

Phenomenological Study: Determinants of Success of Women Entrepreneurs in Surabaya

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Abstract—The purpose of this descriptive phenomenological study is to explore the life of experience of ten successful women entrepreneurs to identify perceptions, thoughts, and experiences of owning and running a successful business for at least a period of five years while managing other demands as a housewife. This research is motivated by the increasing number of women who work as entrepreneurs. The specific targets to be achieved in this research is the empowerment of entrepreneurship for women (womenpreneurship). The long-term goal in this study is to formulate a model of empowering women to become an entrepreneur so that it can provide immediate benefits for improving the welfare of his family. This research is a qualitative research with phenomenology approach where the researcher try to explain or reveal the meaning of experience concept based on the awareness that happened to some individual. In this study the Researchers collect, summarize and interpret the Data Obtained, which then re-processed so as to obtain a clear, directed and a comprehensive picture of the problem under study. Qualitative research approach with phenomenology method is used to deeply understand the characteristics of women entrepreneurs and the determinants of Reviews their success in starting and sustaining Reviews their business.

Keywords— *women entrepreneurs; qualitative; phenomenology*

I. INTRODUCTION

Women entrepreneurs grow their business is very important to grow the economy of a country [1]. More recently, there is increasing interest in the development of female entrepreneurship among policy-makers, academics and practitioners in Indonesia. This interest stems from the recognition that the creation of women entrepreneurs, especially in rural areas, will contribute to the creation of many

new companies that will increase local capacity to lead to economic growth. It is commonly believed that women entrepreneurs can play an important role in promoting growth and development, thus reducing poverty. In this regard, SMEs provide a good starting point for mobilizing female talent as an entrepreneur and provide solutions to develop the entrepreneurial skills of women.

The process of entrepreneurship itself has many constraints and challenges, especially for women. Research shows that women-owned businesses is not good enough in business growth, profitability and financial health [2], [3]. In particular, there is evidence disparities and female business failure in the long term [2]. There are two main obstacles to women's entrepreneurship. First, mobility barriers where some experiences demonstrate that the business was originally pioneered by a woman, after the business is developing formal management and ownership shifted to men, because it requires high mobility. Second, the structure and culture of injustice, namely SMEs women still encounter many problems due to the presence of different schools about the role of women based on the structure and culture in Indonesia.

Common motivation for women to own your own business is that they can be more independent and free to set the time so that it can run the business without having to leave their obligations in carrying out household duties as a mother. However, there are examples of women entrepreneurs who have been successful in developing the business. It is necessary for in-depth study to understand how women entrepreneurs who have successfully execute and maintain business thus expected to obtain an overview of the characteristics of

successful female entrepreneurs running a business and become a successful entrepreneur.

Based on the above, the question asked by the researchers in this study were (1) What life experience gained from women entrepreneurs in maintaining their own business for five years or more? (2) What is the most important characteristic and must be owned by women entrepreneurs to be a successful entrepreneur? Thus this study specifically aims to determine the characteristics and determinants of success of women entrepreneurs in developing their business by digging experience of women entrepreneurs in developing their business and how they are to maintain their own business for six years or more.

II. REVIEW OF THEORY

A. Definition of Entrepreneurship

Entrepreneurship is a value that is manifested in the behavior which is used as a resource base, propulsion, goals, tactics, tips, processes and business results. It is written in the Minister of Cooperatives and Small Entrepreneur Development 961 / KEP / M / XI / 1995, which is defined as the entrepreneurial spirit, attitude, behavior, and ability to handle the business or activities that lead to efforts to find, create, and implement ways of working, technologies, and new products to improve efficiency in order to provide better services and or obtain greater profits.

B. Characteristics of Entrepreneurs

Entrepreneurial successful in general are those who have the competence, which includes attitudes, motivations, values and behaviors that are given to carry out the work. Competence is defined as the knowledge, skills and ability of the individual (personality) that directly affect performance.

