

ABSTRACT

The importance of the role of entrepreneurship in increasing employment and contributing to the increase in Gross Regional Domestic Product (GRDP) in an effort to stabilize the development of a region, it is necessary to increase the quality and quantity of entrepreneurship through someone's interest in entrepreneurship. This study aims to determine the effect of social capital, innovation and human capital on the interest in becoming a young entrepreneur in the field of sports in the city of Semarang

This research method is descriptive quantitative using multiple linear regression analysis through the help of SPSS V.24 software to analyze and determine the effect partially and simultaneously. The population of this research is young entrepreneurs in the field of sports in the city of Semarang with the type of retail business. The number of samples in this study were 65 samples that focused on young entrepreneurs in the field of sports with the type of retail or producer business. The sampling technique was carried out directly by the researcher based on predetermined conditions.

The results of this study explain that social capital, innovation and human capital have a significant and positive influence on the interest in becoming a young entrepreneur in the field of sports either partially or simultaneously. several factors including social capital, innovation and human capital. The results of this study are expected to contribute to the younger generation as a form of theoretical literature in making policies in terms of interest in becoming young entrepreneurs in the field of sports.

Keywords: Social Capital, Innovation, Human capital and Entrepreneurial Interest