

THE INFLUENCE OF COCOA BEAN PRICES AND BUSINESS RISKS ON THE ENTREPRENEURIAL INTEREST OF COCOA FARMERS IN GALANG SUKA VILLAGE

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Abstract

This study aims to determine how the influence of Cocoa Bean Prices and Business Risks on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village. The research methodology used is a quantitative descriptive method. The type of data used in this study is quantitative data, namely data obtained in the form of numbers or figures. Data sources are primary and secondary data. The population in this study are residents of Galang Suka Village aged 18 - 55 years. By using the Slovin formula, the researcher determined the number of samples in this study as many as 291 respondents. The sampling technique with probability sampling uses random sampling type. The data were analyzed using multiple linear regression analysis methods. The results of the analysis provide the equation Interest in entrepreneurship = $23.201 + 0.355 \text{ cocoa bean prices} + 0.331 \text{ business risks} + e$. The partial hypothesis calculation results obtained $t_{count} (10,556) > t_{table} (1,968)$ with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, namely the Price of Cocoa Beans has a partial effect on the Interest of Cocoa Farmers in Entrepreneurship in Galang Suka Village. The partial hypothesis calculation results obtained $t_{count} (10,065) > t_{table} (1,968)$ with a significance level of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, namely Business Risk has a partial effect on the Interest of Cocoa Farmers in Entrepreneurship in Galang Suka Village. The calculation results obtained $F_{count} (100,379) > F_{table} (3,027)$ with a significance level of $0.00 < 0.05$, then H_0 is rejected and H_a is accepted, namely the Price of Cocoa Beans and Business Risk have a simultaneous effect on the Interest of Cocoa Farmers in Entrepreneurship in Galang Suka Village. The R Square (R^2) value obtained was 0.407, meaning that only 41.1% of the Entrepreneurial Interest variable can be explained by the Cocoa Bean Price and Business Risk variables, while the remaining 58.9% is influenced by other variables not examined in this study.

Keywords: Cocoa Bean Price, Business Risk, Entrepreneurial Interest.

INTRODUCTION

Indonesian society still faces complex problems related to unemployment and poverty. These issues affect all provinces in Indonesia, including North Sumatra. Blue (2024) states that the lack of entrepreneurial activity in Indonesia is a major factor contributing to the high levels of unemployment and poverty in the country. The responsibility of universities in teaching

entrepreneurship has an impact on the level of entrepreneurship in a country. states that the lack of entrepreneurial activity in Indonesia is a major factor contributing to the high levels of unemployment and poverty in the country. The responsibility of universities in teaching entrepreneurship has an impact on the level of entrepreneurship in a country. Ramlawati (2020) said many Indonesians still work in the

agricultural sector. Many people depend on agriculture for their livelihoods, including farmers, agricultural workers, and those involved in agricultural businesses. Therefore, the agricultural sector contributes to reducing unemployment and increasing economic growth.

According to Awina et al., (2024) Agriculture is a sector that can survive difficult situations, including during economic hardships in many countries, including Indonesia. One of the main commodities that contributes significantly to the country's GDP is cocoa, scientifically known as *Theobroma cacao*, or cocoa beans. Furthermore, cocoa also contributes to regional growth and economic development. Sunaryono et al., (2021) With a planted area of 1.4 million hectares and an annual production of around 500,000 tons, Indonesia is one of the largest cocoa producing countries after Ghana and Ivory Coast. Galang Suka Village, in Galang District, Deli Serdang Regency, is one of the cocoa producing areas in North Sumatra.

Based on observations, the ever-changing price of cocoa beans influences residents' desire to become cocoa farmers. Many residents prefer to work for others rather than start businesses to create jobs. Apriliya (2020) If a product is sold at a premium price in the market, it is likely to be of high quality and have a good reputation among buyers. On the other hand, a low selling price for a product in the market indicates that buyers do not trust the product's quality or its brand reputation. This is consistent with the findings Maryati & Erveni (2020) which explains that how a person views prices can influence their economic actions. Besides price issues,

risks in agricultural businesses are also a major challenge faced by cocoa farmers. According to Ayun et al., (2020) In the Indonesian Journal of Agricultural Sciences, uncertainty regarding future harvest yields and farmer income is known as agricultural business risk. Unpredictable weather, pest and disease outbreaks, and market price fluctuations are just a few sources of this risk. Financial losses and disruptions to agricultural businesses can occur due to these risks if not properly managed. This study aims to determine how cocoa bean prices and business risks influence the entrepreneurial interest of cocoa farmers in Galang Suka Village. The results of this study are expected to provide useful information for Galang Suka Village residents who want to become cocoa farmers.

