

AN EMPIRICAL STUDY OF WOMEN ENTREPRENEURS IN SURAKARTA: FACTORS AFFECTING MOTIVATION, OBSTACLE, AND SUCCESS

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Abstract: The role of women entrepreneurs has been growing and contributing significantly to economic growth. However, understanding common problems and success factors can help women entrepreneurs in developing their business. Many women entrepreneurs have begun to experience problems, which due to socio-economic factor. This research examines factors affecting motivation, obstacle, and success of women entrepreneurs in Surakarta. Data was collected using a self administered questionnaire that was distributed directly to women entrepreneurs, therefore goodness of data determined through reliability test and validity test. Linear regression analysis was used as a more suitable methodology to identify the important determinants of motivation, obstacles, success of women entrepreneurs. The result shows that level of education significantly affects women's entrepreneurial motivation, obstacles which they have to face, and business success. The existence of social relationship positively influences both in motivations and business success. On the other hand family supports only affect on business success of women entrepreneurs. This paper implied better understanding of women entrepreneur characteristics especially about motivation, obstacle, and business success, moreover its done in a city which has been recognized as having viscous culture and tradition, especially Javanese culture.

Keywords: Entrepreneurship, motivation, obstacle, success, women entrepreneur

1. INTRODUCTION

Women in strict patrilineal customs make them unable to have career access and they are only engaged in domestic activity [8]. Moreover, based on several empirical study in developing countries, socio-cultural, become obstacles for women entrepreneurial activity [22]. Women entrepreneurs tend not to develop networking as confidently or effectively as their male counterparts and sometimes actually avoid networking [9]. However, demographic transition and globalization make a transformation of women role in economic activity. It provides an opportunity for women to reach professional career and improve self-actualization access in society [11]. Along with development of women role, they are not only involved in domestic activities (e.g. role family concerns) but also in public scope activities [10]. Furthermore, Salaa [25] found that women have enhanced their role in decisions-making, not only for economic gain.

Bayu [6] found the dominant role of women, especially in the fields of industry, trade and service in Surakarta, Indonesia. In line with the data from *Badan Pusat Statistik Kota Surakarta* [5], the growth number of working women is greater than men. Furthermore, viscous culture in a city of Indonesia, Surakarta, become an interesting factor to explore women entrepreneur in there. Most people in Surakarta still hold to Javanese culture. In that culture, women still adhere to the patrilineal system, and their role is commonly called *konco wingking*, or as women with family responsibilities.

Married women can not be separated from maternal role as a nature of women. Furthermore, they also educate and take care of children although it can be shared with their husband. In this case, managing the demands of both work and family is a continuing challenge for married working-women. Working women experience is greater conflict between work and family roles than men [23]; [29]. The negative results from this conflict affect women's well-being [12].

Women's career development has grown and success criteria are not only seen from her organization level. It also considers other criteria such as the benefits generated by women. That pattern has changed perspective and trend of working women for left large organizations and starting business [7]. Furthermore, there is a pull factor for women to become entrepreneurs as their multiple roles in the domestic and public sector. These relate to independence, self-fulfilment, autonomy, self-achievement, being one's own boss, using creative skills, doing enjoyable work, entrepreneurial drive and desire for wealth, social status and power [4];[24];[9].

Some women say that entrepreneurship is a necessity. The reasons include structural, organizational and domestic factors faced by women [19]. Women start up their own business to gain more flexibility and control on their work and personal obligations [1].

Women entrepreneurs are vital contributors in economic activity and one in ten women in the world is self-employed [19]. Creating domestic economic

growth is relevant aspect of women entrepreneurs [30]. In the other hand, women entrepreneurs can create jobs for themselves and directly or indirectly to the community [17]. Thus, this research focus on factors affecting motivation, obstacle, and success of women entrepreneurs in Surakarta. In line with lack of study in women entrepreneurs, especially in Surakarta, a study on this topic is now appropriate. Therefore, it is important to conduct research involving women entrepreneurs under a collective culture. Better understanding of women entrepreneurs positively affect in creating new women entrepreneurs that can be vital contributor in economic growth.

