

ENTREPRENEURIAL MOTIVATION AND ITS IMPACT ON MOMPREENEUR BUSINESS PERFORMANCE (STUDY ON SONGKET AND BATIK WOMEN ENTREPRENEURS IN JAMBI CITY)

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Abstract

Women entrepreneurs have become a rapidly growing phenomenon in the last decade. In the province of Jambi, the development of the MSME sector has also continued to increase, as has the case in the city of Jambi. Female MSMEs are dominated by housewives and those who already have children are also known as "Mompreneurs". The motivation of women entrepreneurs to enter into the world of business or to become entrepreneurs is not only because of business activities that might be in accordance with their hobbies but also because of the family's economic conditions which require them to be able to find additional income. This research is an empirical study by examining the impact of Momprenneur entrepreneurial motivation on business performance.

Keywords: *Momprenneur, Entrepreneurial Motivation, Business Performance*

Introduction

Entrepreneurial productivity plays an important role in regional economic growth in Indonesia. Different entrepreneurial activities in various sectors will make different contributions to economic growth (Nurmalia et al., 2020). The MSME sector is the leading entrepreneurial sector targeted by the government to continue to grow rapidly in the future. This is because MSMEs have an important role for the national economy with a contribution to the 2021 Gross Domestic Product (GDP) of 61.07 percent or IDR 8.573 trillion. Based on data from the Ministry of Cooperatives and Small and Medium Enterprises, the number of MSMEs as of March 2021 reached 64.2 million and absorbed nearly 97 percent of the total workforce and collected 60.42 percent of total investment in Indonesia (Elsa Catriana, 2021).

Women entrepreneurs have become a rapidly growing phenomenon in the last decade. The Minister of Cooperatives and SMEs Teten Masduki stated that out of a total of 64.2 million MSME actors, 64 percent were women. So it is targeted that the number of women entrepreneurs in the Indonesian economic ecosystem will continue to increase (KemenkopUKM, 2022).

In the province of Jambi, the development of the MSME sector has also continued to increase, as has the case in the city of Jambi. In 2022, according to the Head of the SME Division at the Jambi City Manpower, Cooperative and UKM Office, Rahmatia, the number of MSME actors is 48,496 units, an increase of around 35.95 percent compared to the previous year and around 40 percent are female MSME actors. (Rara Khushshoh Azzahro, 2022). Female MSMEs are dominated by housewives and those who already have children. The terminology used in research articles for this condition is expressed in many terms such as Womanpreneur, Motherpreneur, and the newest terms that have emerged in the 21st century, because most of these entrepreneurs are mothers who work from home after marriage and childbirth, combining entrepreneurship with looking after their children, it is also known as a "Momprenneur". (Lesley et al., 2018).

The motivation of women entrepreneurs to enter into the world of business or to become entrepreneurs is not only because of business activities that might be in accordance with their hobbies but also because of the family's economic conditions which require them to be able to find additional income. Much research has been conducted on entrepreneurial motivation, such as by Kisker (2016) which states that entrepreneurial motivation can be grouped into financial rewards, the need for achievement, social recognition and independence. According to Boneberger & Kirilova (2015) there are push, pull, environmental and financial influences that motivate female entrepreneurs to become entrepreneurs. According to Hassan & Midih (2016) there are two factors that motivate women entrepreneurs in entrepreneurship, namely self-efficacy and the need for achievement (self-efficacy and need for achievement). Meanwhile, research conducted by Dhaliwal (2022) found that women entrepreneurs still face challenges in the form of a balance between life and work, time management and prioritizing family over work. Another challenge is the demand to be professional in business and able to be flexible in allocating time. (Ekinsmyth, 2013).

However, research on "momprenneur" is still somewhat limited and is more dominated by qualitative research types. This research is intended to fill this "gap" by conducting empirical research by also examining the impact of Momprenneur's entrepreneurial motivation on business performance.

Because according to several previous studies there is a considerable impact on entrepreneurial motivation on business performance (Aftan & Hanapi, 2018), (Khalil et al., 2021), (Machmud & Sidharta, 2016). Therefore this research is entitled Entrepreneurial Motivation and Its Impact on Momprenuer Business Performance Using (Study On Women Songket and Batik Wonen Entrepreneurs In Jambi City).