Cocoa Bean Price

According to Said (2023) A person's drive to act to achieve a goal is known as motivation. The need for financial stability, the desire for independence, the desire to increase income, or the need for personal satisfaction are all potential sources of entrepreneurial drive. High motivation will increase a person's enthusiasm and perseverance in running a business. (Pahmi, 2024). According to Philip Kotler in the book Indrasari (2019) The price of a product or service reflects the monetary value or benefits the buyer derives from it. Although non-price variables have increased in importance in recent decades, price remains a key factor influencing consumer decisions, particularly in developing countries. The price of a product or service, in its most basic definition, is the amount of money charged for it. The price of cocoa beans

is the economic value used as the basis for buying and selling cocoa crops. This price is crucial for farmers' income. Therefore, the price of cocoa beans is not only a medium of exchange but also a determinant of farmers' welfare. Farmers need to understand and manage cocoa bean prices well to make informed decisions in the production and sales process. According to several experts, there are four cocoa price indicators:

1. **Cocoa price fluctuations**
Changes in cocoa prices at the farm level indicate unstable price fluctuations, both rising and falling within a short period of time. This uncertain price environment leads to unstable farmer incomes and increases the risks of cocoa farming. (Widayat et al., 2019).
2. **Price competitiveness**
According to Philip Kotler in the book Indrasari (2019) Is the price offered higher or lower than the average price of competitors? How competitive is the price of cocoa beans in the local market? This is determined by comparing prices in two villages, A and B.
3. **Price matches quality**
According to Philip Kotler in the book Indrasari (2019) The price offered to traders depends on the quality of the cocoa.
4. **Availability of pricing information**
Access to market price information reflects farmers' ability to obtain data on cocoa prices in the market. Adequate information helps farmers choose buyers, sales timing, and appropriate marketing strategies. Conversely, if information is

unavailable, farmers struggle to obtain profitable prices and their bargaining power is reduced.

Business Risk

Risk is something that might happen in the future, but its exact nature is difficult to predict. "Risk" is defined as "an unpleasant consequence, which causes loss or damage due to an action or deed" in the KBBI. Albin et al., (2023). According to Farid in the journal Jikrillah et al., (2021) The uncertainty that arises from not knowing when something bad will happen, whether it is a small loss that is not very significant or a large loss that threatens the continuity of the company as a risk. Risks in cocoa farming businesses according to Ayun et al., (2020) defines risk management in cocoa farming as the steps used to identify, evaluate, and control threats to the achievement of harvest objectives. The idea behind risk is that, through experience, decision-makers can determine the likelihood of an event occurring. Production risk, price or market risk, policy risk, financial risk, and institutional risk are all potential sources of uncertainty. Crop failure, low productivity, commodity damage due to pests and diseases, climate and weather variations, human resource errors, and many more are examples of production risks faced by businesses. Business risk is an unpredictable future event that can result in financial loss for a company. There are 4 indicators of business risk according to Yasa et al., (2022) that is:

1. **Demand uncertainty**
Uncertain demand means that the number of buyers or market demand for cocoa cannot be predicted with certainty. This fluctuating demand makes it

difficult for farmers to determine how much cocoa to sell and when to sell it. This increases risk, as farmers' incomes are highly dependent on how much the market absorbs their harvest.

2. Quality risk

Quality risk is the possibility of cocoa bean quality deterioration due to factors such as cultivation methods, pest infestation, post-harvest processing errors, or improper drying. If cocoa quality declines, its selling price will be lower. The greater the potential for quality degradation, the greater the risk farmers must bear to maintain a good market value for their product.

3. Financial risk

When farmers experience losses due to a lack of funds to cover production costs, plantation maintenance, and other operational needs, financial risk arises. This risk arises when farmers' income is lower than their costs, either due to decreased production, falling cocoa prices, or increasing input costs. If farmers lack reserve funds or access to financing, financial risk can disrupt the continuity of their cocoa farming operations.

