The Mindset, Family Environment, and Social Media on North Sumatera Housewives’ Interest In Entrepreneurship

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Abstrak: Penelitian ini bertujuan untuk mengetahui hubungan pola pikir, lingkungan keluarga, dan media sosial terhadap minat berwirausaha ibu rumah tangga di Sumatera Utara. Hasil penelitian berdasarkan hipotesis parsial menyatakan bahwa pola pikir ibu rumah tangga dan lingkungan keluarga dalam berwirausaha berpengaruh positif dan signifikan terhadap peningkatan motivasi berwirausaha, dan kedua variabel tersebut berpengaruh terhadap minat berwirausaha ibu rumah tangga di Sumatera Utara. Secara simultan pola pikir ibu rumah tangga dan lingkungan keluarga dalam berwirausaha, serta pemanfaatan media sosial untuk berusaha berpengaruh positif dan signifikan terhadap minat berwirausaha ibu rumah tangga di Sumut melalui variabel peningkatan motivasi berwirausaha. Dalam perspektif Islam, peran ibu rumah tangga, atau perempuan yang memilih untuk fokus pada tanggung jawab rumah tangganya, sangat dihormati dan dihargai. Islam sangat menekankan unit keluarga dan

ABSTRACT
The aim of this research is to investigate the interplay between mindset, family environment, and social media in influencing the interest of North Sumatra housewives in entrepreneurship. The results of this study, based on the partial hypothesis, stated that the housewives’ and family environment mindset in entrepreneurship had a positive and significant effect on increasing entrepreneurial motivation, and these two variables affected the entrepreneurial interest of North Sumatran housewives. Simultaneously, the housewives’ and family environment mindset in entrepreneurship, as well as the use of social media for business had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship through the variable of increasing entrepreneurial motivation. In Islamic perspective, the role of housewives, or women who choose to focus on their domestic responsibilities, is highly respected and valued. Islamic places a significant emphasis on the family unit and recognizes the important roles that both men and women play within it. The implication of research this research contributes to a more nuanced understanding of the complex dynamics involved in women’s entrepreneurship in a specific cultural and regional context.


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mengakui peran penting yang dimainkan laki-laki dan perempuan di dalamnya. Implikasi penelitian ini berkontribusi pada pemahaman yang lebih bermanfaat tentang dinamika kompleks yang terlibat dalam kewirausahaan perempuan dalam konteks budaya dan regional tertentu.

**Kata kunci:** pola pikir, lingkungan keluarga, media sosial, minat ibu rumah tangga, kewirausahaan

## INTRODUCTION

Your Every developed country needs about two or three percent of the average population to be an entrepreneur.\(^1\) Countries that concentrate on entrepreneurs have a strategic advantage compared to those having few entrepreneurs. The countries taking into account the entrepreneur sector can provide labor, produce products consumer desires, and increase national economic growth as well as the state’s foreign exchange.\(^2\) In North Sumatera, people are rarely interested in becoming entrepreneurs. On average, males were more intended to be an entrepreneur than women that were only a third of the number of entrepreneurs. Mostly, women becoming entrepreneurs were housewives, because they wanted to earn money after they got divorced or their husbands passed away. In other words, those housewives became entrepreneurs not because of a strong desire or interest in entrepreneurship. The number of North Sumateran housewife entrepreneurs in 2016-2020 is presented in Table 1.

### Table 1 Number of North Sumateran Housewife Entrepreneurs in 2016-2020

**Source:** Central Bureau of Statistic, 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>The Number of Entrepreneurs in North Sumatera (People)</th>
<th>The Number of Female Entrepreneurs in North Sumatera (People)</th>
<th>The Number of Housewife Entrepreneurs in North Sumatera (People)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3,249,000</td>
<td>2,940,000</td>
<td>980,000</td>
</tr>
<tr>
<td>2017</td>
<td>3,456,600</td>
<td>2,300,000</td>
<td>766,600</td>
</tr>
<tr>
<td>2018</td>
<td>4,322,000</td>
<td>2,559,500</td>
<td>853,100</td>
</tr>
<tr>
<td>2019</td>
<td>5,415,000</td>
<td>2,166,000</td>
<td>722,000</td>
</tr>
<tr>
<td>2020</td>
<td>7,393,290</td>
<td>2,022,712</td>
<td>674,237</td>
</tr>
</tbody>
</table>

