantitative research method, quantitative methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis with the aim of testing hypotheses that have been set.

Place and time of research

The location of this research will be carried out in Tanjungan Village, Simanindo District, Samosir Regency with the research process starting from the title submission in October 2023 to March 2024.

Population and Sample

To determine the sample in a way to "make it easier" to read existing phenomena or realizations. Nalom Siagian (2021:53). The population of this research is the entire Tanjungan Village Community, the population in this research is 732 people spread across three hamlets in Tanjungan Village. The sample is a direct reflection of the population, where the portrait of reality to be recorded is completely within the sample. (Nalom Siagian 2021;54). According to Singgih Santoso (2014) in Ineke Kusuma (2020; 62), for SEM models with a number of latent variables (constructs) of up to five and each construct is explained by three or more indicators, a sample size of 100-150 data is considered adequate. So the number of samples in this study was determined to be 110 samples which would be selected as respondents using the Snowball sampling approach, namely the initial respondents were selected via Probability, the next respondents were based on the recommendations of the previous respondents.

4. RESULT AND DISCUSSION

This research uses the SEM (structural equation modeling) method as a tool to assist in testing hypotheses. This SEM test is used to measure the influence of the relationship between variables. The following is a full SEM model image of the hypothesis that was built:

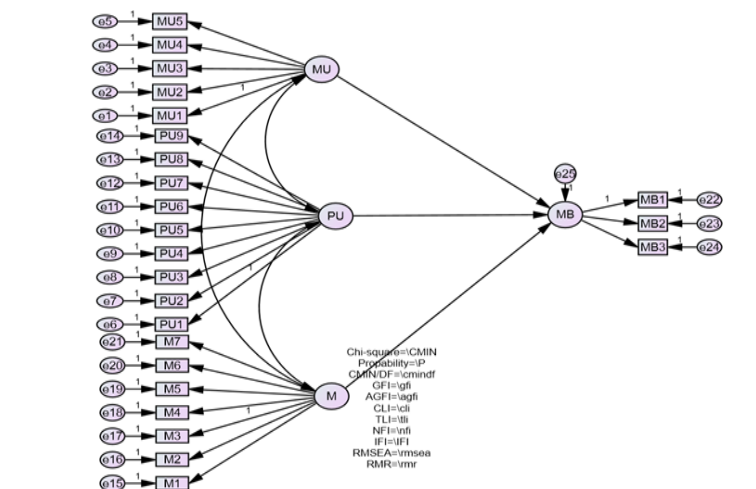


Figure 2. Full SEM Model Research Hypothesis

Confirmatory Factor Analysis

In SEM, the validity test is often called the CFA test (confirmatory factor analysis). In SEM, CFA is used to determine whether the indicator variables really form the latent variable being studied. CFA

is also used to test whether the indicators for measuring variables are valid or invalid variables. In testing the use of CFA, an indicator is declared valid if it has a loading factor value above 0.50.

Business Capital CFA Test

In the Business Capital variable, there are 4 indicators that are used to measure whether the indicator is valid or invalid, which can be seen from the loading factor. The following is a picture of the variable CFA test of the Business Capital variable.

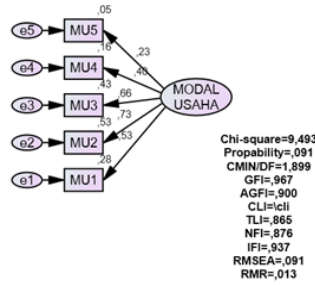


Figure 3. CFA Test Results for Business Capital Variables

From the picture, the partial test model for the entrepreneurship education variable is explained, which is then presented in the table below:

Table 3. Partial Test Results for Business Capital Variables

Latent variables	Indicators	Factor Loading	Information
Capital requirements for business	MU1	0.528	Valid
Utilization of Additional Capital	MU2	0.729	valid
Large Capital	MU3	0.657	valid
	MU4	0.397	Invalid
Barriers to external capital sources	MU5	0.231	Invalid

Source: Author's Processed Data (2023)

Based on table 3 information can be obtained that the variables MU4 and MU5 obtained invalid results, while MU1 to MU3 obtained valid results. This can be seen from the loading factor values for the five variables, which are greater than 0.5.