4. Risk of price fluctuations

The risk of price fluctuations is the instability of cocoa prices, which frequently fluctuate over time. Unpredictable price changes create uncertainty in farmers' incomes and increase the level of risk they face. The more frequent and significant price fluctuations occur, the greater the uncertainty

farmers experience in managing their businesses.

Interest in Entrepreneurship

Interest according to Slameto in the journal Pratiwi et al., (2024) is the tendency to continue to be interested in and enjoy something. Interest is a strong emotional attraction to something or someone. Entrepreneurship according to Nafi'ah in Dwiyanthi et al., (2024) An entrepreneur is someone who can see opportunities, develop innovative solutions to problems, and implement those solutions. Therefore, interest is considered a gradual process that can culminate in the establishment of a business, which serves as a director of attention to activities by acting as an intermediary between factors that are thoroughly researched, highly valued, and desired by the individual carrying out the activity. Entrepreneurial interest according to the description above is the tendency, desire, interest, and readiness to work hard to meet needs without worrying about potential risks, and continuously learning from mistakes to maximize opportunities.

According to Maizis in Farras (2022) There are four indicators of interest in entrepreneurship, namely:

1. Interested

Being interested in creating/building a new business can be interpreted as a feeling of joy and interest in an activity/action or something so that all the individual's abilities increase and they want to complete or create/build a new business.

2. Desire

Desire can be interpreted as all the greater interests in what is

- desired/wanted so that things that are considered lacking can be fulfilled.
3. Willing to work hard
Being willing to work hard can be interpreted as an activity/work that is carried out diligently without getting tired or even finished before everything is successful.
 4. Strong will
A power that an individual has to achieve the desired goals and

desires without feeling optimistic (never giving up).

Framework

Quoted from the book on quantitative research methods by Naidin et al., (2022), theoretical foundation, empirical evidence, and review of relevant literature that form the conceptual framework are the main foundations on which the research will be built.

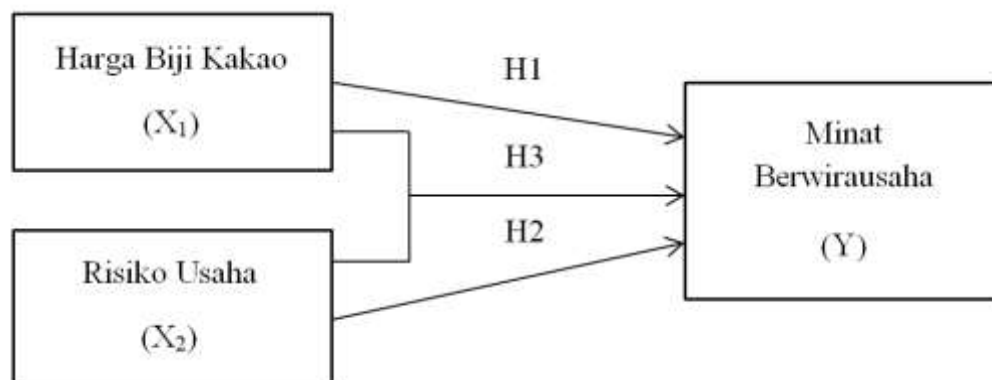


Figure 1 Framework of Thought on the Influence of Cocoa Bean Prices and Business Risks on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village

Figure 1 shows the research framework that explains the relationship between cocoa bean prices (X_1) and business risk (X_2) on cocoa farmers' entrepreneurial interest (Y). Cocoa bean prices are the main economic factor that determines farmers' income. If prices are high and stable, farmers' incomes increase and their businesses become more secure, thus encouraging farmers to continue maintaining and developing their cocoa farming businesses. Therefore, cocoa bean prices are thought to influence cocoa farmers' entrepreneurial interest (H_1).

Business risk reflects the level of uncertainty faced by cocoa farmers when running a cocoa farm, including

production risk, price risk, quality risk, and financial risk. High business risk can lead to farmers' fear of loss and reduce their willingness to develop, potentially diminishing their entrepreneurial interest. Therefore, business risk is thought to influence cocoa farmers' entrepreneurial interest (H_2).

In addition to their separate effects, cocoa bean prices and business risk are also suspected to jointly influence cocoa farmers' entrepreneurial intentions. The combination of the price level received and the level of risk faced will determine farmers' level of interest in entrepreneurship in the cocoa sector. This relationship forms the basis for

proposing the simultaneous hypothesis (H_3).

