

ABSTRACT

Entrepreneurial interest is an activity carried out by focusing on the entrepreneur with a feeling of pleasure to learn, know and prove entrepreneurship without feeling afraid of the risks that occur and learn from the failures experienced due to bring benefits to him. Factors that influence the emergence of interest in entrepreneurship are entrepreneurial motivation and barriers to entrepreneurship. The purpose of this study was to determine the effect of entrepreneurial motivation and barriers to entrepreneurship on entrepreneurial interest in the Indonesian Women's Entrepreneurs Association Sukabumi. This study uses questionnaires to obtain the required data and is then distributed to 112 members of the Indonesian Women's Entrepreneurs Association Sukabumi. The analysis technique used in this study is descriptive analysis and multiple linear regression. The results of this study indicate that there is a significant positive effect between entrepreneurial motivation and simultaneous entrepreneurial barriers to entrepreneurial interest in members of the Indonesian Women's Entrepreneurs Association Sukabumi. With a coefficient of determination value of 0.495 which shows that the level of influence is 49.5%.

Keywords: Entrepreneurial Motivation, Barriers to Entrepreneurship, Entrepreneurial Interest, Entrepreneurship.