Based on Table 1, in 2016-2020, the number of North Sumateran housewives interested in entrepreneurship decreased because some of them were still in their comfort zone. They remained to think of looking for a husband earning a higher income. If they had a husband who could earn a big salary, they did not need to be entrepreneurs. Meanwhile, the family environment viewed that a housewife did not necessarily be an entrepreneur, since she would eventually take care of her husband and children. Therefore, such a family environment view strengthened the housewives' comfort zone where they did not have a strong motivation for entrepreneurship. Moreover, the current social media

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\(^1\) Sri Rejeki, Diah and Yusup, Pawit M., 2020, Pengalaman Berwirausaha Berbasis Membaca Online di Kalangan Ibu Rumah Tangga, Jurnal Ilmu Sosial dan Humaniora

useable for business promotion is less attractive to housewives. Some of them were less able to use smartphones and some of the housewife entrepreneurs were not creative in marketing their products. Consequently, their products could not attract consumers and the housewife entrepreneurs could not increase their income, thereby reducing North Sumateran housewives’ motivation for entrepreneurship and interest in becoming entrepreneurs.

Understanding the factors that influence housewives' interest in entrepreneurship is crucial for promoting women's economic empowerment and fostering entrepreneurship in various regions. Three key factors that have been extensively studied in relation to housewives' entrepreneurial interests are mindset, family environment, and social media.

Housewives' mindset plays a pivotal role in determining their inclination towards entrepreneurship. Studies have shown that a proactive and entrepreneurial mindset, characterized by factors such as self-confidence, risk-taking propensity, and a positive attitude towards challenges, is positively correlated with women's interest in starting and managing businesses.

The family environment can either be a catalyst or a barrier to women's entrepreneurial aspirations. Support from family members, especially spouses, can significantly encourage women to pursue entrepreneurship. On the other hand, traditional gender roles and responsibilities within the family can hinder women's engagement in entrepreneurial activities.

**METHODS**

This research employed a descriptive quantitative method by using the concept of a survey. Echdar (2017), quantitative descriptive methods with the survey concept systematically explain the real conditions, where hypotheses are made and then carried out with quantitative data analysis, and researchers conduct a series of field research to carry out data processing, hypothesis determination, and conclusion drawing. The quantitative descriptive data analysis was undertaken through path analysis, it is used to describe the relationship between independent and dependent variables, independent variables, and intervening variables, as well as the dependent and the intervening variables. The population of this study included 674,237

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3 Farah AI. Factors influencing women participation in entrepreneurial activities in Mandera township, Mandera central division, Kenya (Doctoral dissertation, University of Nairobi).


housewives interested in entrepreneurship. This study used clustered random sampling technique, where Silalahi (2006), in this particular technique, the samples are taken randomly based on the existing conditions. In this research, 80 samples were taken and represented housewives from certain regions throughout North Sumatera. Two or three housewives from each region were selected through the manual and random distribution of questionnaires.

RESULT AND DISCUSSION

The Effects of Mindset, Family Environment, and the Use of Social Media on North Sumateran Housewives’ Interest in Entrepreneurship

Analysis of Multiple Linear Regression Equation

Table 2 Multiple Linear Regression Equation

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>12.485</td>
<td>4.565</td>
<td></td>
</tr>
<tr>
<td>X1 (Mindset)</td>
<td>.486</td>
<td>.109</td>
<td>.459</td>
</tr>
<tr>
<td>X2 (Family Environment)</td>
<td>.049</td>
<td>.097</td>
<td>.052</td>
</tr>
<tr>
<td>X3 (The Use of Social Media)</td>
<td>-0.021</td>
<td>.109</td>
<td>-0.019</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Based on Table 2, the output of the linear equation is as follow:

\[ Y = 12.485 + 0.486X_1 + 0.049X_2 - 0.021X_3 \]

The value of the regression coefficient X1 for the housewives’ mindset is 0.194, meaning that North Sumateran housewives’ mindset had a positive and significant effect on their interest in entrepreneurship, where the better their mindset entrepreneurship, their interest in entrepreneurship increased by 0.486\%. The value of the regression coefficient X2 for the family environment is 0.049, showing that the family environment positively and significantly affected North Sumateran housewives’ interest in entrepreneurship, where the better the response of the family environment regarding entrepreneurship, the North Sumateran housewives’ interest in entrepreneurship enhanced by 0.049\%. The value of the regression coefficient X3 for the use of social media for business is -0.021, indicating that the use of social media had a negative effect on North Sumateran housewives’ interest in entrepreneurship, where the better the use of social media for business, the North Sumateran housewives’ interest in entrepreneurship decreased by 0.021\%.
Determination Coefficient (R²)
Table 3 Results of Determination Coefficient Test

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>Adj. R Square</th>
<th>Std. Error of Estimate</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R Square</td>
</tr>
<tr>
<td>1</td>
<td>.772a</td>
<td>.722</td>
<td>.792</td>
<td>.722</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X3, X2, X1
b. Dependent Variable: Y
Source: Data Processing (SPSS), 2020

Table 3 presents the determination coefficient (Adjusted R Square) is 0.792. It showed that 79.2% of the variables of mindset, family environment, and the use of social media when for business had a strong effect on North Sumateran housewives' interest in entrepreneurship, while the rest was equal to 20.8% influenced by other variables not discussed in this study.