Hypothesis

Quoted from the book on business and economic research methodology by Sujarweni (2025) explaining the hypothesis is about the relationship between two or more variables, a hypothesis offers a potential solution to a research topic. The author's research hypothesis is as follows:

H1: There is an influence of the price of cocoa beans on farmers' interest in entrepreneurship

Cocoa in Galang Suka Village

H2: There is an influence of business risk on the entrepreneurial interest of cocoa farmers in Galang Suka Village

H3: There is an influence of Cocoa Bean Prices and Business Risks on the Entrepreneurial Interest of Cocoa Farmers in Galang Suka Village

METHOD

This research was conducted in Galang Suka Village, Galang District, Deli Serdang Regency, North Sumatra. The type of research used by the researcher was quantitative research. Sujarweni (2025) In his book, he explains that research that produces results that can be measured using statistical techniques or other measurement methods is called quantitative research. Naidin et al., (2022) Researchers will observe or study a population as they occur in a specific place and time. Another way to classify a population is based on its inherent characteristics; these can be homogeneous or diverse. There were 1,068 respondents in this study, all residents of Galang Suka Village and aged between 18 and 55 years.

According to Sugiyono (2025) A sample is a representation of the size and composition of a population. Scientists use samples drawn from a population when studying the entire population is impractical due to limitations such as time, money, or manpower. Researchers use probability sampling techniques to collect samples from a population because the population is too large. Determining the sample size using the Slovin formula yielded a result of 291.

Sugiyono (2025) explains that data collection techniques are the most strategic steps in research, namely observation, documentation, interviews, and questionnaires. The questionnaire was also supplemented with screening questions to ensure that respondents were residents of Galang Suka Village aged 18–55. The research instruments were tested for validity and reliability before use to ensure the reliability of the collected data.

Data analysis was conducted using multiple linear regression to determine the effect of the independent variables (cocoa bean prices and business risk) on the dependent variable (entrepreneurial interest among cocoa farmers). Classical assumption tests, such as normality, multicollinearity, and heteroscedasticity, were conducted to ensure that the regression model met basic statistical assumptions.

RESEARCH RESULT

The target population used was residents of Galang Suka Village aged 18–55, resulting in a sample of 291 respondents. Respondent identification included name, age, gender, and occupation. The data obtained from the 291 respondents can be seen in the table below.

Table1. Respondent Characteristics Based on Gender

Gender	Number of Respondents	Percentage(%)
Man	166	57%
Woman	125	43%
Total	291	100%

Source: Processed Data (2026)

Based on Table 1 above, it shows that of the total respondents, 166 were male and 125 were female.

Table 2. Respondent Characteristics Based on Age

Age	Number of Respondents	Percentage(%)
18 – 27 Years	76	26%
28 – 38 Years	90	31%
39 – 55 Years	125	43%
Total	291	100%

Source: Processed Data (2026)

Table 2 shows that of the total respondents, 76 people were in the 18–27 age range (or 26% of the total), 90 people were in the 28–38 age range (31% of the total), and 125 people were in the 39–55 age range (43% of the total).

Research Instrument Testing

Research instrument testing was conducted to ensure that the questionnaire used was appropriate, accurate, and consistent in measuring the variables of cocoa bean price, business risk, and entrepreneurial interest. The instrument testing consisted of validity and reliability tests.

Table 3. Validity Test Results

NO	Variables	Statement Items	Pearson Correlation	R table	information
1	Cocoa Bean Price (X1)	X1.1	0.602	0.115	VALID
		X1.2	0.606	0.115	VALID
		X1.3	0.528	0.115	VALID
		X1.4	0.626	0.115	VALID
		X1.5	0.566	0.115	VALID
		X1.6	0.606	0.115	VALID
		X1.7	0.557	0.115	VALID
		X1.8	0.576	0.115	VALID
		X1.9	0.630	0.115	VALID
		X1.10	0.564	0.115	VALID
		X1.11	0.564	0.115	VALID
		X1.12	0.531	0.115	VALID
2	Business Risk (X2)	X2.1	0.625	0.115	VALID
		X2.2	0.554	0.115	VALID
		X2.3	0.590	0.115	VALID
		X2.4	0.517	0.115	VALID