There are 10 must-have capability of entrepreneurs, namely:

- *Knowing your business*, the business must know what to do. An entrepreneur must know everything that has to do with business or business to be done.
- *Knowing the basic business management*, namely knowing the basics of business management. Knowing the relay of understanding the business management tips, how, processes, and management of all resources effectively and efficiently.
- *Having the proper attitude*, which has the right attitude towards business is doing. He must act as traders, industrialists, businessmen earnest, and not half-hearted.
- *Having adequate capital that have enough capital*. Capital is not only the shape of the material, but also moral. Belief and determination is the main capital in the business.
- *Managing finances effectively*, that has the ability to organize / manage their finances effectively and

efficiently, seeking the source of funds and use them appropriately and accurately control.

- *Managing time efficiently, the ability to manage time as efficiently as possible*. Organize, calculate, and keeping time according to their needs.
- *Managing people*, the ability to plan, organize, direct, move (motivate), and control the people in the running of the company.
- *Satisfying customers by providing high quality product*, which gives satisfaction to the customers by providing quality goods and services, usefulness, and satisfying.
- *Knowing how to compete*, i.e. know the strategies / ways to compete.
- *Copying with regulations and paper work*, which makes the rules / guidelines are clear (express, not implied).

In addition to the skills and abilities, entrepreneurs should also have a balanced experience. There are four (4) major capabilities required to achieve a balanced experience that entrepreneurial success, namely:

- *Technical competence*, which have competence in the field of design (know-how) in accordance with the form of business that will be selected.
- *Marketing competence*, which have competence in finding a suitable market, identify customers and maintain the viability of the company.
- *Financial competence*, that competence in the field of finance, manage purchasing, sales, accounting, and profit / loss.
- *Human relations competence*, that competence in developing personal relationships, such as the ability to relate and inter-enterprise partnerships.

From some of these theories can be concluded that an entrepreneur must have the technical competence, marketing competence, financial competence, competence one relationship, as well as an entrepreneur attitude which include self-confidence, initiative, achievement motivation, have leadership skills, and willing to take risks with the calculations.

C. Business Growth Women Entrepreneurs

Women entrepreneurs are a woman or group of women who initiate, manage, and operate a company and have a minimum of 51% shares of the company. Many women entrepreneurs start with a vision to grow their business but they are not adequately trained or have the ability to develop its business [1]. According to Powell, "Ninety percent of all earned income women entrepreneurs in their enterprises invested back into the community, for education and health care programs their children.

III. METHODS

The purpose of this study was to explore how life experience of successful women entrepreneurs develop their business for 5 years or more. Phenomenological qualitative method in accordance with the latest research for this study addresses a problem that the variables are unknown and seek to explore the subject matter referred [4]. The unknown variables in this study are leadership skills, training, and resources that women entrepreneurs to develop their business. Qualitative research design includes case studies, ethnography, grounded theory, phenomenology and narrative inquiry [5].

This study is a qualitative research with a phenomenological approach, where researchers try to explain or reveal the meaning of the concept or phenomenon of experience based on the awareness that occurs in some individuals [4], [6]. This study relied on the assumption that there is a structure and essence to share experiences that can be told [6, p. 148]. In this study, researchers collect, summarize and interpret the data obtained, which then reprocessed in order to obtain a clear picture, directed and thorough of the problem which is the object of research. Phenomenological approach is used to analyze the original data collected from interview questions and dialogue with the informant. Structural interpretation of the experiences described by researchers at the informant's description. Researchers phenomenological exclusively dependent on a long interview [5].

The research process with phenomenology begins by defining research questions and constructs early, then define the research informants. Then empirically set up an instrument and method of data collection and continued down to the field to collect data. The data collection often go hand in hand with the data analysis, thereby enabling a change in the data collection plan and obtaining a better theory. From the data analysis produced a number of propositions that express relations within the framework of existing theories.

IV. RESEARCH SETTING

Setting this study was conducted with informants' location in Surabaya. Determination of research location chosen in accordance with the substantive issues and a decent line with the thinking of Bogdan and Taylor [7] found a decent location remedy selected as the setting of the research is the location in which there are substantive issues and rhetoric. Besides, the selection of the location must meet the following requirements: (1) in accordance with the substance of the research that will be examined, (2) mempu provide entry, the study site is expected to be able to provide sufficient data in accordance with the problems to be studied, (3) can accept the presence of researchers in long time making it easier for researchers to obtain information related to the issue of research. In addition, geographical limitations and pratis such as time, cost and effort should also be taken into consideration in determining the location of the study.

