

EXPLORING WOMEN'S ENTREPRENEURIAL BEHAVIOR FROM THE PERSONAL ASPECT

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ABSTRACT

This study explores women's entrepreneurial behavior regarding passion, self-efficacy, and entrepreneurship opportunities. This study uses the Partial Least Square analysis tool to examine the three linkages to women entrepreneurs running their businesses for at least one year. The output of this research found that passion has a direct and significant effect on entrepreneurial self-efficacy and entrepreneurial opportunity recognition. Furthermore, women entrepreneurs' passion and awareness of business opportunities directly influence their entrepreneurial behavior. However, entrepreneurial self-efficacy does not influence the behavior of women entrepreneurs, which makes entrepreneurial self-efficacy incapable of being a mediator. On the other hand, entrepreneurial opportunity recognition is proven to mediate the relationship between entrepreneurial passion and entrepreneurial behavior. This research contributes to business development efforts for women entrepreneurs.

Keywords: *Behavior, Opportunity Recognition, Passion, Self-Efficacy, Women Entrepreneur*

A. INTRODUCTION

Entrepreneurship is a social and economic foundation in many countries. Entrepreneurs are the most significant contributors to the Gross Domestic Product (GDP) and the biggest job creators. On the other hand, entrepreneurship is a source of livelihood and has become a way to reduce poverty and improve household welfare. Entrepreneurship encourages innovation that can increase productivity and provide solutions to realize the Sustainability Development Goals (SDG). Entrepreneurial development is not only dominated by men as business actors, but women also have an excellent opportunity to become entrepreneurs, known as women entrepreneurs (Kungwansupaphan & Leihaothabam, 2016). Women entrepreneurs are involved in planning, starting, organizing, and managing a business venture.

The growth in the number of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is inseparable from the role of women entrepreneurs. Compared to the world average, Indonesian women have a higher business ownership ratio. Data from Google and Kantar in 2020 shows that women's response in Indonesia is increasingly optimistic about entrepreneurship. It is recorded that the number of women in Indonesia who have become entrepreneurs is 49%, and women who want to do business in the future are as much as 45% (Kominfo, 2021). According to Kominfo (2021), MSMEs managed women are as many as 37 million MSMEs (almost around 60%) of the 64.2 million MSMEs in Indonesia.

Even so, women entrepreneurs still face fundamental obstacles in developing their businesses. The International Finance Corporation-World Bank Group and USAID undertook a Focus Group Discussion (FGD) study to understand better women's issues on a personal, household, and social level. Women are restricted by the requirement to balance their domestic duties with their need to concentrate on their business. Anxiety and a lack of self-confidence are additional barriers for women. The women participants in the FGD said that their families and other community members often criticized them for not prioritizing home and family. In the FGD, most women discussed their dread of failure and its effects, including face loss, judgment from family and society, and—most importantly—the potential loss of assets offered as collateral. Women are more pressured than their husbands to make timely credit and cash flow repayments because they feel more responsibility for the home and family. Women also feel restricted by culture and society, including restrictions on freedom of movement. Those living in rural areas need help accessing government offices and other business-related services far from their communities. Often, they are not allowed to travel on their own or need more time or money.

Additional research confirms the above research conclusions. Gosta said that women's obstacles lie in women's doubts about their potential as businesspeople, tend to be less skilled or feel limited by cultural barriers in developing networks than men, are less observant in seeing opportunities, and tend to be hesitant in exploiting them into new businesses (Gosta, 2017). On the other hand, Unicef, in its findings, revealed that women face more significant structural barriers due to discriminatory gender norms, a high burden of unpaid care, limited access to productive assets, limited opportunities to develop appropriate skills, limited access to finance, unavailability of entrepreneurial networks and mentors, and policies, laws, and regulations that are gender blind (Unicef, 2021). Yesterday's economic fall due to the COVID-19 pandemic had a more significant impact on women entrepreneurs. This is because most business sectors run by women must be closed during the lockdown period, such as beauty, crafts, social care, and retail (Andriani, 2020). Rachmawati proves that an unequal division of labor in domestic life, such as childcare and household chores, is the most significant barrier for women entrepreneurs in managing their businesses before and during the COVID-19 pandemic (Rachmawati, 2021).