2. LITERATURE REVIEW

2.1. Women Entrepreneurship

Entrepreneurship is an economic activity in order to create and find something new that has more value [32; 33]. Entrepreneurs should have new idea and effort to inovate on something that have economic value [28]. Schumpeter as cited by Bahmani-Oskooee [31] state that a favourable social environment would facilitate the innovation process and the emergence of new entrepreneurs. For this reason, Schumpeter includes the reaction of social group to the entrepreneurial activity, including the innovation process. He also considers the existence of legal or political impediments as well as culture and it could be also possible to include the rule of law and the role of institutions.

Bahmani-Oskooee [31] reveal that there is not a generally accepted definition of entrepreneurship. Based on literature studies, he define entrepreneurship as the manifested capacity and desire of the individuals to create new business opportunities – that is, new products, new organization forms, new production methods – and to introduce their ideas in the markets confronting uncertainty and other obstacles, adopting decisions on localization and on the use of resources. Following this definition, several characteristics can be considered.

- a. The definition takes into account the economic agents' behaviour. For this reason, entrepreneurship does not mean an occupation but an activity that considers the different circumstances and aspects of a person.
- b. Entrepreneurships must consider uncertainty and obstacles inherent in the business creation process.
- c. They must have information or ideas about efficient production processes, as well as new organizational forms. This does not mean that entrepreneurs had to have attended special academic courses about management. They must have the idea and they can ask information or advice from experts to execute the idea.

- d. The entrepreneurs can be also encountered in big firms. In this case, they are named entrepreneurs or corporate preneurs.

However, according to OECD [34], it is necessary to conduct a specific study of the circumstances of women entrepreneurs, essentially for two reasons. First, it is a source of employment generation that has not yet been granted the relevance. And secondly, because it has not yet completed an analysis in relative terms, broad enough and deep in this situation and peculiarities. According Anggadwita and Dhewanto [35], women entrepreneurs are women who participated in the total entrepreneurial activity, is able to deal with risk, and is able to identify opportunities in their environment to combine resources in a unique way so as to take advantage of business they do. The current phenomenon of women entrepreneurs has been gaining a particular attention in the scholarly community because women's activities have been proven as an effort to empower them economically, enabling them to contribute more to national economic growth.

Some of the reasons for the importance of women entrepreneurship by Ramadani et al. [36]: *First*, women entrepreneurs create jobs for themselves and others. Business creation allows her to utilize their experience, skills and training acquired and help reduce the effects of discrimination against women in the labor market. *Second*, the establishment of the company as an alternative to unemployment would give women the opportunity to balance work and family responsibilities, while improving social welfare and family. *Third*, the establishment of small businesses owned by women can help in increasing the autonomy of women and give them the opportunity to have a more active role and representative in economic and political life of the country. *Fourth*, women-owned businesses that can help in the fight against trafficking in women, which is a major concern in many transition countries. *Fifth*, women entrepreneurs can become role models for the younger generation who demonstrate new opportunities for employment.

However, Orhan and Scott [37] found empirical evidence of push / pull factors which shows that entrepreneurial women in developing countries are motivated by self-fulfillment. Then, Wu et al. [38] found a positive relationship between the need for achievement and desire to become an entrepreneur. Thus, the success of a businesswoman is demonstrated by his strong characters and self-fulfillment [39]. In line with Hughes [40], women have been pulled into self-employment by the promise of independence, flexibility and the opportunity to escape barriers in paid employment, others argue that women have been pushed into it as restructuring and downsizing has eroded the availability of once secure jobs in the public and

private sector. It provides evidence that push / pull factors is the foundation for women to be entrepreneurs.

2.2. Empirical Study

2.2.1. Relation of Education Level to Motivation, Obstacle, and Business Success

Professional education development is important for women to improve their knowledge, business development, and can be a powerful weapon against discrimination. Such education includes both formal and informal education. Informal education such as networking in a professional way can help women entrepreneurs, provide input and find solutions when experiencing discrimination related to business activities [41]. Empirical study by Ndemo and Maina [42], reveal that quality of decision making and business operations, influenced by the level of education of entrepreneurial women. Al-Alak and Al-Haddad [43] also found that level of women's education increase international trade conducted by women entrepreneurs.

