ANALYSIS OF FACTORS INFLUENCING BARISTA INTEREST IN OPERATING A MODERN COFFEE SHOP IN MEDAN CITY, MEDAN PROVINCE NORTH SUMATRA

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Abstract

A barista is someone who is professional in preparing and serving various types of coffee drinks. Baristas usually work in modern cafes or coffee shops and they have special skills in operating espresso machines and understanding various coffee making techniques. Many baristas are interested in opening their own coffee shop business. This interest is usually based on passion for coffee, creativity, experience, family environment, education and capital. The aim of this research is to examine the factors that influence baristas' interest in modern coffee entrepreneurship in Medan City, North Sumatra Province. The research results show that educational factors and family environment do not show a real influence on the interest of baristas in starting a modern coffee shop entrepreneurship, while experience, capital and creativity show a real influence on the interest of baristas in starting a modern coffee shop in Medan City.

Keywords: *Barista, Education, Family Environment, Experience, Capital and Creativity.*

INTRODUCTION

Indonesia is one of the largest coffee producing countries in the world. Based on Indonesia's statistical report, Indonesia's coffee production reached 774.60 thousand tons in 2021. This number increased by around 1.62% from the previous year of 762.20 thousand tons. Based on data from the last five years, Indonesia's highest coffee production was in 2021. Meanwhile, the lowest coffee production was in 2017 at 716.10 thousand tons (Katadata, 2022).

According to data from the International Coffee Organization (ICO), Indonesia became the country with the fifth largest coffee consumption in the world in 2020/2021. The number was 5 million bags measuring 60 kilograms (Indonesian Data, 2022). Indonesia is ranked after Japan, whose coffee consumption reached 7.39 million bags measuring 60 kg. This number increased by 4.04% compared to the previous period which was 4.81 million bags measuring 60 kg. Coffee consumption in Indonesia in 2020/2021 was also the highest in the last decade. Meanwhile, Indonesian coffee production reached 774.6 thousand tons in 2021. Coffee production in North Sumatra was 76.80 thousand tons (Indonesian Data, 2022).

Based on the Central Statistics Agency (BPS) of North Sumatra, the open unemployment rate (TPT) in February 2022 was 5.47 percent, down 0.54 percentage points compared to February 2021, but there are still workers who are not absorbed by the labor market, this illustrates the underutilization of the labor supply in North Sumatra. In February 2022, the composition of the workforce in North Sumatra consisted of 7.32 million employed people and 423,000 unemployed people. Meanwhile, the employment sector that experienced the largest percentage decline was the Agriculture, Forestry, and Fisheries Sector. The decline reached 1.16 percentage points (BPS North Sumatra, 2022).

Medan City as one of the cities in North Sumatra Province is a potential city to be used as a place for entrepreneurship. Based on the latest data from the Central Statistics Agency of Medan City in 2021, the population of Medan City was 2.46 million people. The number of unemployed in Medan City in 2021 was around 10.7 percent, an increase compared to 2020 which was around 10.7 percent (Medan City in Figures, 2022). As a result of the increasing number of unemployed, the importance of the world of entrepreneurship is increasingly felt. Development will be more stable if supported by entrepreneurs because the government's capabilities are very limited. The government will not be able to work on all aspects of development because it really needs a budget, personnel and supervision (Buchari Alma, 2006 in Yuyus Suryana, et al., 2011).

In Medan City, there are so many opportunities to create your own job, such as starting a modern coffee shop business. Modern coffee shops have begun to emerge in line with the changing lifestyle trend of 'having a beautiful coffee' that is currently popular among millennials. As time goes by, modern coffee shops are not just places to have coffee or chat, they are more than that. Modern coffee shops now prioritize very instagrammable facilities in supporting the culture of hanging out, creativity, mobility and the culture of chatting while drinking coffee which is a lifestyle for the current millennial generation.