NO	Variables	Statement Items	Pearson Correlation	R table	information
		X2.5	0.588	0.115	VALID
		X2.6	0.571	0.115	VALID
		X2.7	0.608	0.115	VALID
		X2.8	0.564	0.115	VALID
		X2.9	0.588	0.115	VALID
		X2.10	0.607	0.115	VALID
		X2.11	0.581	0.115	VALID
		X2.12	0.546	0.115	VALID
3	Interest in Entrepreneurship (Y)	Y1	0.552	0.115	VALID
		Y2	0.636	0.115	VALID
		Y3	0.499	0.115	VALID
		Y4	0.596	0.115	VALID
		Y5	0.606	0.115	VALID
		Y6	0.577	0.115	VALID
		Y7	0.559	0.115	VALID
		Y8	0.485	0.115	VALID
		Y9	0.552	0.115	VALID
		Y10	0.574	0.115	VALID
		Y11	0.459	0.115	VALID
		Y12	0.559	0.115	VALID

Source: Processed Data (2026)

Based on Table 3, it can be seen that the instruments for each variable in this study are valid and can be used to

conduct subsequent tests, because the value for each instrument has a value above 0.115.

Table 4. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	Cocoa Bean Price (X1)	0.821	Reliable
2	Business Risk (X2)	0.819	Reliable
3	Interest in Entrepreneurship (Y)	0.796	Reliable

Source: Processed Data (2026)

The Cronbach's Alpha index for cocoa bean prices was 0.821, firm risk was 0.819, and entrepreneurial interest was 0.796, as shown in Table 4 above. With a Cronbach's Alpha value above 0.7, the questionnaire measuring cocoa bean prices, business risk, and entrepreneurial interest was deemed credible according to the reliability test requirements.

Classical Assumption Test

Histogram Normality Test

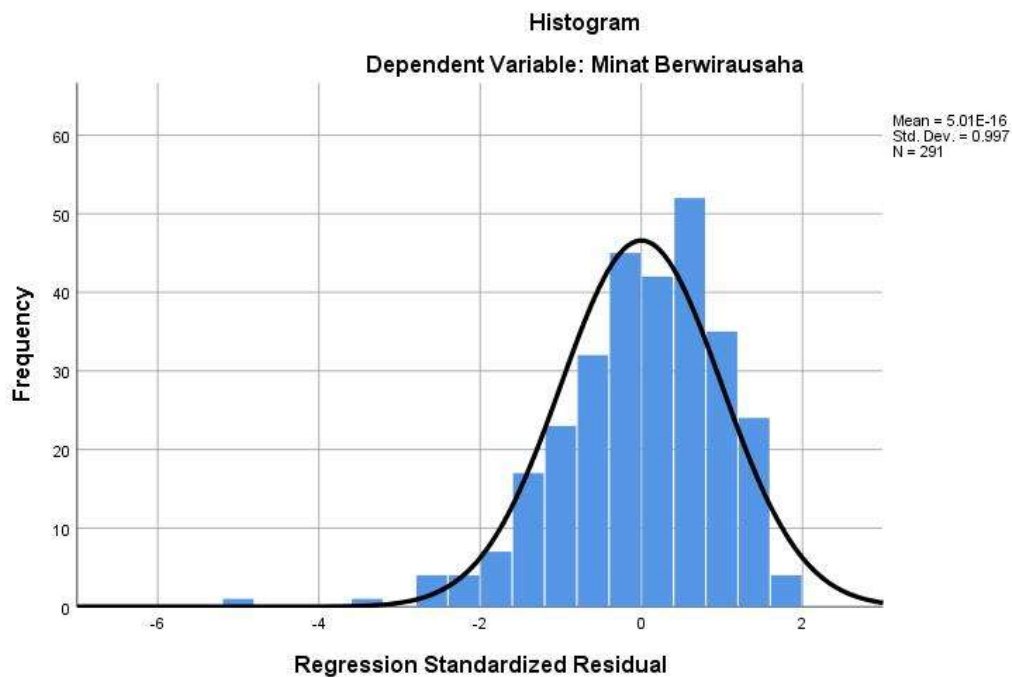


Figure 2. *Histogram Graph*

The results of the normality test using histogram graph analysis show that the histogram graph contains actual data that tends to form a

symmetrical curve, does not deviate to the left or right, so it can be said to be normally distributed.