Weeks [44] found that many studies of women entrepreneurs highlight the scarcity of business skills training and the lack of vocational education in women. Although, it becomes important factors for the success of women entrepreneurs. Educational factors are important to grow entrepreneurship attitude for women. In the absence of education, women are lack to get aspirations and motivation for business development and have more obstacles in doing business [15; 45]. In the other hand, expertise can facilitate business development in women [46] and motivation for an entrepreneur develop from education [47].

2.2.2. Relation of Managerial Skill to Motivation, Obstacles, and Business Success

Lerner and Almor [48] revealed that business competences is needed for start up entrepreneurs. Then, managerial skills are needed to develop a business that has been started, although both are competencies that must be owned by every entrepreneur [59]. Managerial skills also provide motivation for women to be entrepreneurs. However, good managerial skill implementation provide no guarantee that women entrepreneurs have no obstacles in business activities. The obstacles faced by women entrepreneurs will grow in line with increasing business capacity [15].

2.2.3. Relation of Social Relationship to Motivation, Obstacles, and Business Success

Women have motivation and ambition to become entrepreneurs but, social discrimination in society, tend to limit women to implement their entrepreneurial values to develop a business. The

interaction within a community that has the same background is important. Thus, women have confidence to solve the problems, create and develop a new business [50]. Moreover, social ties have a positive effect on the success women entrepreneurs in Malaysia [51]. Empirical study conducted by Roomi et al. [52] also revealed that women who can interact socially and have communities that accommodate their businesses increase motivation, opportunities to export, and develop their businesses. Informal learning gained from social connections through the business community can make opportunities to find new business ideas, expand marketing areas and develop business models [53]. Then, study conducted by McClelland et al. [54] shows that women entrepreneurs in Canada, Singapore, and Rep. Ireland utilizes the network for business development.

2.2.4. Relation of Family Support to Motivation, Obstacles, and Business Success

Women who decide to be entrepreneurs are faced challenges and competitive conditions along with globalization era. Therefore, business success and balance in family life need support from husband and family members. Women entrepreneurs make business activities in home to create a balance between business and family [1]. In addition, Caputo and Dolinsky [55], found that the support of husbands can ease the burden of homework such as caring for children and presence of children also help in business activities. Singh et al., [56] reveal that family support is a fundamental element for achieving success in business. This is related to the commitment of families in supporting women to conduct business activities. Thus, they can develop managerial skills without limit from the family members. Moreover, Imbaya [57] found that women get more financial support from their husbands to grow the business. However, entrepreneurial women tend not to involve their families to become staff in their business organizations.

3. RESEARCH METHODOLOGY

3.1. Sample

Sample size in this study was developed by Roscoe in Sekaran [26] that determine the sample size in multivariate studies (including multiple regression analysis) preferably several times (preferably 10 or more times) greater than the number of variables in the study. Thus, the number of samples in this study was 70 women entrepreneurs or the firm's founders who have been married in Surakarta City, Indonesia.

3.2. Questionnaire

The method of collecting data used questionnaire and survey in women entrepreneurs. Most of these questions were adopted from past studies [2]; [27]; [13]. Furthermore, items in the questionnaire are evaluated in the form of a 1–5 Likert scale (where 1 is the most negative and 5 the most positive).

Goodness of data was obtained through reliability test and validity test. Validity showed whether the instrument could measure a particular concept. Factor analysis was used for validity test in this research where *Kaiser-Meyer-Olkin measure of sampling adequacy* value was 0.719 (>0.5) and Bartlett's Test of Sphericity shows the value of Chi-Square 4346, 275 with a significance value 0.000. Thus, it can be concluded that the instrument has fulfilled the validity requirements. Confirmatory factor analysis carried out to reduce invalid question items. Four question items in questionnaire have been reduced.

Reliability used to assess the consistency of a measure from one time to another. Reliability also shows measurements without bias. (error free). Alfa Cronbach analysis carried out to measure reliability. The value of Alfa Cronbach in this study was > 0.6 which indicated that the instrument was reliable measure.

Once validity test and reliability test were carried out, the hypotheses were tested with linear regressions. Three linear regressions were carried out to test dependent variables - motivations, obstacles and success - with the independent variables that were referred to in the theoretical framework – level of education, managerial skills, social network, and family support.

4. RESULTS AND DISCUSSION

4.1. Assumptions for Multiple Regression

Testing the underlying assumptions for multiple regression carried out before hypothesis testing.