In various industries, women must have entrepreneurial behavior that enables them to be innovative, take risks, and be competitive (Corrêa et al., 2022). In several

eastern regions of Indonesia, the characteristics of women's entrepreneurship are identical to those of the micro-enterprise level. This characteristic is associated with the local culture and is nicknamed 'papalele'. When entrepreneurship, they prioritize collaboration and cooperation rather than competition. What is important is how their daily needs can be met. In his research, Far Far explained that MSME processing sago in Mollucas has limited opportunities, such as creating various types of processed products that can be produced from sago. This is due to their low efforts to find information about processing and opportunities for processed food made from sago. Sago processing SMEs have been satisfied with their performance so far. They tend not to innovate because they lack the courage to take risks (Far Far, 2022). On the other hand, Mansim and Usman (2020) revealed that innovation is not the main factor in entrepreneurship for native Papuans.

The ability of women entrepreneurs to run a business requires both entrepreneurial behavior and passion within them. When someone has an interest and expertise in a particular field, that person will run a business with positive feelings and be happy running a business. Previous researchers have discussed that entrepreneurial passion can shape entrepreneurial behavior (Feng & Chen, 2020). Opportunity recognition can be an essential link between entrepreneurial passion and entrepreneurial behavior. Entrepreneurs who are passionate and have a strong desire to make themselves more sensitive to the opportunities and obstacles in their business. Entrepreneurial opportunity recognition is defined as the comprehensive ability of entrepreneurs and startups to understand the main components of entrepreneurship related to business opportunities, such as target market, user demand, resource acquisition, and environmental dynamics (Tu et al., 2023). In addition, according to Liu et al. (2017), self-efficacy is obtained from life experience, and positive self-efficacy encourages self-confidence to carry out the intended behavior.

Many studies have investigated the factors that influence a woman's interest in starting entrepreneurship, but theoretical perspectives on women entrepreneurs' behavior still need to be available. Bao et al. (2017) have researched the relationship between opportunity recognition, entrepreneurial spirit, and entrepreneurial behavior in China. Their research results show that passion is related to entrepreneurial behavior. Bao et al. (2017) also said that opportunity recognition partially mediates the relationship between passion and behavior. On the other hand, Li et al. revealed that entrepreneurial self-efficacy also mediates the relationship between entrepreneurial passion and entrepreneurial behavior in 346 students majoring in business (Li et al., 2020).

Furthermore, research from Karya et al. (2022) conducted in Indonesia is also limited to examining the relationship between entrepreneurial passion and entrepreneurial self-efficacy and its impact on entrepreneurial intentions in general.

On the other hand, Nawir and Christiani (2019) raised opportunity awareness as a predictor of startup business sustainability among students. De Rozari et al. (2020), Far Far (2022), and Mansim and Usman (2020) also did not specifically talk about the behavior of women entrepreneurs in eastern Indonesia. Other research is still limited to discussing the growth and sustainability of women-owned businesses without further examining personal entrepreneurship, which is the root

of the problem when women want to start and run a business (Sabir & Shoukat, 2021). This is as conveyed by Unicef in the research they conducted. They say that women's entrepreneurship barriers are interrelated and begin to appear when women are born. In their qualitative study, Rita et al. (2019) revealed that the glass ceiling is not the primary motivation for women to run their businesses. Many of them feel that no "push" element makes them entrepreneurs but rather a "pull" element. This means that women's entrepreneurial motivation tends to be done out of necessity. Thus, it is interesting to explore their entrepreneurial behavior further. This knowledge gap leads to a lack of understanding of women's entrepreneurial activities.

This research examines further personal issues related to entrepreneurship by women entrepreneurs in Indonesia, especially in eastern Indonesia. This study will link the reality of women's entrepreneurship behavior at the micro, small, and medium levels, considering the significant contribution of this business to the economy. Furthermore, this behavior will be associated with entrepreneurial passion, entrepreneurial self-efficacy, and entrepreneurial opportunity recognition, which are said to be determinants of a woman's entrepreneurial behavior. This research aims to prove whether women entrepreneurs have passion, believe in their abilities, and know the business opportunities surrounding them. How does this woman's entrepreneurial passion affect her ability to see opportunities? What are the behavior models of women entrepreneurs? What are these three predictors? Affect their way of behaving? Furthermore, this research will contribute to shaping alternative models of women's entrepreneurship in eastern Indonesia regarding personal characteristics.