Business Opportunity CFA Test

In the Business Opportunity variable, there are 9 indicators which are used to measure whether the indicator is valid or invalid, which can be seen from the loading factor. The following is a picture of the variable CFA test of the Business Opportunity variable.

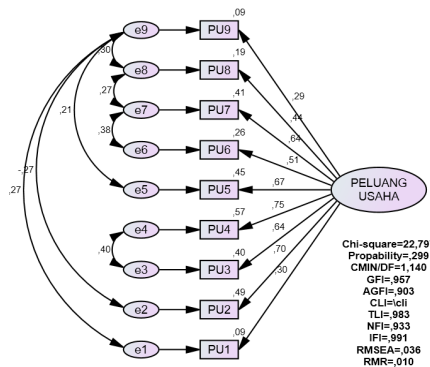


Figure 4. CFA Test Results for Business Opportunity Variables

From Figure 4, the partial test model for motivation variables is explained which is then presented in the table below:

Table 4. Partial Test Results for Business Opportunity Variables

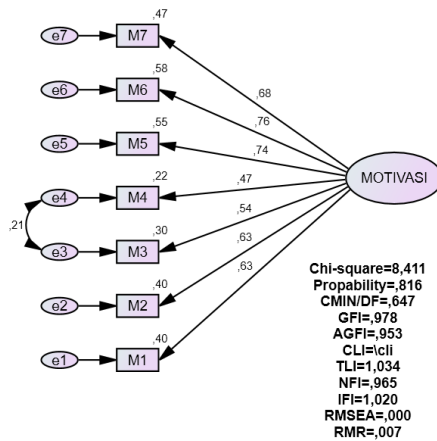
Latent Variables	Indicators	Loading Factor	Information
Desire to Solve Problems	PU1	0.284	Invalid
Innovation	PU2	0.654	Valid
	PU3	0.710	Valid
	PU4	0.798	Valid
	PU5	0.649	Valid
	PU6	0.524	Valid
Creativity	PU7	0.692	Valid
	PU8	0.481	Invalid
Factors of Change	PU9	0.305	Invalid

Source: author's processed data (2024)

From Table 4, information can be obtained that indicators PU1, PU8 and PU9 obtained invalid results, while indicators PU2 to PU7 obtained valid results. This can be seen from the loading factor results for the nine indicators which are greater than 0.5.

CFA Test of Motivation

In the Motivation variable, there are 7 indicators that are used to measure whether the indicator is valid or invalid, which can be seen from the loading factor. The following is a picture of the variable CFA test of the Motivation variable:



Picture 5. CFA Test Results for Motivational Variables

From the picture, the partial test model for the motivation variable is explained, which is then presented in the table below:

Table 5. Results of Partial Test of Motivational Variables

Latent Variables	Indicators	Loading Factor	Information
There is a desire and desire to succeed	M1	0.629	Valid
	M2	0.628	Valid
There is Encouragement and Need for Entrepreneurship	M3	0.564	Valid
	M4	0.493	Invalid
	M5	0.740	Valid
There are hopes and aspirations for the future	M6	0.760	Valid
	M7	0.680	Valid

Source : author's processed data (2024)

Based on table 5, information can be obtained that the M4 indicator obtained invalid results, while the M1, M2, M3, M5, M6 and M7 indicators obtained valid results. This can be seen from the loading factor value being greater than 0.5.

CFA Test of Entrepreneurial Interest

In the Entrepreneurial Interest variable, there are 3 indicators that are used to measure whether the indicator is valid or invalid, which can be seen from the loading factor. The following is a picture of the variable CFA test of the Entrepreneurial Interest variable:

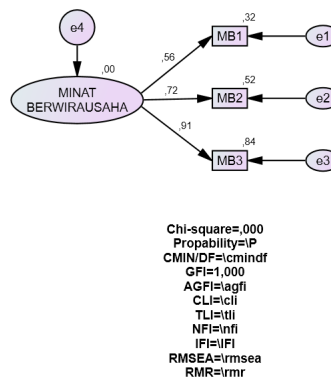


Figure 6. CFA Test Results for Interest in Entrepreneurship

From the picture, the partial test model for the Entrepreneurial Interest variable is explained, which is then presented in the table below:

Table 6. Partial Test Results for Entrepreneurial Interest Variables

Latent variables	Indicators	Loading Factor	Information
Full of Confidence	MB1	0.563	Valid
Have a Leadership Spirit	MB2	0.722	Valid
Dare to take risks	MB3	0.914	Valid

Source: data processed by the author (2024)

Based on table 6, information can be obtained that the indicators MB1 to MB3 obtained valid results. This can be seen from the loading factor values for the three variables which are greater than 0.5.

