

## **ABSTRACT**

**Trias Mille Niasari Supervisor : Linda Ratna Sari, SE., M.Si. Trias Mille Niasari, Faculty of Economics, DarulUlum University, Jombang, born in Jombang, March 5, 2000 The Effect of Using an Online Shop on Interest in Entrepreneurship Through Knowledge and Motivation among Millennials. Chief Supervisor Linda Ratnasari, SE., M.Si. Advisory Commission for Wina Nurhayati, SE., M.Si.**

Interest is one of the determining factors that can influence the millennial generation in online shop entrepreneurship. In order to become an entrepreneur, the millennial generation needs knowledge and motivation. The higher the knowledge and motivation of the millennial generation with online shops, the higher the interest in entrepreneurship. This study aims to analyze how interest in entrepreneurship influences interest in entrepreneurship through knowledge and motivation among millennials. The method used is multiple linear analysis. This study uses quantitative data types and uses primary data, namely questionnaires. The population of this study is the millennial generation in Jombang district, aged 22-42, with 100 respondents. Based on the results of the study, it can be concluded that the Online Shop (X1), Knowledge (X2), and Motivation (X3) have a partial influence on Entrepreneurial Interest (Y). Therefore the online shop (X1), knowledge (X2), and motivation (X3) have a simultaneous and significant effect on the variable interest in entrepreneurship.

**Keywords: Online Shop, Knowledge, Motivation and Interest in entrepreneurship**