B. LITERATURE REVIEW

Entrepreneurial passion is a positive feeling that arises intensely and consciously within entrepreneurs because involvement in entrepreneurial activities is related to the role and meaning of their identity as entrepreneurs (Cardon et al., 2017). A favorable attitude toward activities significant to the entrepreneur's identity can also signify entrepreneurial passion (Huyghe et al., 2016). Entrepreneurial passion refers to an entrepreneur's enthusiasm and passion for running a business (Newman et al., 2021). Passion plays a vital role in entrepreneurial success because it can motivate the entrepreneur to continue developing and overcoming obstacles that may occur during her business. Two critical dimensions of entrepreneurial passion are strong positive feelings and identity centrality (Cardon et al., 2017). Intense positive feelings are affective phenomena involving strong desire, such as enthusiasm, fervor, and deep longing. Meanwhile, identity centrality is primarily focused on an individual's identity—in this case, their identity as an entrepreneur.

Self-efficacy is the belief in an entrepreneur's ability regarding her entrepreneurial activities (Li et al., 2020). Self-efficacy is not a person's skill but rather the conviction that a person can attain a goal by engaging in specific activities (Feng & Chen, 2020). Entrepreneurial self-efficacy is a person's belief in her abilities and skills to complete business processes (Shahab et al., 2019). Entrepreneurial self-efficacy manifests self-confidence from entrepreneurs' success

in entrepreneurial behavior and their abilities. The more self-efficacy an entrepreneur has, the more assured they can use their skills to change their surroundings (Alshebami, 2022). Entrepreneurial self-efficacy can predict entrepreneurial psychology and behavior by indicating entrepreneurial abilities in completing assessments and perceptions of entrepreneurial conduct.

Opportunity recognition is the ability of individuals to see business opportunities in the surrounding environment by trying to find consumer demand for the products they need. Opportunity recognition is an individual's ability to recognize business opportunities to communicate by combining owned resources with existing market potential in the best possible way to generate profits. Someone who identifies opportunities means that he can become an entrepreneur to increase business probabilities. In this case, those seeking opportunities tend to have good entrepreneurial behavior (Adeel et al., 2023).

Entrepreneurial behavior is an individual's behavior, attitudes, and actions in creating and controlling all the problems that occur in the process and activities of an entrepreneur (De Jong et al., 2015). Entrepreneurial behavior is often associated with persistence, resilience, adaptability, and a willingness to learn and adapt to changing circumstances. Entrepreneurial behavior is associated with activities such as discussing products with potential customers, gathering market/competitor information, writing business plans, product/service development, marketing or promotion, providing business capital, external funding, filing patents/copyrights/brands, business registration (Adeel et al., 2023). In an entrepreneur, entrepreneurial behavior is an individual behavior within a business organization to create a business atmosphere that supports a positive direction. Entrepreneurial behavior carried out for business must aim to obtain material benefits obtained from a business (Feng & Chen, 2020).

