

## The Mindset, Family Environment, and Social Media on North Sumatra Housewives' Interest in Entrepreneurship

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**ABSTRACT**

The aims 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 Sumatra 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 Sumatra 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.

**Abstrak:** Penelitian ini bertujuan untuk mengetahui hubungan pola pikir, lingkungan keluarga, dan media sosial terhadap minat berwirausaha ibu rumah tangga di Sumatra 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 Sumatra 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

*mengakui peran penting yang dimainkan laki-laki dan perempuan di dalamnya. Implikasi penelitian Penelitian ini berkontribusi pada pemahaman yang lebih bernuansa 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

Every developed country needs about two or three percent of the average population to be an entrepreneur.<sup>1</sup> 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.<sup>2</sup> In North Sumatra, 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 Sumatran housewife entrepreneurs in 2016-2020 is presented in Table1.

**Table 1 Number of North Sumatran Housewife Entrepreneurs in 2016-2020**  
Source: Central Bureau of Statistic, 2020

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

Based on Table 1, in 2016-2020, the number of North Sumatran 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

<sup>1</sup> Sri Rejeki, Diah and Yusup, Pawit M., 2020, Pengalaman Berwirausaha Berbasis Membaca Online di Kalangan Ibu Rumah Tangga, Jurnal Ilmu Sosial dan Humaniora

<sup>2</sup> Wills, Gordon, 1978, Special Issue: Business School Graffiti", European Journal of Marketing, Vol. 12 No. 1, pp. 1-135

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 Sumatran 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.<sup>3</sup> 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.<sup>4</sup> 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.<sup>5</sup>

## 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,<sup>6</sup> 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

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

<sup>4</sup> Indyastuti DL, Suwandari L, Fitrijati KR. The relationship between entrepreneurial passion, entrepreneurial self efficacy, and entrepreneurial intention in housewives context. Jurnal Manajemen dan Pemasaran Jasa. 2021 Dec 9;14(2):243-59.

<sup>5</sup> Brahem M, Boussema S. Social media entrepreneurship as an opportunity for women: The case of Facebook-commerce. The International Journal of Entrepreneurship and Innovation. 2023 Aug;24(3):191-201.

<sup>6</sup> Sahney S, Banwet DK, Karunes S. An integrated framework for quality in education: Application of quality function deployment, interpretive structural modelling and path analysis. Total Quality Management & Business Excellence. 2006 Mar 1;17(2):265-85.

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 Sumatra. 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 Sumatran Housewives' Interest in Entrepreneurship

Analysis of Multiple Linear Regression Equation

Table 2 Multiple Linear Regression Equation

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	12.485	4.565		2.735	.008		
X1 (Mindset)	.486	.109		.459	4.465 .000	.969	1.032
X2 (Family Environment)	.049	.097		.052	6.505 .002	.972	1.029
X3 (The Use of Social Media)	-.021	.109		-.019	-.189 .851	.996	1.004

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 Sumatran 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 Sumatran housewives' interest in entrepreneurship, where the better the response of the family environment regarding entrepreneurship, the North Sumatran 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 Sumatran housewives' interest in entrepreneurship, where the better the use of social media for business, the North Sumatran housewives' interest in entrepreneurship decreased by 0.021%.

Determination Coefficient ( $R^2$ )

Table 3 Results of Determination Coefficient Test

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Error of the Estimate	R Square Change	F Change	Change Statistics			Sig. F	Durbin-Watson Change
							df1	df2	F		
1	.772 <sup>a</sup>	.722	.792	4.75017	.722	7.249	3	76	.000	1.727	

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 Sumatran 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

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	490.674	3	163.558	7.249	.000 <sup>b</sup>
	Residual	1714.876	76	22.564		
	Total	2205.550	79			

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 Sumatran housewives' interest in entrepreneurship.

## Partial Hypothesis Test

Table 5 Results of Partial Test

Coefficients<sup>a</sup>

Model	B	Error	Beta	Unstandardized Coefficients			Standardized Coefficients		Collinearity Statistics		
				Std.	T	Sig.	Tolerance	VIF			
1 (Constant)	12.485	4.565			2.735	.008					
X1 (Mindset)	.486	.109			.459	4.465 .000			.969	1.032	
X2 (Family Environment)	.049	.097			.052	6.505 .002			.972	1.029	

X3 (The Use of Social Media)	-.021	.109	-.019	-.189	.851	.996	1.004
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a. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Based on Table 5, partially, the variables of mindset and family environment had a positive and significant effect on North Sumatran housewives' interest in entrepreneurship. This can be seen from the t-value for both variables greater than the t-table value of 1.665.

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

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	23.196	5.282		4.392	.000		
X1 (Mindset)	.109	.126	.100	3.865	.000	.969	1.032
X2 (Family Environment)	.067	.112	.070	8.603	.001	.972	1.029
X3 (The Use of Social Media)	-.057	.126	-.051	-.450	.654	.996	1.004

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

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 -0.057, 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

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Estimate	Change Statistics						
					Error of R	R Square	F Change	Sig. F	Durbin-Watson		
									df1	df2	Change
1	.720 <sup>a</sup>	.815	.824	5.49603		.815	4.373	3 76	.003		1.704

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

b. Dependent Variable: Z

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 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

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.802	3	11.267	3.373	.003 <sup>b</sup>
	Residual	2295.686	76	30.206		
	Total	2329.488	79			

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.

