

Women, Entrepreneurs and Online Business (Analysis of Factors that Motivate Entrepreneurial Women Through Online Business)

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Abstract. The development of dynamic science and technology, continues to show progress so rapidly in all aspects of life. Included in business, where businesses relate to human needs that are dynamic. To obtain comfort, convenience and increase pretties in living and living life and modern life, humans always need products that are better quality or new products from the business world. Human needs as consumers, is an endless opportunity for the business world, to continue to try to create new products or different ways of marketing online so as to provide satisfaction to the fulfillment of human needs. With the development of the internet today makes many internet users take advantage of this opportunity as profitable business opportunities such as online businesses. Women are listed as among the most widely used online businesses. This study aims to determine the factors that motivate women entrepreneurship through online business. The population and sample in this study were women workers and women who were not workers (housewives) who were entrepreneurs online. In this study the number of women who are online entrepreneurship is not known with certainty so to calculate the minimum number of samples needed using the Lemeshow formula. Data collection techniques in this study using questionnaires distributed online using google form. So the results show that there are seven factors in motivating women entrepreneurship through online business namely, Experience and Facility Factor, Self Actualization Factor, Reward and Opportunity Factor, Individual Potential Factor, Family Factor, Unemployment Factor.

Keywords ; *Factor Analysis, Motivation; Entrepreneurial Women; Online Business*

INTRODUCTION

The development of dynamic science and technology, continues to show progress so rapidly in all aspects of life. Included in business, where businesses

relate to human needs that are dynamic. This dynamic nature is caused by business related to human needs (dynamic needs) which are also dynamic. To obtain comfort, convenience and increase pretise in living and living life and modern life, humans always need products that are better quality or new products from the business world.

Human needs as consumers, is an endless opportunity for the business world, to continue to try to create new products or different ways of marketing online so as to provide satisfaction to the fulfillment of human needs. So that business people must continue to strive to produce products that are in accordance with the wishes and needs of consumers (Nawawi, 2015). On the other side, the Globalization Era has caused social changes in society, where people are so dependent on technology. Especially after the emergence of the internet, people easily get a variety of information. The increasing development of the internet has made the growth of internet users in Indonesia continue to increase significantly. The population of Indonesia reaches 262 million. More than 50% or around 143 million people have been connected to the internet throughout 2017 (Report of the Indonesian Internet Service Providers Association (APJII)). The majority of internet users as much as 72.41 percent are still from the urban community. The utilization is further, not just to communicate but also buy goods, order transportation, to do business and work.

With the development of the internet today makes many internet users take advantage of this opportunity as profitable business opportunities such as online businesses. During this time period a platform was found that enabled people around the world to connect with

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one another called social media [1]. Facebook, Twitter and Instagram are the fastest growing social media and have the most members to date. Social media is used to promote a product, so that it becomes one of the business strategies by business people.

Increased internet usage for online businesses has grown rapidly. The total value of world trade in goods and services through e-commerce in 2017 reaches Rp 75 trillion. 2017 is a tumultuous year in the development of e-commerce in Indonesia. Starting from the entry of Alibaba investment through Lazada and Tokopedia, the skyrocketing growth of Shopee's new players in winning the mobile market and the number of 2017 National Shopping Day (Harbolnas) transactions reaching Rp 4.7 Trillion for 3 days from 12 to 14 December 2017 (Source: <https://www.liputan6.com>).

In line with these developments, many business actors have emerged, one of them is women, namely housewives [1]. This happens because the drive for daily life needs is getting higher so that housewives seek solutions to help the family economy [1]. Business can be run by optimizing online through social media. And a dual role is carried out, as a housewife and entrepreneur or entrepreneur.

Based on this background, this study aims to determine the factors that motivate women in entrepreneurship through online business. In addition, to find out the most dominant variables in each of the factors that motivate women entrepreneurship through online business.

THEORETICAL STUDY

A. Entrepreneurial Women

An entrepreneur is someone who creates a new business by taking risks and uncertainties to achieve growth profits by identifying significant opportunities and combining the resources needed so that those resources can be capitalized on by Zimmerman & Scarborough [2]. Entrepreneurship is the process of starting a business by promoting innovation and taking all risks. Entrepreneurship is referred to as discovery and exploitation of profitable opportunities (Shane and Venkataraman, 2000). An entrepreneur is someone who manages, manages, and thinks of a company's or business risk. An entrepreneur creates or develops something that others have never thought of before.

In essence, every person has an entrepreneurial spirit which means having creativity and having a specific purpose, and trying to achieve success in his life [3]. But often we find that the power of creation is not realized optimally, due to various factors such as the ability to sell or the ability to foster attractiveness for the community. Entrepreneurship involves two basic elements (1) Opportunities and, (2) Ability to respond to opportunities, Based on this, the definition of entrepreneurship is "responses to business opportunities revealed in a set of actions and results in the form of institutionalized, productive and innovative business organizations [3].