Simultaneous Hypothesis Test
Table 4 Results of Simultaneous Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>490.674</td>
<td>3</td>
<td>163.558</td>
<td>7.249</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>1714.876</td>
<td>76</td>
<td>22.564</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2205.550</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1
Source: Data Processing (SPSS), 2020

Based on Table 4, the F-table value of 7.249 is greater than the F-count value of 2.72. Therefore, simultaneously the mindset, family environment, and the use of social media for business positively and significantly affected North Sumateran housewives' interest in entrepreneurship.

Partial Hypothesis Test
Table 5 Results of Partial Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Std. Error</td>
<td>Beta</td>
<td>T</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>12.485</td>
<td>4.565</td>
<td>2.735</td>
</tr>
<tr>
<td>X1 (Mindset)</td>
<td>.486</td>
<td>.109</td>
<td>.459</td>
</tr>
<tr>
<td>X2 (Family Environment)</td>
<td>.049</td>
<td>.097</td>
<td>.052</td>
</tr>
</tbody>
</table>

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The Effects of Mindset, Family Environment, and the Use of Social Media for Business on the Improvement of Entrepreneurial Motivation

Multiple Linear Regression Equation

Table 6 Multiple Linear Regression

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>23.196</td>
<td>5.282</td>
<td></td>
</tr>
<tr>
<td>X1 (Mindset)</td>
<td>.109</td>
<td>.126</td>
<td>.100</td>
</tr>
<tr>
<td>X2 (Family Environment)</td>
<td>.067</td>
<td>.112</td>
<td>.070</td>
</tr>
<tr>
<td>X3 (The Use of Social Media)</td>
<td>-.057</td>
<td>.126</td>
<td>-.051</td>
</tr>
</tbody>
</table>

Based on Table 6, the output of the linear equation is as follow:

\[ Z = 23.196 + 0.109X_1 + 0.067X_2 - 0.057X_3 \]

The value of the regression coefficient X1 for housewives’ mindset is 0.109, meaning that each housewife’s mindset had a positive and significant effect on increasing entrepreneurial motivation, where the better the housewives' mindset of entrepreneurship, their entrepreneurial motivation increased by 0.109%. The value of regression coefficient X2 for the family environment is 0.067, showing that the family environment positively and significantly affected the improvement of entrepreneurial motivation, where the better the family environment response to entrepreneurship, the housewives motivated to be involved in entrepreneurship enhanced by 0.067%. The value of the regression coefficient X3 for the use of social media for business is -0.57, indicating that the use of social media had a negative effect on increasing entrepreneurial motivation, where the better the use of social media for business, the
housewives’ motivation to be involved in entrepreneurship decreased by 0.057%.

Determination Coefficient ($R^2$)

Table 7 Results of Determination Coefficient

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.720a</td>
<td>.815</td>
<td>.824</td>
<td>5.49603</td>
<td>.815</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X3, X2, X1

Source: Data Processing (SPSS), 2020

Based on Table 7, the value of the determination coefficient (Adjusted R Square) is 0.824. It showed that 82.4% of the variables of mindset, family environment, and the use of social media for business had a strong influence on the variable of entrepreneurial motivation improvement and the remaining 17.6% were influenced by other variables excluded from this study.

Simultaneous Hypothesis Test

Table 8 Simultaneous Hypothesis Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3</td>
<td>11.267</td>
<td>3.373</td>
<td>.003b</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>76</td>
<td>30.206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Z
b. Predictors: (Constant), X3, X2, X1

Source: Data Processing (SPSS), 2020

Table 8 presents the F-count value is 3.373 greater than the F-table value of 2.72. It indicated that, simultaneously, mindset, family environment, and the use of social media for business positively and significantly affected the entrepreneurial motivation increase.
Based on Table 9, partially, the variables of mindset and family environment had a positive and significant effect on the entrepreneurial motivation improvement. It can be seen from the t-value for each of both variables greater than the t-table value of 1.665.