Reliability Test

Reliability testing is used to determine whether a questionnaire is an indicator of a variable. Reliability is an index to measure and show how much a measuring instrument can be trusted and that the measuring instrument can be used repeatedly to measure the results obtained so that they are relatively consistent. To assess the level of reliability of a measuring instrument it can be seen from the construct reliability (CR) and average variance extracted (AVE) values, a construct reliability (CR) value > 0.70 or more indicates better reliability but a measuring instrument is declared variable if it has a reliability value 0.60 - 0.70 is still acceptable, where this value can be seen in the construct reliability (CR) value and the average variance extracted (AVE) value has a value of > 0.50. To measure CR and AVE values use the following formula:

$$CR = \frac{(\sum \text{standart loading})^2}{\sum \text{standart loading}^2 + \sum e}$$

$$AVE = \frac{(\sum \text{standart loading}^2)}{(\sum \text{standart loading}^2) + \sum e}$$

Table 7. Reliability Test Results

Variable	Items	SLF	SLF^2	Error	CR	AVE
YOUR	MU1	0,528	0,278784	0,721216	0,947962	0,80376
	MU2	0,729	0,531441	0,568351		
	MU3	0,657	0,431649	0,568351		
	MU4	0,397	0,157609	0,842391		
	MU5	0,231	0,053361	0,946639		
PU	PU1	0,284	0,080656	0,919344	0,977972	0,843264
	PU2	0,654	0,427716	0,572284		
	PU3	0,710	0,5041	0,4959		
	PU4	0,798	0,636804	0,363196		
	PU5	0,649	0,421201	0,578799		
	PU6	0,524	0,274576	0,725424		
	PU7	0,692	0,478864	0,521136		
	PU8	0,481	0,231361	0,768639		
	PU9	0,305	0,093025	0,906975		
M	M1	0,629	0,395641	0,604359	0,980287	0,878584
	M2	0,628	0,394384	0,605616		
	M3	0,564	0,318096	0,681904		
	M4	0,493	0,243049	0,756951		
	M5	0,740	0,5476	0,4524		
	M6	0,760	0,5776	0,4224		
	M7	0,680	0,4624	0,5376		
MB	MB1	0,563	0,316969	0,683031	0,973303	0,9257
	MB2	0,722	0,521284	0,478716		
	MB3	0,914	0,835396	0,164604		

Source: data processed by the author (2024)

Based on table 7, the reliability results show that the overall CR value is above 0.60 and the overall AVE value is above 0.5. Thus, it can be concluded that all measuring instruments used for all research variables have met the reliable criteria.

Structural Model Analysis

Full SEM model analysis was carried out after analyzing the validity and reliability of the indicators forming the latent variables. The following is a full SEM model image with all valid data.

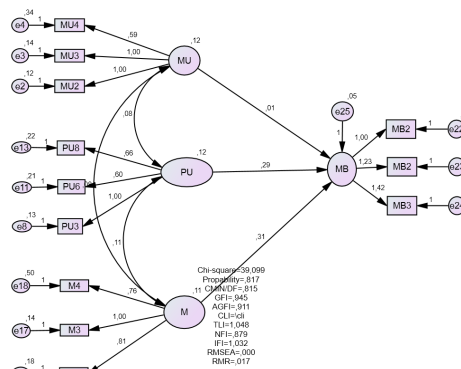


Figure 7. Full SEM Model After Validity Test

Structural Model Evaluation

In this research, an evaluation was carried out on the adequacy of the samples used in data analysis to evaluate SEM assumptions, tests were carried out for the possibility of outliers in the data, testing for normality of the data and testing for the presence of multicollinearity in the indicators used.

