

WOMEN ENTREPRENEURS: HOW IS THE MOTIVATION?

Harnida Wahyuni Adda

Department of Management, Faculty of Economics and Business, Tadulako University, Indonesia

<https://doi.org/10.54922/IJEHSS.2022.0447>

ABSTRACT

The demographic transition and globalization have resulted in the development of women's roles in economic activities. This study aims to identify the motivation of women entrepreneurs in supporting the economy. This study used a quantitative method. The population of this study was women entrepreneurs in the Palu City Forest with a total of 200 female business actors. This study involved 132 respondents determined based on the table of Krejcie and Morgan. The sample was also determined randomly so that the entire population has the opportunity to be used as a sample. Data were collected from observations, questionnaires, and triangulation techniques. Data were analyzed using descriptive statistics. The results of this study showed that female business actors in the Palu City Forest were influenced by personal motivation factors, especially in suppressing work-life balance conflicts. They want a balance work life between men and women so that they are motivated to be entrepreneurs.

Key Words: Women, Entrepreneurs, Gender, Economy.

1. INTRODUCTION

Women's participation in entrepreneurship has attracted academics to develop a special research field on women entrepreneurs both in the country and abroad. Entrepreneurs play an important role in the life of a country. The dynamics of an entrepreneurial development of a country cannot be separated from the participation and role of women (Widowati, 2012). Women's entrepreneurship is currently developing (Li, Cho, & Chaudhuri, 2020). The development of entrepreneurship in a country cannot be separated from the participation and role of women (Jati, 2009).

Women are important and big actors in Micro, Small, and Medium Enterprises (MSMEs). Referring to the Ministry of Cooperatives and Small and Medium Enterprises data, the majority of MSME actors are women (Kementerian Keuangan, 2022). At the micro-enterprise level, 52% of the 63.9 million micro-enterprises in Indonesia are women. At the small business level, 56% of the 193,000 small businesses are women. Meanwhile, for medium-sized businesses, 34% of the 44.7 thousand business actors are women. This indicates that women are important and main actors at the small and micro business levels. MSMEs contribute 60% of the total Indonesian economy and 97% to the creation and absorption of job opportunities. MSMEs are not only activities carried out by many actors including women but are also the driving force and backbone of the country's economy.

Empowered women, especially in the economic field, play an important role not only for the country but also in family resilience (Soraya, 2021). Therefore, the capacity of women

entrepreneurs needs to be improved. It is important to provide continuous capacity building for women entrepreneurs until it becomes a culture. Women's capacity can help their family's economic resilience, especially for household business. Capacity can be increased through intervention both from government and private organizations. During this digital era, it is necessary to increase capacity in the field of technology and information for the community, especially female business actors.

Women entrepreneurs often face challenges as explained by Ardhanari (2007) which are divided into two, namely (1) personal characteristics generated from the workload due to the dual role of a woman; and (2) structural characteristics to access capital (terms and collateral) and access to marketing where women have low access to marketing information.

Currently, working women is not a strange phenomenon in the community. Even, it becomes a demand for women to participate in the world of work to increase their dignity as previously they were considered only as caretakers of children, husbands, and households (Nainggolan, 2012). Now, women are required to be active, including in the world of work. The demographic transition and globalization have developed the role of women in economic activities (Prasetiawati, 2017).

The presence of women entrepreneurs in Micro, Small, and Medium Enterprises (MSMEs) is real in the economic life of most Indonesians. The role of women micro-enterprises in the Indonesian economy has gradually turned out to be the key to the people's economy (Jati, 2009), and even developed to go global (Yulianto et al., 2016). Therefore, it is necessary to motivate women to play roles in economic development. The motivation of women entrepreneurs can be seen from within themselves and socio-economic factors. This study aims to identify the motivation of women entrepreneurs in supporting the economy in Palu City Forest as the existence of women in the economy has been marginalized and disadvantaged so far (Martin, 2006).

2.LITERATURE REVIEW

2.1. Entrepreneurship

Entrepreneurship is one of the supporting factors for strengthening economic growth and is expected to reduce the number of unemployment and poverty (Prajawati, 2021). Entrepreneurship is important for economic growth through quality, gender equality, and the type of work done (Sarfraz, Faghieh, & Majd, 2014).

Entrepreneurship learns about values and a person's behavior in facing challenges to obtain opportunities with various possible risks (Sudaryono, Sunarya, & Saefullah, 2011). In terms of business, entrepreneurship is a process that is carried out systematically by applying creativity and innovation in accordance with market needs. Companies will be successful if they apply creativity and innovation for adding value to goods and services. Entrepreneurship is an activity to promote business (Ganesan, Kaur, & Maheshwari, 2002).