Entrepreneurial Motivation and “Momprenuer” Business Performance

There are many factors that affect the performance of MSMEs, both internal and external factors. The internal factors include aspects of human resources, production and operations, marketing, and finance, while the external factors include aspects of government policies and related institutions that can affect the performance improvement of SMEs. Research conducted by Machmud & Sidharta,(2016) show that motivational entrepreneurship which consists of achievement motivation, risk propensity, and self-efficacy have significant effects either on the innovation process and the business performance. It indicates that the achievement motivation, willingness to take risks and self-efficacy can generate innovation processes and improve business performance. Meanwhile research conducted by Aftan & Hanapi, (2018) found that there is a significant relationship between entrepreneurial motivation and small business performance in Iraq, this shows entrepreneurial motivation influence on business performance and this motivate the entrepreneurs to be innovative and creative in their business activities. The assertions above proposed a significant relationship between entrepreneurial motivation and business performance. Thus, this study proposed the following hypothesis

H1 : There is a significant impact of Entrepreneurial Motivation and Momprenuer Business Performamnce

Methods

This research was conducted with the following stages:

1. Problem formulation, at this stage formulates the problem that will be used in the research topic, namely the influence of funding sources on the business performance of vegetable traders
2. Literature Study, which is conducting a literature study to obtain information both related to research topics from various sources, including journals, books and articles.
3. Model formulation and instrument drafting. The formulation of the research model uses the concept of financial management related to financial access, performance and financial literacy. Then the preparation of research instruments. This research instrument is a collection of closed ended questions.
4. Data collection is carried out by distributing questionnaires to respondents.
5. Data Processing and Analysis, using statistical methods in analyzing the data collected from the respondents. The statistical technique used is a multivariate Structural Equation Model (SEM) technique that is processed with the Smart-PLS 3.0
6. Conclusion drawing is carried out after conducting hypothesis testing and knowing the relationship between each variable. Conclusions are answers to research questions that have been asked that are in accordance with the results of hypothesis analysis and testing.

Population and Sample

The data source and instrument that will be used in this study are quantitative data using a simple random sampling method which is carried out by distributing questionnaires made by researchers by distributing them in hard copy form. This random sampling is intended so that the results of the study can be used as a measure to estimate the population, or make generalizations. The population of this study is The Songket and Batik Entrepreneurs in Jambi City based on data from the industry and trade office of the city of Jambi in 2022 as many as 122 people. A number of samples will be taken by purposive sampling. The number of samples based on the criteria that the Songket and batik entrepreneurs who are sampled are housewives who have children who run the business, the sample size obtained is 113 people.

Data Collection Methods

The data collection carried out in this study used a questionnaire, where the questions asked already had answer choices with a likert scale. The likert scale is one of the most widely conducted scales in social research

Research Models, Variables, and Indicators

Based on the theory and findings of previous research results, a research model is proposed that directly shows the hypothesis proposed in this study. In addition, from the proposed research model, it can be seen that the effect of entrepreneurial motivation on momprenuer business performance.

This research model can be seen in Figure 1:



Figure 1: Research Model

The indicators of each variable are as follows:

1. Entrepreneurial Motivation(EM)
 - a. New idea
 - b. Own self boss
 - c. Self-actualization
 - d. Business opportunity
 - e. Personal needs
 - f. Own job
 - g. Personal growth
2. Mompreneur Business Performance (MBF)
 - a. Profit Growth
 - b. Sales growth
 - c. Asset growth

Questionnaire Testing The test of the validity and reliability of the questionnaire is carried out to measure the validity or reliability of a statement in the questionnaire that will be used in this study.

Data Analysis Method The method used to analyze the data is a statistical method with a multivariate SEM (Structural Equation Modeling) technique using the Smart PLS 3.0 application. SEM is the second generation of multivariate analysis techniques that allow researchers to test relationships between complex variables to obtain a comprehensive picture of a model. The data that has been obtained is then processed using the Microsoft Excel 2010 program and the SPSS 24.0 program. Furthermore, data processing and analysis with SEM implementation using Smart-PLS 3.0 application.

Results and Discussions

Outer Model Test Results

Convergent Validity Test Results

Convergent validity is the correlation between indicator scores and constructs scores. The following is the result of the correlation between the indicators and their constructs:

Table 1: Outer Loading Value

	Entrepreneurial Motivation (EM)	Mompreneur Business Performance (MBF)
AsG		0,804
BO	0,670	
NI	0,549	
OJ	0,748	
OSB	0,589	
PG	0,736	
PN	0,820	
PrG		0,773
SA	0,818	
SIG		0,671

Table 2 : Adjustment Of Outer Loading (2)

	Entrepreneurial Motivation (EM)	Mompreneur Business Performance (MBF)
SA	0,833	
OJ	0,793	
PG	0,736	
PN	0,845	
PrG		0,788
AsG		0,863

Table 2 shows that the outer loading value of all statement items for all variables is greater than 0.7. Thus, the statement items for all variables are valid.

Table 3: Average Variance Extracted (AVE) Value

	AVE
Entrepreneurial Motivation (EM)	0,644
Momprenuer Business Performance (MBF)	0,682

Table 3 shows that the AVE value for all variables is more significant than 0.5. Based on the Outer Loading and AVE values, this research data has met the requirements of Convergent Validity.