Evaluation of Outliers



Outliers are data that appear in extreme research. A research model that has outliers in data will cause bias so that it will have an impact on the analysis results. Multivariate outliers are seen from the mahalanobis distance input in testing using AMOS. To assess the presence or absence of multivariate outliers, the research was carried out at a p value <0.001. The presence of outlier data will bias the analysis of a series of data. Outliers are also known as extreme large or extreme values. Distance is evaluated using X in degrees of freedom equal to the number of measured variables. In this study, the number of indicators measured was 12, the removal of outlier data was carried out by looking at the value of the pl where this value must be above 0.05, if there is a pl value below 0.05 then it will be deleted and then the calculation will be carried out using Excel using CHIINV function where this function is used to compare the observed results with the expected results to decide whether the data that has been tested has a multivariate outlier value which then results in a result of **32.90949** , meaning that if the data exceeds the value **32.90949** it is a multivariate outlier and must be removed from the input before being re-run on AMOS. The results of outlier processing show that there is no data that exceeds the number 32.90949 and there is no p1 that is below 0.05, thus it can be seen that the data can be carried out to the next stage.

Normality test

The normality test is used to determine whether the distribution in the study is normal or not for each variable. The normality test is very important because in the analysis all statistical tests are calculated using the assumption of a normal distribution or not. If an assumption is distributed normally, then there will be no problems with the data, but if the assumption is not normally distributed there is concern that it will cause bias. Data is said to be normal at a significant value of 0.01 if the critical ratio (CR) for skewness is no more than 2.58.

Table 8. Normality Test Data

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
MB3	2,000	4,000	0,273	1,168	-1,406	-3,011
MB2_A	3,000	4,000	0,37	1,583	-1,863	-3,989
MB2	2,000	4,000	0,461	1,975	-1,211	-2,592
M4	2,000	4,000	- 0.293	-1,255	-1,174	-2,514
M3	3,000	4,000	,000	,000	-2,000	-4,282
M2_A	3,000	4,000	-0.036	-0.156	-1,999	-4,279
PU8	2,000	4,000	0.099	0.426	-1,153	-2,468
PU6	3,000	4,000	0.073	0.312	-1,995	-4,27
PU3	3,000	4,000	0,036	0,156	-1,999	-4,279
MU4	2,000	4,000	-0,25	-1,07	-0,625	-1,338
MU3	2,000	4,000	0,091	0,39	-1,507	-3,227
MU2	3,000	4,000	0,37	1,583	-1,863	-3,989
Multivariate					6,119	1,751

Source: data processed by the Author (2024)

Based on table 8, it can be seen that there is a critical skewness ratio value of no more than 2.58. It can be concluded that normality is good univariately. The multivariate test also shows a cr value of 1.751, where this data is categorized as normally distributed data and can be used for further testing.

SEM Model Fit Test

To find out whether the model created based on observational data is in accordance with the theoretical model or not, a model fit test is used. After testing normality and selecting the estimation method for the research model, the next thing to do is test the suitability of the model by matching several Goodness of fit model criteria consisting of chisquare, probability, cmin/df, GFI, RMSEA, AGFI, CFI, TLI, PNFI and PGFI. From the estimation of the structural model, the results of the model suitability test in the research after selection were obtained which are shown in the table below:

Table 9. Goodness Of Fit Test Results

Goodness Of Fit Index	Cut Of Value	Research Model	Model Evaluation
Chi - Square (Df=48)	<308.2548	39,099	Fit
Significant Probability	≥ 0,05	0,817	Fit
CMIN/DF	≤ 2,00	0,815	Fit
GFI	≥ 0,90	0,945	Fit
AGFI	≥ 0,90	0,911	Fit
TLI	≥ 0,90	1,048	Fit
NFI	≥ 0,90	0,879	Tidak fit
IFI	≥ 0,90	1,032	Fit
RMSEA	≥ 0,05-0,80	0,000	Unwell

Source: data processed by the author (2024)

Goodness of fit test results, an explanation of the reference value of the test results for each criterion can be taken as follows:

