

## **Factors Affecting Women's Motivation To Choose Entrepreneurship In East Lombok**

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### **Key Words**

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**Abstract:** This research aims to examine the effects of self-development factor ( $X_1$ ), family background factor ( $X_2$ ), and income factor ( $X_3$ ) partially and simultaneously on women entrepreneurship in East Lombok. Employing a descriptive quantitative, data are categorized into primary and secondary data. Population in this research is business woman in East Lombok with data sample as many as 100 people. The data were analyzed by using double linear regression t-test (partial), and f-test (simultaneous) with the regression formula  $MWB = 13.760 + 0,008 PD + 0,056 KLG + 0,188 PND$ . The result shows that the self-development variable with significant degree is as many as 0,024, significant family background as many as 0,030 and significant income as many as 0,035. Thus, it can be concluded that income affects women's motivation of entrepreneurship in Selong District, East Lombok, since the significance value is  $< 0,05$ . The degree of F significance is 0,044 with probability 0,05, thus, it is proven that self-development variable, family background variable, and income variable affect the motivation of entrepreneurship (Y). The variable of self-development, family background, and income affect women's motivation in entrepreneurship in Selong District as many as 56,7 %, while 58% of them are influenced by other factors beyond this research.

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### **Introduction**

In the current era of government, economic growth has become a central issue that is the priority of future economic development (Banister & Berechman, 2001; Gaur & Mohapatra, 2021; He, Lu, Mol, & Beckers, 2012). One of the foundations of economic development that is the focus of attention is the development of entrepreneurship. Entrepreneurship is used as an alternative for society to be used as a choice to meet life needs and to create jobs. Entrepreneurship is not only owned by men, but women are now moving to make an effort that can be the focus of her life. According to (Ackerman, Hill, & Murray, 2018; Al-Jubari, Hassan, & Liñán, 2019; Cocolas, Walters, Ruhanen, & Higham, 2020) motivation is a psychological process that reflects the interaction between attitudes, needs, perceptions, and decisions that

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occur in a person. Factors influencing entrepreneurial motivation are self-absorption, family and income according to (Bao, Dong, Jia, Peng, & Li, 2020; Lee & Hwang, 2019; Struckell, 2019), research which shows that self-development variables have a positive and significant influence on entrepreneur motivation, family variables positively and significantly affect entrepreneurship motivation and Vivekanand (King'ong'o, 2022; Yeo, Tan, Kumar, Tan, & Wong, 2022) which shows income variables significantly influence entrepreneur motivation.

The entrepreneurial sector is one of the areas of business that is the choice for many women to prove their abilities in entrepreneurship (Anggadwita & Dhewanto, 2016; Olsson & Bernhard, 2021; Tegtmeier, Kurczewska, & Halberstadt, 2016). Many women have proven that they are capable of being entrepreneurs of small, medium, and large levels. Business is also a hobby, many business ideas derived from the thinking of women, with the skills and creativity that she has able to produce something that has value for use, such as making hijab decorations, clothes with all models, cake and cuisine and so on (Kuppinger, 2017; Mensitieri, 2020). However, the current problem is that entrepreneurs are less optimistic in running their business, lack of creativity and fresh ideas offered so that the product is crushed by the times and resulted in their efforts to go bankrupt (Fahrurrozi, 2023; Read, Sarasvathy, Dew, & Wiltbank, 2016).

Household mothers who are initially busy helping their husbands in the care of their children and their household will try to help them financially as the needs of children are growing (Burton, 2007; Edin & Kefalas, 2011; Remennick, 2001; Stone, 2007). The needs of the family are less sufficient because of the income of the husband who feels uneven with the daily needs, especially in the current era of primary and secondary and other needs are increasing, plus the cost of education for his children makes women have to work hard with their husbands for the well-being of family economy (Hassan & Saleem, 2017; Morrow, Tafere, Chuta, & Zharkevich, 2017; Vargas & Sanchez, 2020). Entrepreneurs are chosen because they are very flexible and do not have to work in the office all day but entrepreneurs can be done at home without forgetting the obligation as a household mother to take care of the house, children and husband (Ugargol & Bailey, 2021). Lack of family support, distribution of time in caring for family and business becomes a problem and consideration to walk in the business world (Usak et al., 2020).