The Effects of Entrepreneurial Motivation Increase on North Sumateran Housewives’ Interest in Entrepreneurship

Simple Linear Regression Equation Analysis

Based on Table 10, the simple regression equation is as follow:

\[ Y = 24.734 + 2.037X_1 \]
The value of the regression coefficient Z shows a positive value of 2.037. It indicated that the entrepreneurial motivation improvement had a positive and significant effect on the North Sumateran housewives’ interest in entrepreneurship, where the housewives' entrepreneurial motivation of entrepreneurship increased their interest in entrepreneurship by 2.037%.

**Determination Coefficient (R²)**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.738&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.801</td>
<td>.811</td>
<td>5.31379</td>
<td>.801 3.110 1 78 .001 1.642</td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Z

Based on Table 11, the determination coefficient value (Adjusted R Square) is 0.811 or 81.1%. It showed that the increase in entrepreneurial motivation strongly influenced North Sumateran housewives’ interest in entrepreneurship, while the remaining 18.9% were affected by other factors not described in this study.

**Partial Test**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>24.734</td>
<td>2.895</td>
<td>8.543</td>
</tr>
<tr>
<td>Z (North Sumateran housewives’ interest in entrepreneurship)</td>
<td>2.037</td>
<td>.110</td>
<td>.038</td>
</tr>
</tbody>
</table>

<sup>a</sup> Dependent Variable: X

Based on Table 13, partially, the variable of the entrepreneurial motivation improvement had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship, where this can be seen from the t-count value of 5.332 greater than the t-table of 1.665.
The Effects of Mindset, Family Environment, and the Use of Social Media for Business on North Sumateran Housewives' Interest in Entrepreneurship with the Entrepreneurial Motivation Improvement as an Intervening Variable

Based on the results of partial test (t-test) of the first, second, and third substructures, the outputs are as follows:

\[ Y = 0.486X_1 + 0.049X_2 - 0.021X_3 \text{ with the determination coefficient value of } R^2 = 0.792 \]

\[ Z = 0.109X_1 + 0.067X_2 - 0.057X_3 \text{ with the determination coefficient value of } R^2 = 0.824 \]

\[ Y = 2.037Z \text{ with the determination coefficient value of } R^2 = 0.811 \]

The analysis results of the effects of the mindset, family environment, and the use of social media for business on North Sumateran housewives' interest in entrepreneurship with the entrepreneurial motivation improvement as an intervening variable can be seen in Table 14:

**Table 14 Results of Direct Effect Research**

<table>
<thead>
<tr>
<th>No</th>
<th>Relationship between Variables</th>
<th>Regression Coefficient Value</th>
<th>Positive/Negative Coefficient</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The effect of housewives' mindset of entrepreneurship on their entrepreneurial motivation improvement.</td>
<td>0.109</td>
<td>Positive</td>
<td>H₁ was accepted</td>
</tr>
<tr>
<td>2</td>
<td>The effect of family environment on housewives' entrepreneurial motivation improvement.</td>
<td>0.067</td>
<td>Positive</td>
<td>H₂ was accepted</td>
</tr>
<tr>
<td>3</td>
<td>The effect of the use of social media on housewives' entrepreneurial motivation improvement.</td>
<td>-0.057</td>
<td>Negative</td>
<td>H₃ was rejected</td>
</tr>
<tr>
<td>4</td>
<td>The effect of North Sumateran housewives’ mindset on their interest in entrepreneurship.</td>
<td>0.486</td>
<td>Positive</td>
<td>H₄ was accepted</td>
</tr>
<tr>
<td>5</td>
<td>The effect of family environment on North Sumateran housewives’ interest in entrepreneurship.</td>
<td>0.049</td>
<td>Positive</td>
<td>H₅ was accepted</td>
</tr>
<tr>
<td>6</td>
<td>The effect of the use of social media on North Sumateran housewives’ interest in entrepreneurship.</td>
<td>-0.021</td>
<td>Negative</td>
<td>H₆ was rejected</td>
</tr>
<tr>
<td>7</td>
<td>The effect of entrepreneurial motivation improvement on North Sumateran housewives’ interest in entrepreneurship.</td>
<td>2.037</td>
<td>Positive</td>
<td>H₇ was accepted</td>
</tr>
</tbody>
</table>

Source: Data Processing (SPSS), 2020
The effect of North Sumateran housewives’ mindset of entrepreneurship on their interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable = 0.109 x 0.486 x 2.037 = 0.108. This result showed the effect of North Sumateran housewives' mindset on their interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was Y = 0.108 + 2.037 = 2.145. The effect of family environment on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable = 0.067 x 0.049 x 2.037 = 0.007/ Consequently, the research result showed the effect of family environment on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was Y = 0.007 + 2.037 = 2.034. The effect of the use of social media on North Sumateran housewives’ interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable = -0.057 x (-0.021) x 2.037 = 0.024. This result indicated the effect of the use of social media on North Sumateran housewives’ interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was Y = 0.002 + 2.037 = 2.039. The summary of indirect research is presented in Table 15.