P-Plot Normality Test

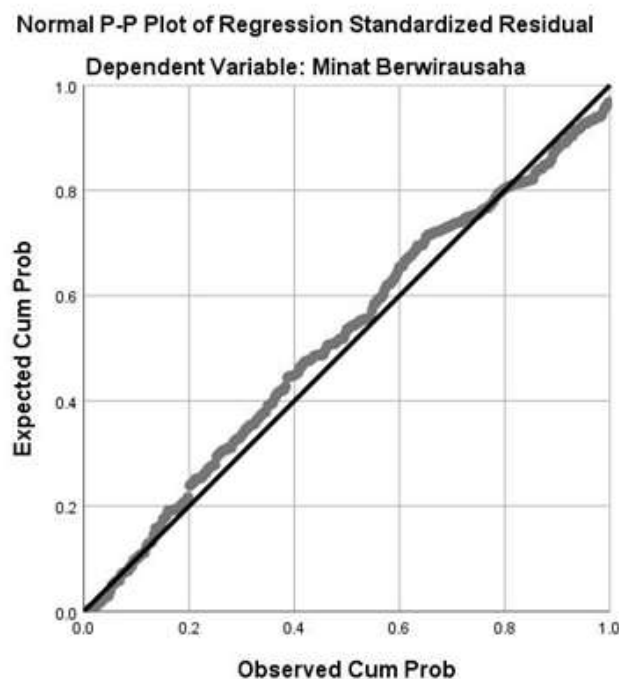


Figure 3. *Normal Probability Plot Of Regression*

The PP plot normal analysis test shows that the points approach the diagonal line, thus indicating that the

data is normally distributed and meets the assumptions of normality testing.

Kolmogorov Smirnov Normality Test

Table 5. Kologrov Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

			Unstandardiz ed Residual
N			291
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		4.00595027
Most Extreme Differences	Absolute		.064
	Positive		.043
	Negative		-.064
Test Statistic			.064
Asymp. Sig. (2-tailed)			.006 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.186 ^d
	99% Confidence Interval	Lower Bound	.176
		Upper Bound	.196

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

The results of the One Sample Kolmogorov-Smirnov statistical test can be seen from the table above that the one sample Kolmogorov-Smirnov statistical test produces a significance value of 0.006, which is lower than the threshold of 0.05 (Sig F < 5%). This finding indicates that the data is not normally distributed, so Monte Carlo is

used in this study as an alternative. After the normality test using Monte Carlo Sig. In the two-way model, the value of 0.186 is greater than 0.05, indicating that the residuals or research data analyzed follow a normal distribution.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1		
(Constant)		
Cocoa Bean Price	0.996	1,004
Business Risk	0.996	1,004

Source: Processed Data (2026)

In table 6 above, it is known that the correlation value of the cocoa bean price variable and business risk is Tolerance value (0.996) > 0.10 and VIF value (1.004) < 10 so it can be concluded

that there is no multicollinearity between the cocoa bean price variable and business risk.