1. The chi-square value obtained was 39.099, where this value is included in the fit criteria because this value is smaller than the cut-of value of 308.2548 with a df of 48.
2. Significant probability in the analysis of fit results, this is because for significant probability the value obtained is 0.817, where the value of 0.817 is greater than 0.05 which meets the criteria for a cut-of value >0.05.
3. CMIN/DF is the Chi square value compared to the degree of freedom. In this study, a value of 0.815 was obtained, where this result shows that the acceptance level is categorized as fit because it is smaller than the cut-of value <0.200.
4. GFI (goodness of fit index) is a non-statistical measure whose value is between 0 (poor-fit) - 1 (perfect-fit). The higher the GFI value indicates that the fitter you are, the better you are. In this study, the GFI value was obtained, namely 0.945, where this result shows that the acceptance level is categorized as fit because the value is greater than the specified cut-of-value, namely >0.90.
5. RMSEA is an index used to compensate for chi-square in large samples. In this study, an RMSEA value of 0.000 was obtained, where this result shows that the level of acceptance is categorized as not fit because this value is smaller than the vulnerable value of 0.05 - 0.08, so it is not in accordance with predetermined cut-of-value criteria.
6. AGFI (adjusted goodness of fit index) is a development of GFI, in this study it shows an AGFI value of 0.911 where this value is included in the fit criteria because this value is above the cut-of-value >0.9.
7. TLI (Tuckle Lewis Index) is an alternative incremental index that is compared with a model that is tested against a base line model where in this research an acceptable value is obtained because it has a value of 1.048 where this value is greater than the cut of value provisions, namely: 0 .90 so it is declared fit.
8. In this study, the NFI value was obtained at 0.879, where this value can be included in the Unfit criteria because the value obtained is greater than the predetermined cut of value, namely 0.90.
9. The IFI (Incremental Fit Index) in this study is 1.032, where this value can be included in the Fit criteria because the value obtained is greater than the specified cut of value, namely 0.90.
10. Based on the table and explanation above, it can be seen that the research model that was built is quite good, where there are 7 indicators that are fit and 2 indicators that are not fit, so that with the results of this analysis there is no need to modify the overall evaluation model.

Hypothesis test

The next analysis was carried out by testing the hypothesis. It was concluded that the research model that had been built was good. The next stage of SEM analysis is to estimate the structural model or test the hypothesis. In this research, the technical estimation of the structural equation model was carried out by testing maximum likelihood estimation (ML). The influence of exogenous and endogenous variables based on the research model built can be seen from the results of the structural model estimation. The following are the results of the structural model estimation:



Table 10. Hypothesis Test Results

			Estimate	S.E	CR	P	Label
MB	<---	YOUR	0.466	0.257	1,787	0.007	par_9
MB	<---	m	0.306	0.129	1,978	0.035	par_10
MB	<---	PU	0.285	0.08	3,019	0.022	par_11

Source: Data processed by the author (2024)

From Table 10, the model estimation results show that the p value is compared with the cut of value, namely 0.05. And the CR value from the model estimation results will be compared with the cut of value of 1.96. An exogenous variable can be declared to have an influence on an endogenous variable if it has a p-value below 0.05 and the research hypothesis is accepted, whereas if the P-value is above 0.05 then the influence of the exogenous variable on the endogenous is declared to have no effect. A critical comparison using a CR value that exceeds 1.96 is stated by the exogenous variable having a significant effect on the endogenous variable and the hypothesis is declared accepted, while the influence of the exogenous variable on the endogenous is not significant if the CR value is below 1.96.

Hypothesis Testing the Effect of Business Capital on Entrepreneurial Interest (H1)

Based on the research model that has been developed in table 11, the estimated parameter value is 0.466; standard error value 0.257. The test results of the relationship between Business Capital and Entrepreneurial Interest show a probability value (P-value) of 0.007 and a CR value of 1.787. Based on these results, the first hypothesis has an influence but is not significant, so it can be interpreted that there is a positive but not significant influence between Business Capital and Entrepreneurial Interest. This hypothesis is said to be insignificant because the resulting CR value is smaller than the predetermined cut of value, namely $1.787 < 1.96$

Hypothesis Testing Business Opportunities on Entrepreneurial Interest (H2)

Based on the research model that has been developed in table 11, the estimated parameter value is 0.285; standard error value 0.80. The test results of the influence of Business Opportunities on Entrepreneurial Interest show a probability value (P-value) of 0.022 and a CR value of 3.019. Based on these results, the second hypothesis is accepted, so it can be interpreted that there is a positive and significant influence on Business Opportunity on Entrepreneurship.