<table>
<thead>
<tr>
<th>No</th>
<th>Relationship between Variables</th>
<th>Regression Coefficient Value</th>
<th>Positive/Negative Coefficient</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The effect of North Sumateran housewives’ mindset on their entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.</td>
<td>2.145</td>
<td>Positive</td>
<td>H₆ was accepted</td>
</tr>
<tr>
<td>2</td>
<td>The effect of family environment on North Sumateran housewives’ entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.</td>
<td>2.034</td>
<td>Positive</td>
<td>H₆ was accepted</td>
</tr>
<tr>
<td>3</td>
<td>The effect of the use of social media on North Sumateran housewives’ entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.</td>
<td>2.039</td>
<td>Positive</td>
<td>H₆ was accepted</td>
</tr>
</tbody>
</table>

Source: Data Processing (SPSS), 2020.

Understanding the interplay of these factors and their impact on housewives' interest in entrepreneurship is vital for policymakers, support organizations, and women looking to embark on entrepreneurial ventures. It's essential to note
that the influence of these factors can vary based on cultural, regional, and economic contexts.

These studies Escolar-Llamazares\textsuperscript{7} collectively shed light on the multifaceted nature of women's entrepreneurial interests and provide valuable insights for promoting and supporting female entrepreneurship in different communities.

In the islamic perpektiv The interest of housewives in entrepreneurship from an Islamic perspective is an interesting and relevant topic. In Islam, there is no prohibition against women being involved in business or entrepreneurship, and many Islamic principles can be applied to encourage and support women, including housewives, in pursuing entrepreneurial endeavors. Here are some key points to consider:

**Economic Participation:** Islam encourages economic participation for both men and women. The Prophet Muhammad's first wife, Khadijah, was a successful businesswoman. This historical example can be seen as an inspiration for Muslim women, including housewives, to engage in entrepreneurial activities.

It's important to note that the level of interest and involvement in entrepreneurship among housewives can vary based on individual circumstances, cultural norms, and local interpretations of Islamic teachings. What is considered acceptable or encouraged can differ in different Muslim-majority countries and communities.

In summary, Islamic principles and values can support and encourage housewives’ interest in entrepreneurship, provided that they adhere to Islamic guidelines and ethical practices while balancing their family responsibilities. It's important for individuals to seek advice from knowledgeable religious scholars and mentors to ensure their entrepreneurial pursuits align with Islamic teachings and values.

**CONCLUSION**

The results of analysis (t-test), the researcher comprehensively concludes as follows: North Sumateran housewives’ mindset of housewives of entrepreneurship had a positive and significant effect on entrepreneurial motivation improvement. The family environment had a positive and significant effect on entrepreneurial motivation improvement. The use of social media for business had a negative effect on entrepreneurial motivation improvement. North Sumateran housewives' mindset of entrepreneurship had a positive and significant impact on their interest in entrepreneurship. The

family environment had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship. The use of social media for business had a negative effect on North Sumateran housewives’ interest in entrepreneurship. North Sumateran housewives’ entrepreneurial motivation improvement had a positive and significant effect on their interest in entrepreneurship. The mindset, the family environment, and the use of social media for business had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship through the variable of entrepreneurial motivation improvement.

CONCLUSION
The results of analysis (t-test), the researcher comprehensively concludes as follows: North Sumateran housewives’ mindset of housewives of entrepreneurship had a positive and significant effect on entrepreneurial motivation improvement. The family environment had a positive and significant effect on entrepreneurial motivation improvement. The use of social media for business had a negative effect on entrepreneurial motivation improvement. North Sumateran housewives' mindset of entrepreneurship had a positive and significant impact on their interest in entrepreneurship. The family environment had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship. The use of social media for business had a negative effect on North Sumateran housewives’ interest in entrepreneurship. North Sumateran housewives' entrepreneurial motivation improvement had a positive and significant effect on their interest in entrepreneurship. The mindset, the family environment, and the use of social media for business had a positive and significant effect on North Sumateran housewives’ interest in entrepreneurship through the variable of entrepreneurial motivation improvement

Author’s Contribution
Siti Normi: Contribute to formulating research ideas, collecting data, processing data, and interpreting data, writing systematics, research methods, analyzing interpretation results, the language proofread.

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Declaration of Competing Interest
We declare that we have no conflict of interest.

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