Table1. Distribution of the Number of Modern Coffee Shops in Each District in Medan City

No		Subdistrict	Number of Taxpayers
	1	Sandpaper Field	4
	2	Medan Area	20
	3	West Medan	30
	4	New Field	42
	5	Belawan Field	4
	6	Medan Deli	3
	7	Denai Field	2
	8	Helvetia Field	24
	9	Johor Field	34
	10	City Field	53
	11	Labuhan Field	1
	12	Maimun Field	38
	13	Medan Marelan	10
	14	Field of Struggle	7
	15	The Broken Field	56
	16	Polonia Field	23
	17	Field at a glance	29
	18	Sunggal Field	47
	19	Tembung Field	11
	20	East Medan	24
	21	The Field of Fortune	5
		Total	467

Source:Medan City Regional Tax and Retribution Management Agency 2023.

Based on observations made, of the 467 modern coffee shops in Medan City that are recorded as having NPWP, they can actually be classified into several types, namely from coffee shops on the outskirts, middle class, to upper middle class which are often used by businessmen and officials as a place to gather while enjoying a cup of coffee complete with side dishes. Although the existing modern coffee shops can be classified into several types, there is no class classification for visitors to the coffee shop. The only difference is in terms of place, comfort, price of the menu provided and the facilities available. Everyone or all groups have the same rights to become users of the coffee shop as long as they are able to pay as much as they buy from the coffee shop.

Opening a modern coffee shop business is indeed very interesting and very profitable for those who are involved in this business. With the increasing demand for high-quality espresso drinks and very high sales in the market, it is only natural that coffee shops have competent baristas in their business. Every coffee shop business manager wherever they are, including coffee shops in big cities like Medan City, always strives to recruit competent baristas. Barista is a person or group of people who have the competencies or skills that are very much needed to support the operationalization of coffee shop businesses in the third era of coffee marketing (Wachdijono and Jaeroni, 2021), namely expertise in providing services and making various quality or high-tasting coffee drinks.

However, as time goes by, it is undeniable that the barista profession is still closely associated with the image of 'just a coffee maker' in the minds of many people. Until finally, it makes people tend to think that the barista profession does not have a career ladder like other types of professions. If a barista wants to become an entrepreneur in a coffee shop, of course there will be many opportunities and benefits to be gained. With the skills they have, a barista is also able to open their own coffee shop so that they can create jobs for others. A barista must have a strong desire to become an entrepreneur rather than working for someone else, thus the unemployment rate in Medan City can be reduced. In addition, the increase in coffee shops can increase the economic growth of the Medan City community. Entrepreneurship is one of the supporting factors that determines the progress of the economy in Indonesia, because entrepreneurs themselves have the freedom to work and be independent. Someone has the desire and will and is ready to become an entrepreneur, meaning that someone must be able to create their own jobs and not need to rely on other people or other companies to get a job. A successful entrepreneur must be able to develop new products or new ideas by building a new business concept. To become an entrepreneur requires creativity and ability. The desire to become a modern coffee shop entrepreneur is a big challenge because it requires modern thinking, skills and high spirits. Based on the various phenomena and cases above, the researcher is interested in conducting research by analyzing the Factors that Influence Barista Interest in Becoming a Modern Coffee Shop Entrepreneur in Medan City, North Sumatra Province.

RESEARCH METHODS

The location of the study was in Medan City, North Sumatra Province. The research used quantitative research with a descriptive approach. The data collection methods used in this study were Interviews, Questionnaires, Observations, and documentation. The data obtained were answers to questionnaires using a Likert scale. The Likert scale used is a method that measures attitudes by stating agreement or disagreement with a particular subject, object, or event (Indriantoro and Supomo, 2012). The measurement of this study used a Likert scale of 1-5 which was used to measure the responses of respondents, namely a scale of 1 (strongly disagree), 2 (disagree), 3 (sufficient), 4 (agree), 5 (strongly agree). Based on the operational limitations of each variable that has been described above, the next variable will be described based on the indicators and criteria that have been determined, then scoring is carried out from the following criteria:

Table 2. Measurement of variable factors influencing barista interest in starting a modern coffee shop business in Medan City, North Sumatra Province.