Heteroscedasticity Test

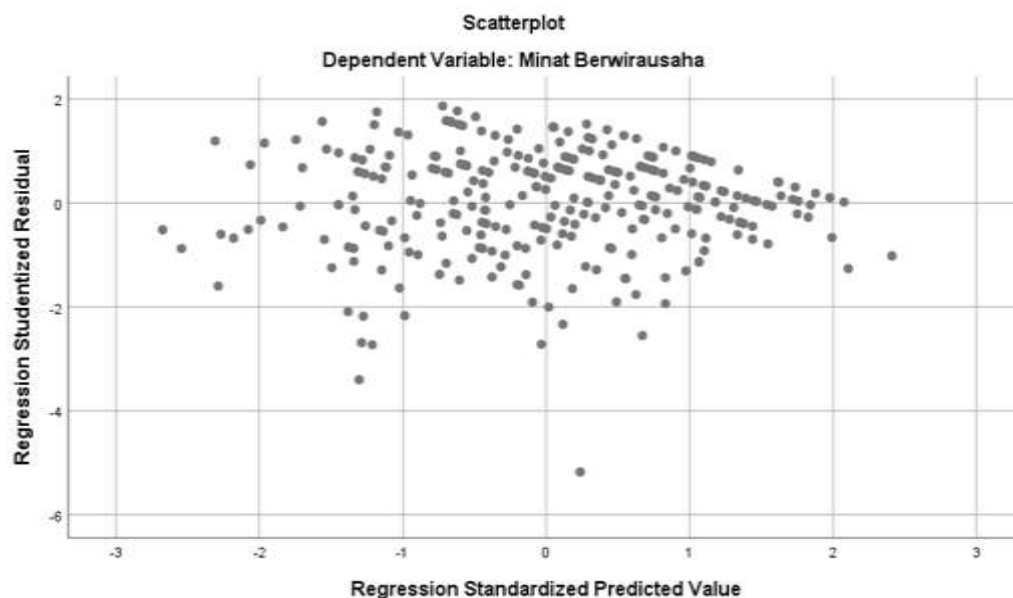


Figure 4. Scatterplot Graph

In Figure 4 above, we can see that the scatterplot points are randomly distributed above and below the number 0 on the Y-axis without forming a specific pattern. It can be

concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Test

Table 7. Results of Multiple Linear Regression Analysis Test

1	Model	Unstandardized Coefficients	
		B	Std. Error
	(Constant)	23,201	2.115
	Cocoa Bean Price	0.355	0.034
	Business Risk	0.331	0.033

Source: Processed Data (2026)

Based on table 7 above, it can be seen that the Unstandardized Coefficients part B obtained a linear regression equation with the following formula:

$$\text{Interest in entrepreneurship} = 23.201 + 0.355 \text{ cocoa bean price} + 0.331 \text{ business risk} + e$$

Based on the equation above, it can be explained as follows:

1. The value of entrepreneurial interest is 23.201, as indicated by the constant (a) = 23.201, which applies when the value of cocoa bean price (X1) and business risk (X2) are both set to 0.

2. X1 (b1) = 0.355 indicates that there is a positive influence of X1 (cocoa bean price) on entrepreneurial interest. A one-unit increase in the price of cocoa beans (X1) will cause a 0.355-unit increase in entrepreneurial interest. Therefore, the correlation between cocoa bean price and entrepreneurial interest is positive.

3. The positive influence of the business risk variable (X2) on entrepreneurial desire is indicated by the coefficient X2 (b2) = 0.331. Every one unit

increase in the business risk value (X2) will cause a 0.331 unit increase in entrepreneurial desire. Therefore, the correlation between company risk and entrepreneurial interest is positive.

Hypothesis Testing

t-test (partial)

The t-test is used to partially determine whether there is a significant effect of the independent variable on the dependent variable. The test format is as follows:

Ho: There is no partial influence of Cocoa Bean Prices and Business Risk on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village.

Ha: There is a partial influence of Cocoa Bean Prices and Business Risks on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village.

If significance ≤ 0.05 , Ho is rejected and if significance > 0.05 , Ho is accepted.

Table 8 Results of Partial Significance Test (t-test)

1	Model	t	Sig
	(Constant)	10,970	0.000
	Cocoa Bean Price	10,556	0.000
	Business Risk	10,065	0.000

Source: Processed Data (2026)

Table 8 above shows that the t-table value for nk, where n is the sample size and k is the number of independent variables, is required for degrees of freedom $df = 0.05$. The value is 1.968 because $df = 291 - 2 = 289$. The following is an explanation of the partial test results:

H1: There is an influence of the cocoa bean price variable on the entrepreneurial interest of cocoa farmers in Galang Suka Village.

The cocoa bean price variable has a regression coefficient of 0.355, indicating a positive regression coefficient. This indicates that the cocoa bean price variable has a positive influence on the entrepreneurial interest of cocoa farmers in Galang Suka Village. The t-value (10.556) $>$ t-table (1.968). This means that Ho is rejected and Ha is accepted, meaning that the cocoa bean price has a partial influence on the entrepreneurial interest of cocoa farmers in Galang Suka Village. The significance value of

the cocoa bean price variable is 0.000 < 0.05 . This means that the cocoa bean price variable is significant. Based on the test results, it can be concluded that the cocoa bean price has a positive and significant influence on the entrepreneurial interest of cocoa farmers in Galang Suka Village. It can be concluded that Hypothesis One (H1) is supported.

H2: There is an influence of business risk variables on the entrepreneurial interest of cocoa farmers in Galang Suka Village.