A person's entrepreneurship skills can be seen from the ability to formulate the goals of a business, motivate oneself, take initiative, and innovate in order to produce creativity, social skills, mental abilities, and independent abilities in all aspects of life. Meanwhile, entrepreneurship provides added value for goods and services. In general, entrepreneurship refers to the nature and characteristics inherent in someone who has a strong will to realize innovative ideas in the real

business world and to develop it well. Based on the explanation above, entrepreneurship is the ability to think creatively and behave innovatively which is used as the basis, resources, driving force, goals, strategies, tips, and processes to face challenges.

2.2. Women Entrepreneurs

Women entrepreneurs have been the focus of studies in the field of management (Moore, 1990) and women entrepreneurs have been growing over the last thirty years (Yadav & Unni, 2016). The idea of entrepreneurship by linking women has existed before, namely when Grameen Bank offered the concept of microfinance based on women empowerment (Fauzia, 2016). Entrepreneurship is a milestone for the progress of a country (Fauzia, 2016). Currently, the economic development in Asian countries is strongly influenced by the presence of women entrepreneurs (Li et al., 2020). Women entrepreneurs have a role in small-scale businesses (Arinii, Mangundjaja, & Tb, 2010). This indicates that women entrepreneurs are an important part of the economic development of a country. Even, the number of women entrepreneurs continuously increasing (Yulianto et al., 2016).

Women's independence in the economic sector can increase household income (Jati, 2009) although, in the world of work, women are often marginalized and disadvantaged (Martin, 2006). Currently, women entrepreneurs play an important role in economic growth in developing countries, but the number is lower than men entrepreneurs (Vossenber, 2013). The performance of women entrepreneurs can be influenced by both internal and external factors (Widya, Purwati, Maulina, & Abd, 2021). Women are considered the weaker and depend on men inside and outside the family.

Entrepreneurship is a movement that starts, owns, and manages a business by producing products, processes, and risks (Cho, Li, & Chaudhuri, 2020). The capabilities of women entrepreneurs can be a determinant factor for the performance of women entrepreneurs (Widya et al., 2021). There are some factors influencing women's motivation to start a business. For example, personal motivation factors include gender inequality, work-life balance conflicts; and socioeconomic conditions like poverty, low education level, and employment (Franzke, Wu, Froese, & Chan, 2022).

3. RESEARCH METHOD

This study used the quantitative method. The population of this study was women entrepreneurs in the Palu City Forest with a total of 200 women entrepreneurs. The sample was determined based on the table of Krejcie and Morgan. This study involved 132 women entrepreneurs as samples (Sekaran, 2006). Moreover, the sample is also determined using a simple random sampling technique so that the entire population has the opportunity to be used as a sample. The simple random sampling technique takes a sample from the population randomly without considering existing strata in the population (Sugiyono, 2011). Data were collected from observations, questionnaires, and triangulation techniques. Data were then analyzed using descriptive statistics based on the mean value.

4. FINDINGS AND DISCUSSION

4.1. Findings

Indonesia has the potential to improve economic growth by increasing women's participation in the economy (Fazlurrahman, Fariyanti, & Suharno, 2016). Most of the poor in Indonesia are women (Tambunan, 2004), but the special characteristics of women make it difficult for them to get credit from formal financial institutions. The study found a limited personal character of women in influencing entrepreneurship, low awareness of women entrepreneurs in utilizing business credit, and no difference between before and after getting credit on business turnover (Adilah, 2014).

Many women are motivated to do business in order to reduce unemployment or create business fields. This indicates women's awareness of the increasing unemployment by creating jobs not looking for jobs. The results of this study showed in running a business, women are influenced by two factors, personal motivation factors and socio-economic factors as presented in Table 1.

Table 1. Results of Descriptive Statistics

No.	Indicator	N	Mean	Cumulative Mean
Personal motivation				
Q01	Gender inequality	132	3.0152	3.5682
Q02	Work-life balance conflict	132	4.1212	
Socio-economic				
Q03	Low education level	132	3.0530	3.4318
Q04	Poverty	132	4.1288	
Q05	Employment	132	3.1136	

Source: Results of SPSS Output.

Based on Table 1, women in the Palu City Forest in running entrepreneurship are influenced by personal motivation factors and socioeconomic factors. The most influencing indicator is work-life balance conflict. This means that women entrepreneurs want to be entrepreneurs because of the desire to avoid conflicts due to imbalanced roles in work life, especially the roles between men and women. Meanwhile, socio-economic factors indicate that the women in the Palu City Forest were motivated to be entrepreneurs due to poverty. This means that entrepreneurship is one of the ways to get out of poverty and it also becomes a solution to support the economy, both the family economy and the city economy.