V. INFORMANTS RESEARCH

If narrative studies report an individual's life, phenomenological study describes the meaning and life experiences of some people about a concept or phenomenon.

Phenomenology focuses on what is generally experienced by all participants of a phenomenon [8, p. 57]. In this case the researchers collected data in the form of behavioral phenomena ten female entrepreneurs, and then develop it into a composite description of the nature of the experience for all individuals.

As for some of the criteria for selecting informants in this study were (1) the informant is a woman entrepreneur who has run the business for five years or more, (2) the informant must have direct experience situations or events related to the focus of research. The goal is to get a description of a first-person perspective, (3) the informant was able to describe the back phenomenon that has happened mainly data nature and meaning, (4) willing to engage in research activities that may take a long time, (5) is willing to interviewed and recorded his activities during the interview or during the study, and (6) gives approval to publish the results of research.

The unit of data analysis is the individual as a female entrepreneur. Regarding the number of informants, Polkinghorne in Creswell [8, p. 61] recommends the number of informants in phenomenology between 4 to 25 individuals who experienced the phenomenon corresponding research focus. This study considered complete if researchers consider information obtained from informants is sufficient (data saturation) depends on the subjectivity of the researcher and the problem you want answered [9].

VI. TECHNICAL DATA COLLECTION

Data are needed in this research that is adapted to the purpose research understanding of the behavior of women entrepreneurs in business. Broadly speaking, the data in the study consisted of two types of data are primary data and secondary data.

The primary data obtained directly from the subject or a key informant in the form of verbal or words of understanding, views, thoughts, experiences, and feelings about the behavior of key informants women entrepreneurs in business. Whereas, secondary data derived from research documentation such as: the shooting through observation on the location of the research, documentation, key informant interviews, document the results of interviews and books and writing previous investigators. To collect primary and secondary data is done through a technique or procedure, among others: (1) in-depth interviews (*in-depth interviews*), (2) participant observation (*participant observation*), literature study, and documentation [10]-[12].

VII. TECHNICAL ANALYSIS OF DATA

Use phenomenological approach allows the appearance of the theme of the data obtained from participants. However, data analysis and theory construction through a process that continues phenomenology. Thus Strauss and Corbin [13] describes the data analysis procedure begins with the use of analytical equipment - such as a keyword or words in the document and experiment with meanings that appear. The process is called open coding, axial coding, and selective coding. In the process of theoretical sampling is required to achieve saturation categories [13]. To reach the saturation,

phenomenological analysis requires a re-evaluation of concepts / themes / categories at various stages. Themes and this category will be forming hypotheses, through selective coding, which aims to integrate the context of participants and create a case of the specific issues that they have.

One of the tools used in phenomenology is a computer-based data analysis program. In this case, textual analysis in the process of grounding the data was performed using N-Vivo software, which can facilitate the process of data analysis in grounded theory in several ways. When the data has been retrieved, the memo attached to the documents obtained from focus groups and categories of coding. With these programs researchers can conduct an open coding, axial coding, perform non contextual hyperlink on the data, such as recording or photograph, perform coding based on demographic information, and explore ideas visually using the model. With a variety of convenience does not mean the computer perform data analysis, researchers still have to ask the question, interpret the data, decide what will be encoded, and use computer programs to maximize the efficiency of the process.

VIII. RESEARCH STAGES

Research focus is placed on the inside of questions designed to explore and identify the specific characteristics of the ten successful women entrepreneurs who are considered to have contributed to their success in entrepreneurship.

The informant tenth is a successful female entrepreneur in Surabaya. Each informant has been able to maintain and develop its business for at least five years and consider themselves successful. Interviews were conducted from September 2017 until December 2017.

The interview guide was used to start the question / open conversation during the interview. Ensuring open questions interview questions provide the flexibility to submit further questions to obtain additional information from each informant [11]. Every prior to interviews, researchers assure informants that the names used are pseudonyms in order to protect the name and information. Each result of information received from the interviews will be coded for anonymity. Researchers used a semi-structured approach that allows researchers have the opportunity to ask follow-up questions needed to clarify the answers, and identify categories and themes emerged.