No	Variables	Indicator	Source
1.	Education (X1)	Growing desire to be an entrepreneur Increase knowledge and insight in the field of entrepreneurship Growing awareness of business opportunities	Budiarti (2012) and Bukirom et al (2014)
2.	Family Environment (X2	Parental support Parents' job	Oktarina, et al., 2019
3.	Experience (X3)	Experience gained in work	Meliza, et al., 2019 and Nita and Arifuddin, 2018
4.	Capital (X4)	The capital that will be used for modern coffee entrepreneurship comes from both internal and external sources.	Clarissa, 2020 and Riandi, et al. 2018.
5.	Creativity (X5)	Able to load something new Able to manage business Able to predict opportunities	Nurkholis, 2013

Source: Processed Data (2024)

The sample in this study is the millennial generation Barista who is an entrepreneur or works in a modern coffee shop. The population in this study is not known with certainty due to the absence of secondary data to support it. Therefore, the sampling method used in this study is snowball sampling by tracing and interviewing Baristas in Medan City, North Sumatra. According to Sugyono (2014), snowball sampling is a sampling technique that is initially small in number, then increases. The researcher chose snowball sampling because in determining the sample, the researcher first only determines one or two people, but because the data obtained is considered incomplete, the researcher looks for other people to complete the data. To determine the extent of the influence of the independent variables, namely education (X1), family environment (X2), experience (X3), capital (X4), and creativity (X5), on the dependent variable of interest in entrepreneurship (Y), the coefficient of determination analysis (R^2) is used. If the R^2 value approaches 0, it indicates that the independent variable has limitations in explaining the variation of the dependent variable. If the R^2 value is close to 0, it indicates that the independent variable provides most of the information needed to predict the dependent variable.

Calculate the F count value to find out whether the correlation coefficient variables are significant or not using the following formula:

$$F = \frac{R2/K}{(1-R2)(n-K-1)}$$

Information:
R2 = Predetermined multiple correlation coefficient
      K = Number of Independent Variables
      N = Sample size
F = F count which is then compared with F table (nk-1) = degrees of freedom (db)
Obtained F distribution with numerator (K) and denominator db (nk-1) with the following conditions: H0 is rejected if Fcount ≥ Ftable then H1 is accepted. Conversely, H0 is accepted if Fcount ≤ Ftable then H1 is rejected.\
      Hypothesis The t-test is needed to determine the extent of the relationship between one variable and another

variable. The t-test formula with a significance level of 5% or a confidence level of 95% with the following equation:

$$t = \sqrt[r]{\frac{n - (k + 1)}{1 - r^2}}$$

Information:
n = Number of samples
r = Partial correlation value

The results of the hypothesis tcount are compared with ttable with the following provisions: If tcount ≤ ttable, then H0 is accepted and H1 is rejected. If tcount ≥ ttable, then H0 is rejected and H1 is accepted.

RESULTS AND DISCUSSION
1. Overview of Modern Coffee Shops in Medan City

This study used 72 barista respondents in Medan City, North Sumatra Province. The characteristics of the respondents include the respondent's age, last education, gender, experience, and business location. The age distribution of respondents to modern coffee shops in this study is presented in Table 3 below:

Table 3. Distribution of Respondents' Age

No.	Age	Number of Respondents	Percentage (%)
1.	22 years	1	1
2.	23 years	4	6
3.	24 years old	12	17
4.	25 years	13	18
5.	26 Years	9	13
6.	27 Years	14	19
7.	28 Years	9	13
8.	29 years	9	13
9.	30 years	1	1
Total		**72**	**100**

Source: Processed Data (2024)

The age distribution of respondents to modern coffee shops in Medan city in this study is presented in the following graph:
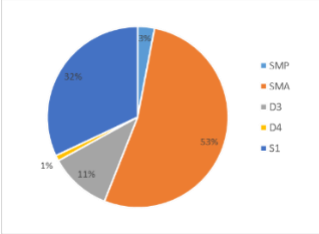

Figure 1. Graphic of Respondents' Education Distribution

Figure 1 shows that 53% (38 people) have a high school education, 32% (23 people) have a bachelor's degree. Respondents of modern coffee shops in Medan City generally have a high school education who do not continue their education to a bachelor's degree and choose to become entrepreneurs by opening a modern coffee shop in Medan City, but there are also those who continue their studies.