4.2. Discussion

This study aims to identify the motivation of women entrepreneurs in the Palu City Forest in supporting the economy. Women are motivated to work to earn a living due to economic demands at the household level due to insufficient income from their husbands. Thus, women participate in entrepreneurial activities to earn a living. This shows that there is a shift in the role of women in the economy, where the culture and social systems have openly provided space for women to participate in economic activities and social equality.

The results of this study showed that women in the Palu City Forest were motivated to become entrepreneurs due to personal motivation factors. This is indicated by the existence of a personal motivation to suppress work-life balance conflicts. Women entrepreneurs want to balance the work-life between men and women. This condition is caused by the large number of male entrepreneurs who dominate the business world. The results of this study indicated that women were personally highly motivated to start a business or entrepreneurship. The demands for the necessities of life motivated women to engage in businesses in order to avoid economic difficulties and compete and develop through entrepreneurship.

When women work in entrepreneurial activities, they can find financial freedom and independence that can help increase household income. Entrepreneurship will give women the freedom to be able to control their time, tasks, and workload as well as their personal time. The increasing role of women in entrepreneurship is not due to the absence of outside job opportunities but because working as an entrepreneur provides freedom and is more flexible (Prajawati, 2021). Entrepreneurial activities which cover personality and social values will be able to shape the attitudes and behavior of women entrepreneurs who are a source of knowledge that is dynamically developing (Sapir & Hermawan, 2014).

5. CONCLUSION

Most views consider women as a marginalized party in the economy, especially in entrepreneurship. Such views make women motivated to become entrepreneurs. The results of this study indicate that women in the Palu City Forest are motivated to be entrepreneurs due to personal motivation factors, especially in suppressing work-life balance conflicts. Women entrepreneurs in the Palu City Forest want to balance work life between men and women. This is due to the large number of male entrepreneurs who dominate the business world. The results of this study are expected to contribute to women entrepreneurs to always being motivated and developing themselves to become reliable entrepreneurs and motivate other women to become entrepreneurs.

REFERENCE

- Adilah, N. (2014). *Analisis Perilaku Wanita Wirausaha Terhadap Kredit (Studi Kasus Lingkar Kampus Institut Pertanian Bogor)*. Retrieved from <http://repository.ipb.ac.id/handle/123456789/69648>
- Ardhanari, M. (2007). Analisis Personal Dan Struktural Purnik (Perempuan Pengusaha Mikro) Di Surabaya Dalam Upaya Pengembangan Keberhasilan Usaha Bidang Ritel. *Makalah Disampaikan Pada Lokakarya Regional: "Pengembangan Kewirausahaan Perempuan Dalam Usaha Mikro & Kecil"*, Bali, 29–30.
- Arinii, R., Mangundjaja, W., & Tb, G. H. (2010). Hubungan Peran Jender dan Tingkah Laku Pengambilan Risiko pada Wirausaha Perempuan dengan Usaha Kecil. *Jurnal Ilmiah Psikologi MIND SET*, 1(02), 131–139.
- Cho, Y., Li, J., & Chaudhuri, S. (2020). Women Entrepreneurs in Asia: Eight Country Studies. *Advances in Developing Human Resources*, 22(2), 115–123. <https://doi.org/10.1177/1523422320907042>
- Fauzia, I. Y. (2016). Pemanfaatan e-commerce dan m-commerce dalam bisnis di kalangan wirausahawan perempuan. *Journal of Business and Banking*, 5(2), 237–256. <https://doi.org/10.14414/jbb.v5i2.705>