The business risk variable has a regression coefficient of 0.331, indicating a positive direction of the regression coefficient. This indicates that the business risk variable has a positive influence on the entrepreneurial interest of cocoa farmers in Galang Suka Village. The t-value (10.065) $>$ t-table (1.968). This can be said that Ho is rejected and Ha is accepted, namely that business risk has a partial effect on the entrepreneurial

interest of cocoa farmers in Galang Suka Village. The significance value of the business risk variable is $0.000 < 0.05$. This can be said that the business risk variable is significant. Based on the test results, it can be concluded that business risk has a positive and significant effect on the entrepreneurial interest of cocoa farmers in Galang Suka Village. It can be concluded that Hypothesis two (H2) is supported.

F test (simultaneous)

The F-test essentially indicates whether all independent variables included in the model simultaneously influence the dependent variable. The F-test is used to examine the simultaneous influence of the independent variable dimensions on the dependent variable. The test format is as follows:

Ho: There is no simultaneous influence of Cocoa Bean

Prices and Business Risk on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village.

Ha: There is a simultaneous influence of Cocoa Bean Prices and Business Risk on Cocoa Farmers' Interest in Entrepreneurship in Galang Suka Village.

If significance ≤ 0.05 , Ho is rejected and if significance > 0.05 , Ho is accepted.

How to determine Ftable is $Df1 = k-1$ and $Df2 = n - k$ Where k is the number of variables (independent + dependent) and n is the number of observations/samples forming the regression. Then $Df1 = k-1 = 3 - 1 = 2$ and $Df2 = n - k = 291 - 3 = 288$. So if the test is carried out at $= 5\%$, then the Ftable is 3.027 can be seen in N1 = 2 and N2 = 288 in the table list f.

Table 9 Simultaneous Test Results (F Test)

Model	F	Sig
Regression	100,379	0.000

Source: Processed Data (2026)

H3: There is an influence of the cocoa bean price and business risk variables on the entrepreneurial interest of cocoa farmers in Galang Suka Village.

From table 9, it is known that the F count value ($100.379 > F$ table (3.027)) with a significance of $0.00 < 0.05$, so it can be concluded that there is a significant positive influence between

the price of cocoa beans and business risk simultaneously on the entrepreneurial interest of cocoa farmers in Galang Suka Village.

Coefficient of Determination Test (R2)

The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable.

Table 10 Results of the Determination Coefficient (R2) Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.641	0.411	0.407	0.4020

Source: Processed Data (2026)

Based on Table 10 above, it can be seen that the R Square (R2) value obtained is 0.411, meaning that the

entrepreneurial interest variable can be explained by the cocoa bean price and business risk variables by only 41.1%,

while the remaining 58.9% is influenced by other variables not examined in this study.

DISCUSSION

The results of the partial significance test showed that cocoa bean prices have a positive and significant effect on the entrepreneurial interest of cocoa farmers in Galang Suka Village. This is evidenced by the obtained t-value (10.556) > t-table (1.968) and a significance value of 0.000 < 0.05.

The results of the partial significance test showed that business risk had a positive and significant effect on the entrepreneurial interest of cocoa farmers in Galang Suka Village. This was evidenced by the t-value (10.065) > t-table (1.968) and a significance value of 0.000 < 0.05.

The results of the simultaneous significance test showed that cocoa bean prices and business risks simultaneously had a positive and significant effect on the entrepreneurial interest of cocoa farmers in Galang Suka Village. This is evidenced by the F-value (100.379) > F-table (3.027) with a significance level of 0.00 < 0.05.

CONCLUSION

The conclusion of this study indicates that based on the multiple

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linear regression analysis, the model obtained is represented by the equation Interest in entrepreneurship = 23.201 + 0.355 cocoa bean price + 0.331 business risk + e. The results of the partial significance test demonstrate that cocoa bean prices have a positive and significant effect on the entrepreneurial interest of cocoa farmers in Galang Suka Village, as evidenced by a t-value (10.556) > t-table (1.968) and a significance value of 0.000 < 0.05. Similarly, the partial significance test shows that business risk also exerts a positive and significant influence on the farmers' entrepreneurial interest, proven by a t-value (10.065) > t-table (1.968) and a significance value of 0.000 < 0.05. Furthermore, the simultaneous significance test reveals that cocoa bean prices and business risks collectively have a positive and significant impact on the entrepreneurial interest of cocoa farmers in the village, supported by an F-value (100.379) > F-table (3.027) with a significance level of 0.00 < 0.05. Lastly, the coefficient of determination test indicates that cocoa bean prices and business risks can account for 41.1% of the variance in entrepreneurial interest, while the remaining 58.9% is influenced by other variables outside the scope of this study.

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