

Motivation and attitudes of UNY Management Study Program Students towards Interest in Entrepreneurship in the Culinary Field

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ABSTRACT

This study aims to determine; (1) The level of motivation of UNY management study program students in culinary entrepreneurship, (2) The attitude level of UNY management study program students in culinary entrepreneurship, (3) The level of interest of UNY management study program students in culinary entrepreneurship, (4) The influence of motivation and the attitude of UNY management study program students towards an interest in entrepreneurship in the culinary field.

This study used a survey research type with a student population of 240 students and used a simple random sampling technique with a research sample of 147 students. Collecting research data using questionnaires, documentation and observation. Test requirements analysis using normality and linearity tests. The analysis technique used is multiple linear regression. using the help of the SPSS statistical program version 22.0.

The results showed that: (1) The motivation of management study program students at UNY in entrepreneurship in the culinary field has a moderate tendency. The frequency of motivational variables in the very high category 2 (1.4%), the high category 42 students (28.6%), the medium category 69 students (46.9%), the low category 6 students (4.1%). The dominant factor in forming the motivation of UNY management study program students in entrepreneurship in the culinary field is the driving factor in the high category of 42%; (2) The attitude of UNY management study program students in culinary entrepreneurship has a moderate tendency. The frequency of attitude variables in the high category is 51 (34.7%), the medium category is 57 students (38.8%), the low category is 34 students (23.1%), the very low category is 5 students (3.4%). The dominant factor in forming the attitude of students of the UNY management study program in entrepreneurship in the culinary sector is the attitude factor in the high category of 41.5%; (3) The interest of UNY management study program students in entrepreneurship in the culinary field has a moderate trend. The frequency of the interest variable in the very high category was 9 students (6.1%), the high category was 40 students (27.2%), the medium category was 64 students (43.5%), the low category was 28 students (23.1%), the very low 6 students (4.1%). The dominant factor in forming the interest of UNY management study program students in entrepreneurship in the culinary field is the factor of personal interest in the high category of 45.6%; (4) There is a positive influence between the motivation and attitudes of UNY management study program students on their interest in entrepreneurship in the culinary field with a significance value in the F test of 0.00 and less than 0.5. This means that H_0 is rejected and H_a is accepted, so that the conclusion is that there is an influence on the motivation and attitudes of UNY management study program students on interest in entrepreneurship in the culinary field.

Kata Kunci: *Motivation, Interest, Attitude, culinary entrepreneur*