The distribution of gender of respondents in modern coffee shops in Medan City in this study is presented in the following graph:
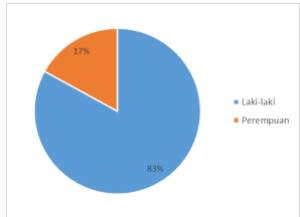

Figure 2. Gender Distribution Graphic

Respondents Figure 3 shows that the number of male respondents is 60 people (83%) and female respondents are 12 people (17%). The largest number of respondents is male compared to female. The distribution of respondents' experiences in opening modern coffee shops in Medan city in this study is presented in Table 4.

Table 4.Respondent Experience

No.	Experience	Number of Respondents	Percentage (%)
1.	2 years	11	15
2	3 years	16	22
3	4 years	21	29
4	5 years	13	18
5	6 Years	7	10
6	7 Years	2	3
7	8 Years	1	1
8	9 Years	1	1
Total		**72**	**100**

Source: Processed Data (2024)

Table 4 shows that most have 4 years of experience (29%) then 3 years (22%), only 1% of respondents with 8 and 9 years of experience. Most respondents in the category of long experience in the field of modern coffee shops in the city of Medan. Experience helps in formulating Overall, work experience provides a strong foundation for someone to open and manage a business more effectively and efficiently. Through learning from these experiences, individuals can take more appropriate steps in building and developing their business.

The distribution of business locations of modern coffee shop respondents in Medan city in this study is presented in Table 5.

Table 5.Respondent Experience

No.	Subdistrict	Number of Respondents	Percentage (%)
1.	West Medan	4	6
2	New Field	4	6
3	Medan Deli	4	6
4	Helvetia Field	4	6
5	Johor Field	4	6
6	City Field	16	22
7	Maimun Field	4	6
8	Medan Marelan	4	6
9	The Broken Field	8	11
10	Polonia Field	4	6
11	Field at a glance	3	4
12	Sunggal Field	7	10
13	Tembung Field	3	4
14	East Medan	3	4
Total		72	100

Source: Processed Data (2024)

Table 5 shows that most of the modern coffee shop respondents come from Medan Kota sub-district as many as 16 (22%), Medan Petisah as many as 8 (11%). Most of the respondents chose the crowded or urban centers in Medan city.

2. Description of Research Result Variables

The education level of respondents of modern coffee shops in Medan city is presented in Table 6 below:

Table 6. Distribution of Education Variables

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	More than 1 time participating in training activities, to increase knowledge	294	360	81.67

2.	Interest in starting a modern coffee shop business to create your own jobs	317	360	88.06
3.	Have an idea of a modern coffee shop business through special entrepreneurship training on modern coffee shops	312	360	86.67
4.	Awards through training attended	274	360	76.11
5.	Many training courses provide material on managing modern coffee shops.	310	360	86.11
	Amount	**1,507**	**1,800**	**83.72**

Source: Processed Data (2024)

Table 6 shows that as many as 88.06% are interested in entrepreneurship. The interest in entrepreneurship of modern coffee shops to create their own jobs is supported by their frequent participation in training that provides material on managing modern coffee shops/coffee shops as many as 86.11%. The family environment influences the running of a modern coffee shop business in Medan City, as presented in Table 7 below:

Table 7. Distribution of Family Environment Variables

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	Parental support in entrepreneurship	313	360	86.94
2.	Parents' livelihood is entrepreneurship	238	360	66.11
3.	Being in a family environment that enjoys coffee	301	360	83.61
4.	Family environmental insight	276	360	76.67
5.	Sharing with parents if you want to be an entrepreneur	301	360	83.61
6.	Changing the family's perspective	302	360	83.89
7.	The family environment wants to become an entrepreneur	296	360	82.22
	Amount	**2,027**	**2,520**	**80.44**

Source: Processed data (2024)

Table 7 shows that from 7 statements submitted to respondents, the score was 80.44% (total items 2027) indicating that family support in entrepreneurship for respondents to run the business is high. Statement number 1, the variable of parental support in entrepreneurship is a very important support factor in the business currently being run, received the highest item score of 86.94%. Overall, the family environment can be a very supportive factor in entrepreneurship. Financial support, emotional support, practical knowledge, and values instilled by the family can increase the chances of success in running a business, including modern coffee shops in the city of Medan.