With entrepreneurship one can regulate a large small income, depending on how he manages his business, by entrepreneurial indirectly has helped the progress of the country's economy by entering taxes into the state cash as well as can minimize unemployment by opening jobs (Braunerhjelm, 2022). However, not everyone chooses to plunge into the world of entrepreneurship, for various reasons, suppose to be afraid of various risks that exist in the business world such as competition, lack of capital and even bankruptcy (Festa, Rossi, Kolte, & Marinelli, 2021).

## **Research Method**

This research is descriptive research using quantitative methods of the type *ex post facto*. The population in this study is the entire female entrepreneur in East Lombok. The number of samples used is 100 respondents. The sampling technique uses Purposive Sampling techniques, in which purposive sample selection group of subjects is based on previously known

characteristics or characteristics of populations. Purposive indicates that these techniques are used to specific (Palinkas et al., 2015)

To obtain the necessary data in this research, the authors use a questionnaire, a quiz, which is a data collection technique performed by giving questions to respondents whose nature is closed with an alternative to select one of the answers. Answers are given on a likert scale from 1 to 5.

This study uses a double linear regression analysis because using three free variables namely self-development factor ( $X_1$ ), family factor ( $X_2$ ), and income factor ( $X_3$ ) as well as one bound variable namely entrepreneurial motivation ( $Y$ ), the regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

See also:

$Y$  = Motivation

$a$  = constant

$b$  = coefficient

$X_1$  = Self-development factor

$X_2$  = Family Factor

$X_3$  = Income Factor

$e$  = error

## Result and Discussion

The analytical tool used in this study is double linear regression. Based on the results of the calculation of the beta regression coefficient for the self-development variable of 0.008 ( $X_1$ ) with a positive parameter. The better the self-development that female entrepreneurs do, the more motivated the entrepreneur will be. The value of the beta regression coefficient for the family variable ( $X_2$ ) is 0.56 with a positive parameter. This means that with the higher the family's boost, the motivation for entrepreneurship will increase. The value of the beta regression coefficient for the income variable ( $X_3$ ) is 0.188 with a positive parameter. This means that the higher the needs of a person's life, the motivation for entrepreneurship will increase. Results from the calculation of the income variable ( $X_3$ ) that showed the value of the beta coefficient of 0.188 that is greater when compared with the self-development variable of 0.008, and the family variable is 0.56, this shows that the income factor is more dominant influence on the motivation of women entrepreneurs in the East Lombok district.

Testing partially Based on the results of the calculation of the test-t (partial) above, it can be explained as follows: based on the result of the above calculation, the value of the variable of self-development of 0,008 with t counting of 0,066 and the significant rate of 0.024, it may be concluded that the variables of self development influence the motivation of female entrepreneurs in the Selong Lombok Eastern district, because the significant value is smaller

than the already determined significant value of 0.05. The research results are consistent with A study conducted by (Abdillah, Wiyono, & Samudro, 2019; Tannady, Erlyana, & Nurprihatin, 2019) showed that self-development variables have a positive and significant impact on entrepreneurial motivation. This means that the better the self-development that female entrepreneurs do, the greater the entrepreneurial motivation. "Self-development means a person is fully responsible to himself for the lessons learned and the ways achieved to their goals." (Safitri & Hatammimi, 2014), A woman with the intellectual and skills she possesses is able to demonstrate her ability in entrepreneurship, by entrepreneuring one gets her own satisfaction because the person can develop his own ideas and creativity without the pressure of others or his boss. The positive impact indicates that the better the self-development the female entrepreneur does, the greater the entrepreneurial motivation. So H1 stated that self-development has a significant influence on women's motivation to choose entrepreneurship.