4.1.1. Normality

One assumption in linear regression is the residual normally distributed. Normality test on three regression models used One-Sample Kolmogorov-Smirnov Test. Asymp. Sig. (2-tailed) that significance value was > 0.05. Thus, three regression models in this study normally distributed.

4.1.2. Heteroskedasticity

A good regression model is homoscedasticity or residual has the same variant. Variant in this study was seen from Glejser test. Three regression models showed significance level > 0.05 that means there were not heteroscedasticity problem.

4.1.3. Multicollinearity

There is not strong correlation between the independent variables in the model become another assumption of linear regression. The collinearity can be seen from the value of correlation coefficient, VIF, and Tolerance. Three regression models in this study showed tolerance value > 0.10 and VIF value < 10. Thus, there was not multicollinearity problem in that models.

4.2. Hypothesis Testing

The first table shows the results of the regression analysis which show correlations between the motivations of women at business.

Table 1: Summary of Regressions for Motivation

Independent Variable	Motivation	
	β	Sig.
(Constant)	0.801	0.925
Level of Education	0.311	0.009
Managerial Skill	0.066	0.565
Social Relationship	0.287	0.037
Family Support	0.041	0.756
R ²	0.404	
Durbin – Watson	1.417	
F Snedecor	3.167	
F Significativity	0.019	

Note: Bold numbers indicates sig. < 0.05

The result show that motivations in women entrepreneurs is enhanced by level of education and social relationship. Both variables have a positive and significant influence. And as noted in existing literature, women who have higher education tend to have ambition and motivation to become entrepreneur [14]; [20]. On the other hand, social relationship significantly affects women's entrepreneurial motivation.

Table 2: Summary of Regressions for The Obstacles

Independent Variable	Obstacles	
	β	Sig.
(Constant)	48.602	0.000
Level of Education	- 0.268	0.027
Managerial Skill	0.169	0.151
Social Relationship	0.097	0.483
Family Support	- 0.141	0.297
R ²	0.363	
Durbin – Watson	2.072	
F Snedecor	2.460	
F Significativity	0.045	

Note: Bold numbers indicates sig. < 0.05

Table 2 shows the relations that exist between the obstacles faced by women business owners. The second regression analysis show that lack of education compound the obstacles of women

entrepreneurs. Women entrepreneurs with greater level of education have few obstacles which they have to face. In line with previous research, lack of education making women lack aspirations for business development, and barriers to business performance [15]; [3].

Tabel 3: Summary of Regressions for The Success Factors

Independent Variable	Success	
	β	Sig.
(Constant)	2.490	0.299
Level of Education	0.160	0.071
Managerial Skill	0.059	0.491
Social Relationship	0.545	0.000
Family Support	0.280	0.006
R ²	0.528	
Durbin – Watson	1.918	
F Snedecor	18.165	
F Significativity	0.000	

Note: Bold numbers indicates sig. < 0.05

The success measure based on growth in investments, personnel, turnover, number of products, and number of asset. Social relationship and family support positively influences success women entrepreneurs. Both variables show significance level > 0.05 that means significant influencing success women entrepreneurs. Support from family, especially husband encourage women entrepreneurs to balance family and work responsibilities (Naser et al., 2009). The existence of social relationship through business community, make opportunities to find new business ideas, expanding the area of marketing and developing business model.

4.3. Discussion

Education is a dominant factor affecting the motivation and the obstacles faced by women entrepreneurs. It related to develop knowledge, and the business environment for women entrepreneurs. Furthermore, entrepreneurship requires innovation, motivation, and also determination to achieve business success. Education has important role to inspire entrepreneurship for women [20]. Entrepreneurship not only create new entrepreneurs but also expand personal development. It is due involving strategy, motivation, innovation, and mental development [28].

Social relationship in this study is social interaction of women entrepreneurs with other group or individual with a business background. Success of any business depends on the entrepreneur's social position and the network they can create and access. However, in some patriarchal cultures women have fewer legal rights, which limit their ability to run a business and the nature of the businesses they can run [16]. In some countries women must rely on their spouse to enable their venture because women lack property rights and their own resources [21]. In the

other hand, the reason of limitation network in women is lack of social capital and their interaction limit to family and sibling. Thus, open access for women's personal development becomes an important things to be created.

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