The experience variable in this study describes that entrepreneurs have experience in running a business, adding knowledge experience to reduce errors, business ideas based on sharing, sufficient business information and being able to develop strategies. The following is a recapitulation of the value of the experience variable in table 8.

Table 8. Distribution of Experience Variables

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	Have experience working with others	320	360	88.89
2.	Experience adds knowledge for entrepreneurship	319	360	88.61
3.	Previously had a business but failed, so learned from experience	251	360	69.72
4.	Share with other people's experiences	309	360	85.83
5.	Work experience	313	360	86.94

6.	With or without entrepreneurial experience	279	360	77.50
Amount		**1,791**	**2.160**	**82.92**

Source: Processed Data (2024)

Table 8 shows that from 6 statements submitted to respondents, the score was 82.92% (total items 1791) indicating that the respondents' entrepreneurial experience in running the business was high. Statement number 1 of the experience variable stating that having experience working with others is used as a basis for developing the current business strategy received the highest item score of 88.89%.

The experience variable in this study describes that the capital that will be used to open a modern coffee business is both from within (internal) and from outside (external). The following is presented the capital variable in table 9.

Table 9. Distribution of Capital Variables

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	Capital comes from savings	315	360	87.50
2.	Capital comes from family	258	360	71.67
3.	Capital comes from banking	286	360	79.44
4.	Capital comes from cooperatives	220	360	61.11
5.	Capital comes from colleagues/friends	238	360	66.11
Amount		**1,317**	**1,800**	**73.17**

Source: Processed Data (2024)

Table 9 shows that from 5 statements submitted to respondents, the score was 73.17% (total items 1,317) indicating that the capital in the respondents' entrepreneurship to run the business was high. Statement number 1, the capital variable stating that the capital comes from savings that are used as capital to open a coffee shop business, received the highest item score, namely 87.50%. The creativity variable in this study describes having new ideas, being creative in business concepts, making something new, having skills, having ideas in menu arrangement and presentation. The creativity variable is presented in table 10.

Table 10. Distribution of Creativity Variables in Running a Business

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	New ideas combined with other people's ideas to find opportunities	322	360	89.44
2.	Creative ideas in business concepts	327	360	90.83
3.	Finding new ideas working with others	323	360	89.72
4.	Skills in making latte art and manual brew drinks	319	360	88.61
5.	Creativity that is owned	319	360	88.61
6.	Ideas for creating a menu list	310	360	86.11
Amount		**1,920**	**2.160**	**88.89**

Source: Processed Data (2024)

Table 10 shows that from 6 statements submitted to respondents, the score was 88.89% (total items 1,920) indicating that creativity with creative ideas in business concepts is high. Statement number 2 of the creativity variable stating creative ideas in business concepts received the highest item score of 90.83%. The interest variables in this study describe feelings of pleasure, interest, attention, involvement, active in competition activities and participating in training. The barista interest variables in entrepreneurship are presented in table 11.

Table 11. Distribution of interest variables in entrepreneurship

No.	Statement Items	Score Item	Score Maximum	Percentage (%)
1.	Happy Feeling	330	360	91.67
2.	Involvement in modern coffee shop business	321	360	87.17
3.	Interested in a modern coffee shop location	325	360	90.28
4.	Attention from those closest to you	320	360	88.89

5.	Enjoy making and mixing coffee drinks	327	360	90.83
6.	Involved in latte art competition activities	274	360	76.11
7.	Awards given through training	272	360	75.56
	Amount	**2.169**	**2,520**	**86.07**

Source: Processed Data (2024)

Table 11 shows that from 7 statements submitted to respondents, the score was 86.07% (total items 2169) indicating that in the business is high. Statement number 2 variable feeling of pleasure in running a business is the highest item, namely 91.67%.