Based on the results of the above calculation, the family variable value of 0.058 with a significant rate of 0.030 can be concluded that family variables influence the motivation of female entrepreneurs in the East Lombok district, because the significance value is smaller than the significant value already determined is 0.05. This is in line with research conducted by (Hutagalung, Dalimunthe, Pambudi, Hutagalung, & Muda, 2017; Indaryani, Hidayah, & Lusianti, 2020; Siregar, 2020; Subagia, Riono, Indriyani, & Syaifulloh, 2022), which shows that family variables have a positive and significant influence on entrepreneurial motivation. "The family is a social system that forms the basis of the social well-being of society." (Gasanov, Zubarev, & Krasota, 2020; Luo, Ding, Bauman, Negin, & Phongsavan, 2020; Mahmud & Islam, 2021; Mamurov et al., 2020).

An entrepreneur can determine when it is time to gather with the family, with entrepreneurship can open up a job space for the family and as a future investment for future grandchildren. The positive impact indicates that the higher the incentive from the family, the greater the motivation for entrepreneurship. So H2 stated that families have a significant influence on women's motivation to choose entrepreneurship.

Based on the results of the above calculation, the value of the variable income of 1.702 with a significant rate of 0.035 then it can be concluded that the income variable has an influence on the motivation of female entrepreneurs in the East Lombok district, because the significant value is smaller than the already determined significant value of 0.05. This is in line with a study conducted by (Eliyan, Sridadi, & Aviantari, 2020; Srimulyani & Hermanto, 2021; Subagia et al., 2022; Wang et al., 2021), that showed that income variables have a significant influence on entrepreneurial motivation. This means that the higher the needs of a person's life, the motivation for entrepreneurship will increase. Entrepreneurship can be used as a side job to add income or income, with entrepreneurs one can regulate how much income will be obtained by regulating performance. With this positive influence indicates that the higher a person's income needs, the motivation for entrepreneurship will increase. So H3 stated that income has a significant influence on women's motivation to choose entrepreneurship.

Based on the results of the calculation shows that the level of significance F is 0.044 with a probability of 0.05. Because the significance value is 0.05 or less than 5%, it has proven to be a variable. Self-development (X1), family (X2) and income (X3) simultaneously affect the entrepreneurial motivation variables (Y). H4 states that self-development, family, and income

combined influence women's motivation to choose entrepreneurship. The determination test obtained a value of R square of 0.567. 56,7%, which means that 56,7% in this study belongs to a strong category, namely, the variables of self-development, family and income affect the motivation of female entrepreneurs, while the remaining 43,3% can be explained by other variables not studied in the study.

### Conclusion

Based on the results of the research, it can be concluded as follows, Based on the results of the calculation of the value of the variable of self-development of 0.008 with the t count of 0.066 and the significant rate of 0.024, it can be concluded that the variables of self development influence the motivation of female entrepreneurs in the East Lombok district. Based on the family variable value. 0,058 with a significant rate of 0,030 then it can be concluded that the family variable has an influence on Women's Entrepreneurship in Selong The East Lombok. Based on the variable value of income. 1.702 with a significant rate of 0,035 then it can be concluded that the variable income has an influence on the motivation of female entrepreneurs in the Eastern Lombok district. Based on the results of the calculation shows that the level of significance F is 0.044 with a probability of 0.05. Because the significance value is 0.05 or less than 5%, it has been proven that the variables self-development ( $x_1$ ), family ( $x_2$ ), and income ( $x_3$ ) simultaneously affect the motivation variables of entrepreneurship. (Y).

### Recommendation

The advice on this research is aimed at women entrepreneurs as MSMEs perpetrators in the Selong Lombok East district as research objects as well as government institutions. Women who are entrepreneurs or who wish to start a small business need to pay attention to some of the aspects that support in conducting the business, namely the need for knowledge, entrepreneurial experience, hard work, high spirit and need to take into account the alternative capital in starting the business. The government, the party needs to play a more active role in empowering women entrepreneurs especially in the ability to manage business and socialization of alternative funding.

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