Test the Motivational Hypothesis on Interest in Entrepreneurship (H3)

Based on the research model that has been developed in table 11, the estimated parameter value is 0.285; standard error value 0.080. The test results of the influence of motivation on interest in entrepreneurship show a probability value (P-value) of 0.022 and a CR value of 1.978. Based on these results, the third hypothesis is accepted, so it can be interpreted that there is a positive and significant relationship between the influence of motivation on entrepreneurial interest.

Discussion

The Influence of Business Capital on Community Entrepreneurial Interest at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency

Based on the results of data processing, the p-value = 0.007 < cut of value = 0.05, which means that there is an influence of Business Capital on Community Entrepreneurial Interest at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency. However, this is not significant as seen from the CR value obtained which is smaller than the predetermined cut of value, namely $1.787 < 1.96$. The results of the research above support previous research conducted by Sinta Rahayu, Weny Rosilawati and Ahmad Juliansyah (2023), namely that business capital influences entrepreneurial interest.

The Influence of Business Opportunities on Community Entrepreneurial Interest at the Aek Natonang Tourist Attraction Location in Tanjungan Village, Simanindo District, Samosir Regency.

Based on the results of data processing, the p -value = 0.022 < cut of value = 0.05 and the resulting CR value is greater than the predetermined cut of value, namely $3.019 > 1.96$, which means that the Business Opportunity variable has an influence positive and significant towards Entrepreneurial Interest.

The Influence of Motivation on Community Entrepreneurial Interest at the Aek Natonang Object Location in Tanjungan Village, Simanindo District, Samosir Regency

Based on the results of the hypothesis test, the p -value = 0.035 < cut of value = 0.05 and the resulting CR value is greater than the predetermined cut of value, namely $1.978 > 1.96$, it can be concluded that the Motivation variable has a positive effect and significant to Entrepreneurial Interest. So, it can be said that the higher the entrepreneurial motivation that people have, the higher their interest in entrepreneurship. Motivation as a driving force causes a person to take advantage of opportunities in the environment. A person's entrepreneurial motivation is divided into internal motivation, namely motivation that comes from within oneself and external motivation, namely motivation that comes from one's environment. With motivation, a person's actions will be directed towards the goals they want to achieve. The higher the motivation you have, the greater the effort you will make. Strengthened by the results of previous research from Istinaro (2019) which states that motivation has a significant effect on entrepreneurial interest.

5. CONCLUSION

After the author conducted research on the community at the Aek Natonang tourist attraction location regarding the influence of business capital, business opportunities and motivation on the community's interest in entrepreneurship at the Aek Natonang tourist attraction location in Tanjungan Village, Simanindo District, Samosir Regency, there are several conclusions that can be explained, namely: (1) From the results of the hypothesis test, the Business Capital variable (X1) shows that the probability value is 0.007 and the CR value is 1.787. So it can be concluded that H1 has an effect but is not significant. This means that the Business Capital variable has an influence but is not significant on the entrepreneurial interest of the community at the Aek Natonang Object Location in Tanjungan Village, Simanindo District, Samosir Regency. Business Opportunities (X2) shows that the profitability value is 0.022 and the CR value obtained is 3.019. So it can be concluded that H2 is accepted, which means that the Business Opportunity variable has a significant effect on the entrepreneurial interest of the community at the Aek Natonang Object Location in Tanjungan Village, Simanindo District, Samosir Regency. From the results of the hypothesis test for the Motivation variable (X3), it shows that the propitability value is 0.035 and the resulting CR value is 1.978. So, it can be concluded that H3 is accepted, which means that the Motivation variable has a significant effect on Community Entrepreneurial Interest at the Aek Natonang Object Location in Tanjungan Village, Simanindo District, Regency. Samosir

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