Entrepreneurial women can be defined as women or groups of women who start, organize and operate a

business company [4]. Many women are involved in business. The reason they pursue this field of business is driven by factors such as wanting to show their achievement ability, helping the household economy, frustrating previous work and so on [5].

Two criteria for entrepreneurial women are based on attachment to entrepreneurial ideals and conventional gender roles. Four types of entrepreneurship are identified based on the criteria for entrepreneurial women [6], such as :

1. All are competent in entrepreneurial dreams and think conventionally about gender roles. They tend to be involved in an activity commonly referred to as "female workers" who are forced to do business because of economic needs.
2. Local entrepreneurs show little interest in entrepreneurial ideals by holding on to conventional opinions about gender roles. They are involved in activities that are usually referred to as "female workers" who aim to seek self-recognition and personal expression.
3. Innovators are professional women who cling to entrepreneurial ideals in achieving themselves through business success. This woman does not agree with conventional gender roles. Many of these women who previously received obstacles in their careers in large organizations and determined to overcome obstacles through business ownership.

Radical entrepreneurs do not hold firmly in entrepreneurial ideals or believe in conventional gender roles. This woman generally declares herself as part of the feminine movement and they do business to improve the degree of women in society.

B. Motivation

One of the determining factors in achieving goals is Motivation. Where Motivation relates to encouragement or strength that comes from within humans and is not visible from the outside. Attitudes and motivations have reciprocal relationships and will show the need in motivation to meet the character needs that must be possessed by an entrepreneur, namely: hard worker, never surrender, spirit, high commitment [7]. Mathis and Jackson [8] states "Motivation The desire within a person causes that person to act", means that the motivation is associated with the desire in a person that causes the person acts. Whereas Faggidae [9] motivation is defined as; a set of energetic forces that originate both inside and outside the individual, which shapes behavior at work. Motivation is the willingness to do something, where the motive is the need, desire, drive or impulse.

C. Attributes That Motivate Entrepreneurial Woman

Based on Jesurajan and Gnanadhas [10] research that motivates women in entrepreneurship are as follows:

1. Economic Independence, A person is said to be independent if he can do well without any dependence on other parties in making decisions or acting, including fulfilling his needs
2. Dissatisfaction with the Existing Job, Someone is not satisfied with the current job, there is no

opportunity to progress, there is no possibility of advancement, or conflict at work, this can all trigger someone to start their own business

3. Unemployment, Indicates that unemployed people are more likely to find opportunities for entrepreneurship compared to people who work. If people are unemployed and don't get a job, they tend to start a business.
4. Seeking Challenge, Entrepreneurs are people who like more challenging efforts to achieve success or failure than less challenging efforts
5. Self Interest, the main capital of an entrepreneur is a strong will and confidence. They have the confidence and trust that with determination and high will will be able to overcome all problems in the field.
6. Self Prestige, the status of a company owner will certainly give a special pride that is not felt if he works with other people as employees.
7. Traditional/Hereditary, Attitudes and ways of thinking and acting that always adhere to the norms and customs that exist from generation to generation, according to tradition (adat)
8. Employment Opportunities, Entrepreneurs create jobs and not look for jobs, entrepreneurs can create jobs ranging from just a few workers to thousands of jobs
9. Financial Assistance, In entering the business arena or starting a new business, look for sources of funds and facilities, both goods, money and people/financiers. The source of these funds is derived from financial institutions such as banks in the form of credit or people who are willing to become funders
10. Technical Knowledge, Having competence in the design field in accordance with the form of business to be chosen
11. Encouragement From Family Members, Families play an important role in growing and accelerating someone to make a career decision as an entrepreneur, because parents function as personal consultants, coaches, and mentors
12. Use of Idle Funds, One factor that motivates a person in entrepreneurship is a facility factor. Where one of them is the availability of idle funds (unused funds) on entrepreneurial (savings) financial supplies
13. Infrastructural Facilities, An adequate infrastructure refers to the existence of markets, transportation, facilities and others that must be available in developing entrepreneurship.
14. Entrepreneurial Experience, formal education and the experience of small businesses owned by a person can be the main potential to become successful entrepreneurs
15. Market Potential, even the smallest market opportunities must be identified well, so that they can take the market opportunity well
16. Family Members Interest, Someone starts a business because their family already has a previous business. The parent or relative

encourages other families to open their own business or continue the business.

17. Social Status, the social reason for an entrepreneur is to gain prestige or status, to be known and respected, to be an example for people to be copied by others, and to be able to meet many people.
18. Family Background, If there are family members, especially those who are in the direct line of family descent, such as grandfather, grandmother, father or mother who become entrepreneurs then someone tends to imitate the mindset, way of working, and entrepreneurial attitude of his family.