3. **Results of Regression Analysis of Barista Interest Factors in Entrepreneurship**

Multiple linear regression analysis is used to determine whether or not there is an influence of Education (X1), Family Environment (X2), Experience (X3), Capital (X4) and Creativity (X5) on barista interest in entrepreneurship (Y) simultaneously and partially. The results of the multiple linear test can be seen in the following table 12:

Table 12. Results of multiple linear tests

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.807	3.325		2.649	.010		
	Pendidikan_X1	.183	.123	.170	1.482	.143	.614	1.630
	Lingkungan_Keluarga_X2	-.107	.106	-.122	-1.015	.314	.563	1.777
	Pengalaman_X3	.270	.135	.259	2.002	.049	.481	2.078
	Modal_X4	.272	.115	.271	2.373	.021	.621	1.611
	Kreatifitas_X5	.332	.135	.277	2.460	.017	.636	1.572

Source: Processed Data (2024)

Analysis of factors influencing barista interest in entrepreneurship using SPSS 26 with a confidence level of 99% (a = 0.001). The multiple linear regression equation obtained is as follows:

$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + \beta 4 X4 + \beta 5 X5$

$Y = 8.807 + 0.183 + (-0.107) + 0.270 + 0.272 + 0.332$

Information:

Y = Prediction value of the dependent variable (barista interest in entrepreneurship)

B1-6 = Regression coefficient, namely the value of the increase and decrease in variable Y based on variables X1-6

X1-6 = Independent variables: Education (X1), Family Environment (X2), Experience (X3), Capital (X4) and Creativity (X5)

To identify factors that influence barista interest in entrepreneurship, statistical analysis was conducted using the F test. The F test, also known as the anova test, is used to test whether independent variables collectively have a significant effect on the dependent variable. This test involves comparing the calculated F and the F table, or looking at the significance of the calculated F in the appropriate column. In this study, testing was conducted between independent variables such as Education (X1), Family Environment (X2), Experience (X3), Capital (X4) and Creativity (X5) against the dependent variable, namely the barista's interest in entrepreneurship as a whole.

Table 13. ANOVA Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335.256	5	67.051	11.543	.000[b]
	Residual	383.397	66	5.809		
	Total	718.653	71			

a. Dependent Variable: Minat_Y

b. Predictors: (Constant), Kreatifitas_X5, Pendidikan_X1, Modal_X4, Lingkungan_Keluarga_X2, Pengalaman_X3

Source: Processed Data (2024)

Based on the ANOVA results, there is an explanation that the Fcount value is 11.543. After that, the value is compared with the FTable value of 2.34 and the results are 11.543> 2.34. In addition, the significance value is 0.000, which means 0.000 <0.01. Therefore, it can be concluded that the independent variables in this study, namely education, family environment, experience, capital, creativity, together have a significant effect on the dependent variable, namely entrepreneurial success. This shows that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. Thus, the conclusion can be drawn that the second hypothesis which states that there is a significant influence between commitment, motivation,

The multiple linear test table of experience, business location, finance, and business capability on entrepreneurial success is acceptable. A t-test is conducted to test the effect of each independent variable on its dependent variable. This test involves a comparison between T count and T table, or looking at the significance of T

count in the relevant column. In this analysis, testing will be conducted between independent variables such aseducation, family environment, experience, capital, and creativity (X) on business success (Y).

Table 14. t-Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.807	3.325		2.649	.010		
	Pendidikan_X1	.183	.123	.170	1.482	.143	.614	1.630
	Lingkungan_Keluarga_X2	-.107	.106	-.122	-1.015	.314	.563	1.777
	Pengalaman_X3	.270	.135	.259	2.002	.049	.481	2.078
	Modal_X4	.272	.115	.271	2.373	.021	.621	1.611
	Kreatifitas_X5	.332	.135	.277	2.460	.017	.636	1.572

a. Dependent Variable: Minat_Y

Source: Processed Data (2024)

Based on the results of the t-test analysis that has been carried out and listed in Table 14, it can be concluded that the variables Experience (X3), Capital (X4) and Creativity (X5) have a partial influence on the Y variable (interest in opening a coffee shop business). This finding is based on the fact that the Tcount value is greater than TTable, and the significance value is smaller than α (0.05).