Interviews were conducted using an interview guide consisted of a standard set of open questions [14]. Researchers used an interview guide to standardize the order of time, ease of management time and assist in interviewing informants in a focused, methodical, and complete making it easier for researchers to analyze the results [15]. Researchers used a seven-step method of van Kaam modified by Moustakas [16] to do this phenomenological research. The question researchers focused on the perspective of each woman about her experience in developing a business.

IX. DISCUSSION

Researchers identified eight important themes were obtained from interviews with 10 successful women entrepreneurs by using 20 questions. The main focus of the

interview is to identify the characteristics / main factor that very support women entrepreneurs to achieve success in business.

RQ 1: What life experience gained from women entrepreneurs in maintaining their own business for five years or more?

Researchers identified three themes of the answers informant against RQ 1. Researchers include the percentage of answers of informants in every part of the theme and the number of the frequency response of the informants experience below.

A. Perseverance

Fifty percent of the women interviewed entrepreneurs (5 informants) answered perseverance as characteristics required to succeed as a woman entrepreneur. Answer informants included comments such as:

P2: Perseverance is important, to be successful we must never stop.

P3: Rejecting failed We have taken every challenge and turn it into an opportunity. High persistence necessary to make the challenge as an opportunity.

B. Customer Service

Fifty percent of the women interviewed (5 respondents) Replied that good customer service will lead us to success in entrepreneurship. Answers of informants can be seen from comments such as:

P1: I was raised to treat people how I want to be treated.

P3: I work in the healthcare industry, where I learned to treat people like people instead of the disease.

Q7: It's important for me to serve others well because I was happy when served.

Q8: Since I treat people like how I want to be treated, with respect.

C. Personality

Forty percent of the informant (4 informants) to identify personality as the characteristics required by successful women entrepreneurs. Answer informants include comments such as:

Q4: I have a desire to teach and help people improve their entrepreneurial skills.

P7: Having a good personality to treat others well, because I would want to be treated well.

Q9: I always train my personality by treating customers well.

Responding RQ 1, fifty percentage of informants agree diligence and provide good customer service is very important and the key to successful business sustainability. Forty Percent informant also said that having a good personality is very important to maintain our efforts. It could be inferred from the answer the first research question is perseverance, providing good customer service, and has a good personality is the key to success to maintain the sustainability of our business.

RQ 2: What is the most important characteristic and must be owned by women entrepreneurs to be a successful entrepreneur?

Researchers identified two themes of the answers informant against RQ 1. Researchers include the percentage of answers of informants in every part of the theme and the number of the frequency response of the informants experience below.

D. Persistence

Twenty percent of informants (2 informants) during interviews identified tenacity as the characteristics required by women entrepreneurs to succeed. Responses informants include comments such as:

P1: Persistence shall be held so that the business continues.

Q5: You have to keep trying because failure is when you've stopped trying.

E. Durability

Twenty percent of informants (2 informants) recognizes the excellent durability are the characteristics required by successful women entrepreneurs. Feedback from informants included comments such as:

P4: Resilience of our business is strongly influenced by our endurance.

Q9: To be successful in business you have to have the determination, flexibility, and support for the family and it all takes excellent durability.

Responding RQ 2, only twenty percent of the informants agree persistence and endurance are very important and becomes essential characteristics for successful entrepreneurship. This means that there is no conclusive evidence to support the perceived characteristics most important to women become successful entrepreneurs.

X. CONCLUSION

This study has limitations, among others: (1) the informant is a successful female entrepreneur from the same town of Surabaya, and (2) the number of informants' only ten people who may not be into a representation of the whole group of representatives of women entrepreneurs. However, against the bias study, researchers maintain a constant state of awareness

of the personal biases that may arise. A personal notebook is also available to record problems. In addition, to ensure the correctness of the interview, each informant reviewing the transcript and ensure they are accurate. This study will also add practical evidence for women entrepreneurs by identifying significant characteristics in the construction, development and success of women's entrepreneurship.

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