Based on 18 Attributes that Motivate Entrepreneurial Women in the Research of Jesurajan and Gnanadhas [10], this study uses only 7 Attributes that Motivate Entrepreneurial Women Safitri & Hatammimi (2014). Based on the results of the study found seven highest factors that motivate women entrepreneurship through online business. The seven factors are, Family Factor, Experience and Facility Factor, Reward and Opportunity Factor, Personal Wants Factor, Self Actualization Factor, Individual Potential Factor, Unemployment Factor.

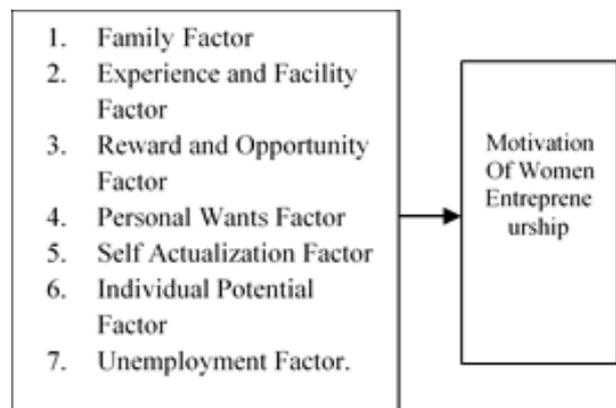


Fig. 1. Conceptual Framework.

METHOD

A. Type of Research

The type of research used in this study is descriptive with quantitative methods. This method is called a quantitative method because the research data is in the form of numbers and analysis using statistics

B. The Population and Sample

The population and sample in this study are women workers (working in private or government institutions) and women not workers (housewives) who are entrepreneurs online. In this study the number of women who are online entrepreneurship is not known with certainty so as to calculate the minimum sample size what is needed uses the Lemeshow formula for unknown populations.

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Information :

n = Number of samples

z = score z on trust

p = maximum estimate

d = alpha (0.10) or sampling error = 10%

1) Sampling Resources and Techniques

This study uses primary data sources, namely data obtained directly from selected respondents. Data collection techniques in this study using questionnaires (questionnaires) distributed online using the Google Form.

2) Data Analysis Techniques

The collected data is then processed and analyzed to answer the existing research problems by means of descriptive statistical analysis.

RESULT

Factor analysis results from 7 (seven) factors that influence the motivation of women entrepreneurs through online business are as follows:



Fig. 2. Variables With The Biggest Loading Factor On Each Factor

Based on Table 1, the respondents responses regarding the 7 attributes that motivate women entrepreneurship. Based on the results of processing the data presented, it can be seen that Experience and Facility Factor has the highest total average score of 4.38, followed by Self Actualization Factor, a total average score of 4.36, while Unemployment Factor gets the lowest total average score of 4.04.

DISCUSSION

The results of this study indicate that, women have shared motives in entrepreneurship, ranging from economic motives, experience and to seeking busyness or filling free time. Where for respondents the main factors of entrepreneurship because they have had

previous experience in the field of entrepreneurship in the experience factor and have facilities that support entrepreneurship. Entrepreneurial experience plays an important role in increasing knowledge and ability in skills and skills in entrepreneurship [11]. This is because the experience of giving a person's initial knowledge before acting in maximizing his business so that without realizing it the person already has the ability to predict the results obtained for the actions in his business.

Entrepreneurial experience according to Douglas [11] entrepreneurial experience is the experience of an individual in entrepreneurship and understanding the system in running a business. While Nuskhi & Setiana [12], stated that the aspect of experience trying through courage to take risks by holding learning activities that not only convey messages theoretically, but members are given the opportunity to try.

The results of this study are in line with research conducted by Packham [13] entrepreneurship education has a positive impact on the entrepreneurial attitudes of French and Polish students which is shown to female students greater in understanding the benefits of experience, entrepreneurial education on entrepreneurial attitudes than male students. Meanwhile, according to Swomya et al. (2010) showed that young female students in Dubai played a positive role in developing their entrepreneurial attitudes.

Other factors that influence women's motives in entrepreneurship due to dissatisfaction with current work and income. There are various kinds of motivations that motivate women to decide to own a business, economic factors and the desire for self-actualization to become the dominant motive in this study. To overcome this, women, especially housewives start their steps by running a business, including online business. Deciding to have an online business is based because online business is a business that can start with little capital and do it an ywhere and anytime that is equipped with internet facilities.

CONCLUSION

In accordance with the discussion described earlier, the following conclusions are made:

1. Based on the results of descriptive statistical analysis in this study found seven factors that motivate women entrepreneurship through online business. These seven factors are based on the total average value of the answers, namely Experience and Facility Factor, Self Actualization Factor, Reward and Opportunity Factor, Individual Potential Factor, Family Factor, Unemployment Factor.

2. Where respondents feel that the main factors of entrepreneurship because they have had previous experience in the field of entrepreneurship on the factors of experience and facilities. In addition, respondents felt that the entrepreneurship factor was due to dissatisfaction with current work. While the factors that are not dominant or lowest in determining

entrepreneurship are entrepreneurship because respondent's family background is entrepreneurship.

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