Discriminant Validity Test Results

The discriminant validity test measured the cross-loading values. The value of cross loading in the model is as follows

Table 4 : Cross Loading Value

	Entrepreneurial Motivation (EM)	Momprenuer Business Performance (MBF)
AsG	0,629	0,863
OJ	0,793	0,593
PG	0,736	0,456
PN	0,845	0,574
PrG	0,516	0,788
SA	0,833	0,599

Table 4 shows the cross-loading value of all indicators exceeding the value of 0.7. Hence, the statement items for each variable have met discriminant validity.

Reliability Test Results

The composite reliability value of each variable is as follows

Table 5: Composite Reliability Value

	Composite Reliability Value
Entrepreneurial Motivation (EM)	0,878
Momprenuer Business Performance (MBF)	0,811

Inner Model Test Results

The evaluation of the inner model or structural model test measure the direct and indirect effects between variables. The next table presented the R-Square values.

Table 6: R Squared Value

	R Square
Momprenuer Business Performance (MBF)	0,486

Table 6 showed that the R-squared value of Business Performance variable is 0.486. It indicated that the Financial Access and Financial Literacy variable can affect the Business Performance variable by 48,6%. On the other hand, the remaining 51,4% can be defined by other variables outside the model.

The goodness of Fit Rating

Based on the calculation results, the Q2 value of 0.486 means that the diversity of the data can be explained by the structural model developed in this study, which is 48,6%. This result indicates that the structural model in this study has good goodness of fit.

Further evaluation of the inner model was done by looking at the path diagram showing the significance of the independent variable to the dependent variable. Figure 2 shows a path diagram of the model.

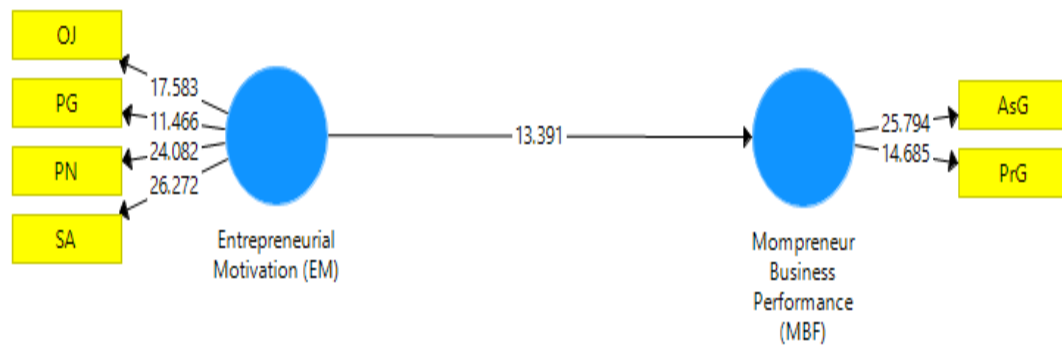


Figure 2: Path Diagram

Following table are the results of the hypotheses test:

Table 7. Hypotheses Test Results by PLS-SEM

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurial Motivation (EM) -> Mompreneur Business Performance (MBF)	0,697	0,706	0,052	13,391	0,000

Table 7 shows the t-statistical values and t-table values that later will be compared. First, the variable of **Entrepreneurial Motivation (EM)** on **Mompreneur Business Performance (MBF)** has a positive coefficient sign. The t-statistic value is 13,391 and p-value is 0,000, Thus, H_1 is accepted. It can be concluded that EM has a positive and significant impact on MBF.

Discussions

The findings of the study showed a significant positive relationship between entrepreneurial motivation and mompreneur business performance. Hypothesis one of the study is supported. The results support a positive relationship between entrepreneurial motivation and mompreneur business performance. The research findings show that there is a significant positive relationship between entrepreneurial motivation and business performance of mompreneurs. The research hypothesis is supported. The results support a positive relationship between entrepreneurial motivation and mompreneur business performance. This is very important because the entrepreneurial motivation of mompreneurs is related to their desire to have their own job, self-development, self-fulfillment and self-actualization to be things that support the growth of their business. This finding is consistent with the results of previous empirical studies by (Aftan & Hanapi, 2018), (Khalil et al., 2021), (Machmud & Sidharta, 2016)

Conclusions and Suggestions

The results of this study have drawn into some conclusion, as follow: entrepreneurial motivation relate to mompreneur business performance significant positively. It means that mompreneur entrepreneurship motivation will greatly affect the development of mompreneur businesses because with the many challenges they face in doing business for example related to work life balance, moral support of family members and social views of society towards women entrepreneurs, the motivational factor is a very strong encouragement to support them, especially related to self. their efficacy and self-actualization. It is highly recommended that mompreneurs continue to open themselves up for self-development so that they are able to face the challenges of the business and this can be done by joining a community of women entrepreneurs in the city of Jambi.

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