- Fazlurrahman, I. R., Fariyanti, A., & Suharno, S. (2016). Pengaruh karakteristik pribadi dan dimensi sosial terhadap kemampuan wirausaha perempuan. *Forum Agribisnis : Agribusiness Forum*, 6(2), 179–196. <https://doi.org/10.29244/fagb.6.2.179-196>
- Franzke, S., Wu, J., Froese, F. J., & Chan, Z. X. (2022). Female entrepreneurship in Asia: A critical review and future directions. *Asian Business & Management*, 21(3), 343–372. <https://doi.org/10.1057/s41291-022-00186-2>
- Ganesan, R., Kaur, D., & Maheshwari, R. C. (2002). Women Entrepreneurs: Problems and Prospects. *The Journal of Entrepreneurship*, 11(1), 75–93. <https://doi.org/10.1177/097135570201100105>
- Jati, W. (2009). Analisis Motivasi Wirausaha Perempuan (Wirausahawati) di Kota Malang. *Jurnal Humanity*, 4(2), 141–153.
- Kementerian Keuangan. (2022, October 1). Menkeu: Perempuan Berperan Penting dalam UMKM. Retrieved 26 June 2022, from Kementerian Keuangan website: <https://www.kemenkeu.go.id/publikasi/berita/menkeu-perempuan-berperan-penting-dalam-umkm/>
- Li, J., Cho, Y., & Chaudhuri, S. (2020). Conclusion: Learnings From Eight Country Studies on Women Entrepreneurs in Asia. *Advances in Developing Human Resources*, 22(2), 227–235. <https://doi.org/10.1177/1523422320907051>
- Martin, P. Y. (2006). Practising Gender at Work: Further Thoughts on Reflexivity. *Gender, Work & Organization*, 13(3), 254–276. <https://doi.org/10.1111/j.1468-0432.2006.00307.x>
- Moore, D. P. (1990). An examination of present research on the female entrepreneur—Suggested research strategies for the 1990's. *Journal of Business Ethics*, 9(4), 275–281. <https://doi.org/10.1007/BF00380327>
- Nainggolan, D. Y. (2012). Pemberdayaan Dan Pengembangan Wirausaha Perempuan Muda Pada Rumah Tangga Miskin Di Kecamatan Medan Deli Kota Medan. *PERSPEKTIF*, 1(2), 162–178. <https://doi.org/10.31289/perspektif.v1i2.118>
- Prajawati, M. I. (2021). Pembelajaran internal dalam mendukung kesuksesan wirausaha perempuan. *JPE (Jurnal Pendidikan Edutama)*, 8(1), 115–123.
- Prasatiawati, E. (2017). Menanamkan Islam Moderat untuk Menanggulangi Radikalisme di Indonesia. *Fikri: Jurnal Kajian Agama, Sosial Dan Budaya*, 2(2), 523–570. <https://doi.org/10.25217/jf.v2i2.152>
- Sapir, P. H., & Hermawan, A. W. (2014). *Pembelajaran Kewirausahaan Berbasis Kearifan Lokal* [Laporan Hasil Penelitian]. Malang: LP2M Universitas Negeri Malang.
- Sarfraz, L., Faghih, N., & Majd, A. A. (2014). The relationship between women entrepreneurship and gender equality. *Journal of Global Entrepreneurship Research*, 4(1), 6. <https://doi.org/10.1186/2251-7316-2-6>
- Sekaran, U. (2006). *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat.
- Soraya. (2021, November 4). Perempuan Pelaku Usaha Mayoritas Berasal Dari UMKM, Memiliki Peran Dan Potensi Sangat Besar. Retrieved 26 June 2022, from <https://dkp3a.kaltimprov.go.id/2021/11/04/perempuan-pelaku-usaha-mayoritas-berasal-dari-umkm-memiliki-peran-dan-potensi-sangat-besar/>
- Sudaryono, D., Sunarya, P. A., & Saefullah, A. (2011). *Kewirausahaan*. Penerbit Andi.
- Sugiyono. (2011). *Metode penelitian kombinasi (mixed methods)*. Bandung: Alfabeta.
- Tambunan, T. (2004). Women entrepreneurs in Indonesia: Their main constraints and reasons. *A Historical Development of Entrepreneurship in the Cameroon*.

Vossenbergh, S. (2013). Women Entrepreneurship Promotion in Developing Countries: What explains the gender gap in entrepreneurship and how to close it. *Maastricht School of Management Working Paper Series*, 8(1), 1–27.

Widowati, I. (2012). Peran Perempuan dalam Mengembangkan Entrepreneur/Wirausaha. *Business Conference (BC)*.

Widya, A., Purwati, T. M. B., Maulina, Y., & Abd, T. M. K. (2021). Faktor-Faktor yang Mempengaruhi Kinerja Wirausaha Perempuan. *Syntax Idea*, 3(11), 2291–2306. <https://doi.org/10.36418/syntax-idea.v3i11.1544>

Yadav, V., & Unni, J. (2016). Women entrepreneurship: Research review and future directions. *Journal of Global Entrepreneurship Research*, 6(1), 12. <https://doi.org/10.1186/s40497-016-0055-x>

Yulianto, J. E., Lasasati, P. A. A., Sariroh, M. K., Dewaningrum, M. Y. S. R., Kosasih, A. R., & Rachmawati, R. (2016). *Studi Fenomenologis Interaksi Kuasa pada Relasi Perkawinan Wirausahawan Perempuan di Indonesia*. Fakultas Psikologi Universitas Airlangga. Retrieved from <http://dspace.uc.ac.id/handle/123456789/816>