### Partial Hypothesis Test

Table 9 Partial Hypothesis Test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	23.196	5.282		4.392	.000		
X1 (Mindset)	.109	.126		.100	3.865 .000	.969	1.032
X2 (Family Environment)	.067	.112		.070	8.603 .001	.972	1.029
X3 (The Use of Social Media)	-.057	.126		-.051	-.450 .654	.996	1.004

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

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 Sumatran Housewives' Interest in Entrepreneurship  
Simple Linear Regression Equation Analysis

Table 10 Simple Linear Regression Equation  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	24.734	2.895		8.543	.000		
Z (North Sumatran housewives' interest in entrepreneurship)	2.037	.110		.038	5.332 .001	1.000	1.000

a. Dependent Variable: X

Source: Data Processing (SPSS), 2020

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 Sumatran housewives' interest in entrepreneurship, where the housewives' entrepreneurial motivation of entrepreneurship increased their interest in entrepreneurship by 2.037%.

### Determination Coefficient ( $R^2$ )

Table 11 Results of Determination Coefficient  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.738 <sup>a</sup>	.801	.811	5.31379	.801	3.110	1	78	.001	1.642

a. Predictors: (Constant), Z

b. Dependent Variable: X

Source: Data Processing (SPSS), 2020

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 Sumatran housewives' interest in entrepreneurship, while the remaining 18.9% were affected by other factors not described in this study.

### Partial Test

Table 13 Results of Partial Test  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	24.734	2.895		8.543	.000		
Z (North Sumatran housewives' interest in entrepreneurship)	2.037	.110		.038	5.332	.001	1.000 1.000

a. Dependent Variable: X

Source: Data Processing (SPSS), 2020

Based on Table 13, partially, the variable of the entrepreneurial motivation improvement had a positive and significant effect on North Sumatran 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 Sumatran 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 Sumatran 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

No	Relationship between Variables	Regression Coefficient Value	Positive/Negative Coefficient	Notes
1	The effect of housewives' mindset of entrepreneurship on their entrepreneurial motivation improvement.	0.109	Positive	$H_1$ was accepted
2	The effect of family environment on housewives' entrepreneurial motivation improvement.	0.067	Positive	$H_2$ was accepted
3	The effect of the use of social media on housewives' entrepreneurial motivation improvement.	-0.057	Negative	$H_3$ was rejected
4	The effect of North Sumatran housewives' mindset on their interest in entrepreneurship.	0.486	Positive	$H_4$ was accepted
5	The effect of family environment on North Sumatran housewives' interest in entrepreneurship.	0.049	Positive	$H_5$ was accepted
6	The effect of the use of social media on North Sumatran housewives' interest in entrepreneurship.	-0.021	Negative	$H_6$ was rejected
7	The effect of entrepreneurial motivation improvement on North Sumatran housewives' interest in entrepreneurship.	2.037	Positive	$H_7$ was accepted

Source: Data Processing (SPSS), 2020

The effect of North Sumatran housewives' mindset of entrepreneurship on their interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $0.109 \times 0.486 \times 2.037 = 0.108$ . This result showed the effect of North Sumatran 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 Sumatran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $0.067 \times 0.049 \times 2.037 = 0.007$ . Consequently, the research result showed the effect of family environment on North Sumatran 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 Sumatran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $-0.057 \times (-0.021) \times 2.037 = 0.024$ . This result indicated the effect of the use of social media on North Sumatran 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 15 Results of Indirect Effect Research

No	Relationship between Variables	Regression Coefficient	Positive/Negative Coefficient	Notes
		Value		
1	The effect of North Sumatran housewives' mindset on their entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.145	Positive	$H_8$ was accepted
2	The effect of family environment on North Sumatran housewives' entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.034	Positive	$H_8$ was accepted
3	The effect of the use of social media on North Sumatran housewives' entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.039	Positive	$H_8$ was accepted

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 Esclar-Llamazares<sup>7</sup> 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 perspective, 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 Sumatran 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 Sumatran housewives' mindset of entrepreneurship had a positive and significant impact on their interest in entrepreneurship. The family

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<sup>7</sup> Esclar-Llamazares MC, Luis-Rico I, de la Torre-Cruz T, Herrero Á, Jiménez A, Palmero-Cámara C, Jiménez-Eguizábal A. The socio-educational, psychological and family-related antecedents of entrepreneurial intentions among Spanish Youth. *Sustainability*. 2019 Feb 27;11(5):1252.

environment had a positive and significant effect on North Sumatran housewives' interest in entrepreneurship. The use of social media for business had a negative effect on North Sumatran housewives' interest in entrepreneurship. North Sumatran 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 Sumatran 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 Sumatran 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 Sumatran 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 Sumatran housewives' interest in entrepreneurship. The use of social media for business had a negative effect on North Sumatran housewives' interest in entrepreneurship. North Sumatran 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 Sumatran 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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