The following are the levels of influence that occur between each independent variable and the dependent variable:

- Variable X1 does not have a significant effect on variable Y. It is also explained in the t-test analysis that the education variable has a T-count value of 1.482 which is smaller than T-table 1.667 and a significance value of 1.43 is obtained which is greater than the significance level of 0.01.
- Variable X2 does not have a significant effect on variable Y. It is also explained in the t-test analysis that the experience variable has a Tcount value of -0.015 which is smaller than TTable 1.667 and a significance value of 0.314 is obtained which is greater than the significance level of 0.01.
- Variable X3 has a significant effect on variable Y. It is also explained in the t-test analysis that the financial variable has a T-count value of 2.002 which is greater than T-table 1.667 and a significance value of 0.049 is obtained which is smaller than the significance level of 0.05 (0.49 < 0.05).
- Variable X4 has a significant effect on variable Y. It is also explained in the t-test analysis that the business location variable has a calculated T value of 2.048 which is greater than the TTable of 1.667 and a significance value of 0.021 is obtained which is smaller than the significance level of 0.05 (0.021 < 0.05).
- Variable X5 has no significant effect on variable Y. It is also explained in the t-test analysis that the creativity variable has a Tcount value of 0.348 which is smaller than TTable 1.667 and a significance value of 0.017 is obtained which is greater than the significance level of 0.05. (0.049 < 0.05).
- Variable X6 has a significant effect on variable Y. It is also explained in the t-test analysis that the business capability variable has a T-count value of 2.492 which is greater than T-table 1.667 and a significance value of 0.018 is obtained which is smaller than the significance level of 0.05 (0.018 < 0.05).

Based on the results of the t-test obtained partially, there are 3 (three) variables that have a very real influence on entrepreneurial success. The variables that have a very real influence include the variables, Experience (X3), Capital (X4) and Creativity (X5), while the variables Education (X1) and Family Environment (X2) have no real influence on entrepreneurial success (Y).

The coefficient of determination (R square) describes the extent to which the independent variable can explain the variation in the dependent variable. The R square value ranges from zero to one. When the R square value approaches one, it indicates that the independent variable provides sufficient information to predict the variation in the dependent variable. Conversely, if the R square value is lower, then the ability of the independent variable to explain the variation in the dependent variable becomes limited.

Table 15. R Square (R2) Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.683^a	.467	.426	2.41020	1.199

a. Predictors: (Constant), Kreatifitas_X5, Pendidikan_X1, Modal_X4, Lingkungan_Keluarga_X2, Pengalaman_X3

b. Dependent Variable: Minat_Y

Source: Processed Data (2024)

The R2 value obtained is 0.467, meaning that 46% of the variation of the interest variables can be explained together by the variables Education (X1), Family Environment (X2), Experience (X3), Capital (X4) and Creativity (X5), while 54% is explained by other variables outside the variables that have been studied. The contribution of the X variables together strongly influences the dependent variable of business success (Y) because the coefficient of determination (R2) value approaches 1 (100%). Indicating that around 54% of the variation or variability in the dependent variable can be explained by the independent variables in the regression model used. In other words, the regression model is quite good at explaining the relationship between the independent and dependent variables.

CONCLUSION AND SUGGESTIONS
CONCLUSION

Based on the results of the study, it can be concluded that education and family environment factors do not affect the interest in opening a business due to the low commitment to the business, which is still lacking and the low motivation of respondents towards the interest in opening a modern coffee shop business in Medan. Factors such as experience, capital, and creativity have a significant influence on the level of interest in opening a modern coffee shop in Medan.

SUGGESTION

To increase the success rate of modern coffee shop businesses, it is necessary to improve business skills through guidance, training, mentoring and improvements in the curriculum. The skills in question include the ability to maintain relationships with customers, responsive and responsive in carrying out tasks, expertise in bookkeeping and reporting, knowledge of entrepreneurship, and the ability to plan business development. The government can expand entrepreneurs' access to capital by providing affordable and easily accessible loan programs. This can be done through government financial institutions or cooperation with the banking sector to provide special loans with low interest or credit guarantee facilities. Because the financial factor in this study in the form of capital has a very significant influence on entrepreneurial success.

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