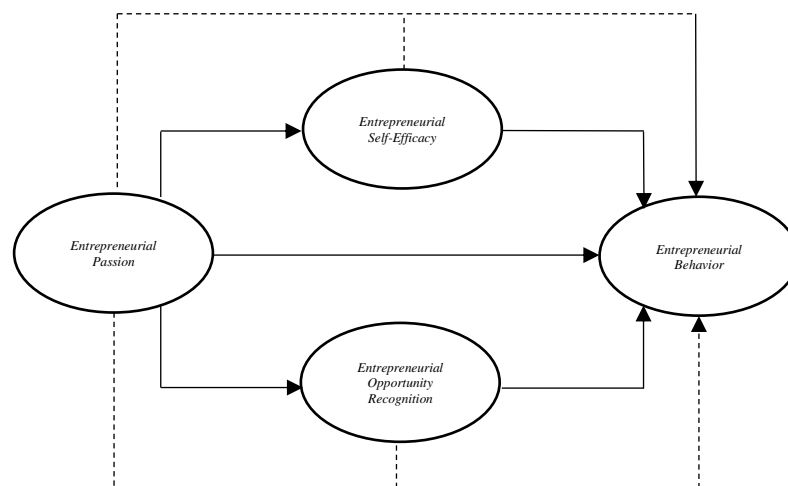


Figure 1.
Conceptual model

C. RESEARCH METHOD

The type of research that will be used is quantitative research to measure the effect of two or more variables using data in the form of numbers so that it can be measured and related to specific theories and models of a sample or population and has the aim of testing hypotheses with systematic data. Non-probability sampling combined with purposeful sampling is the sampling technique utilized in this study. The population of this research is the owners of women's Micro, Small, and Medium Enterprises (MSMEs) in eastern Indonesia, including Ambon, Kupang, and Papua. The sample criteria in this research are MSME women entrepreneurs in eastern Indonesia who have been running their businesses for at least one year. The number of samples used in this study was 203, which followed the minimum sample requirements of 30-100 (Ghozali, 2014). Respondents in this study were dominated by women entrepreneurs between the ages of 21-35 years (71,6%) with a bachelor's degree (52,1%). Most of them have businesses in the retail sector (21,6%) with 1-5 employees (45,8%), a revenue range of fewer than 100 million rupiahs per year (micro business level) (31,1%), and have physical stores (79,5%). In managing capital, most women entrepreneurs come from their savings (54,7%), and they have never received assistance from the government (84,7%). On average, their business has been established for 2-3 years (56,8%), and 15,8% have been running it for over five years.

The data collection method in this study used an online questionnaire distributed via WhatsApp, Line, and Instagram. The screening question, respondent identity, and research indicator items are the three sections of this questionnaire. In the respondents' identity section, respondents were asked to provide their age, type of business sector, number of employees, physical store ownership, capital sources, involvement in receiving government assistance, business turnover, and recent education. The measurement of entrepreneurial behavior variables uses nine modified statement items from research by (Adeel et al., 2023) previously developed by (Kautonen et al., 2015). This research also refers to Cardon et al. (2017), who said that entrepreneurial passion is a positive feeling that can be felt intensely and strongly that will be experienced when someone is involved in an entrepreneurial process and activity. Entrepreneurial passion has two indicators, intense positive feeling and identity credibility, which are then translated into 13 statement items. One of the items in the statement is, "Having my own business makes me more excited."

Furthermore, entrepreneurial self-efficacy is a person's belief in her abilities and skills to complete the business process. Entrepreneurial self-efficacy in this research has 4 statement items adopted from (Li et al., 2020). One of the statement items is, "I believe I can think creatively for my business." At the same time, the measurement items of entrepreneurial opportunity recognition are modified from research conducted by (Adeel et al., 2023). Entrepreneurial opportunity recognition in this research has four indicators. This research uses a Likert scale of 5, namely 1 (strongly disagree) to 5 (strongly agree), to measure these statements (Sugiyono, 2014).

Partial Least Squares (PLS) - Structural Equation Model (SEM) data analysis is used in this work. Partial Least Square (PLS) is a structural equation analysis data

collection method that can analyze the relationship between the variables used to carry out measurement tests and structural models. The measurement model used is a validity and reliability test, while the structural model used is the coefficient of determination, predictive relevance, and path coefficient.

D. RESULTS AND DISCUSSION

The Measurement Model

In testing the convergent validity of the measurement model evaluation, the loading factor for each variable exceeded the value of 0,5 (Jr. et al., 2021). This means that the indicators used in this study have met convergent validity. The outer loading ranges for Entrepreneurial Passion, Entrepreneurial Self-Efficacy, Entrepreneurial Opportunity Recognition, and Entrepreneurial Behavior are 0,674-0,783; 0,643-0,797; 0,670-0,838 and 0,665-0,756. The AVE value is already above 0,5, which means that the construct has explained 50% of the variance of the indicators that make up the construct (Jr. et al., 2021). A construct's AVE square root value must be greater than its correlation value with other constructs.

Furthermore, the consistency of research respondents' answers with a composite reliability value of more than 0,8 can be reliable (Ghozali, 2014). Composite Reliability (CR) is a measure that describes the extent to which the constructs in the model have high reliability. CR is generally preferred in PLS-SEM analysis because it can overcome the problems that may arise when using Cronbach's Alpha under some conditions, especially when there are correlated reflective latent variables.

Table 1.
 Results of the Measurement Model

	Composite Reliability	Average Variance Extracted (AVE)
EB	0,802	0,503
EP	0,839	0,511
OR	0,840	0,569
SE	0,800	0,502

Description: EB = Entrepreneurial Behavior; EP = Entrepreneurial Passion; OR = Entrepreneurial Opportunity Recognition; SE = Entrepreneurial Self-efficacy

Source: Processed Data (2023)

The Structural Model

This model is good at measuring variations in the value of entrepreneurial passion, entrepreneurial self-efficacy, entrepreneurial opportunity recognition, and entrepreneurial behavior variables. The coefficient of determination in this research lies between 0 and 1, namely 0,582 (EB), 0,554 (SE), and 0,450 (OR). The independent variable provides almost all the information needed to predict the dependent variable (Ghozali, 2014). The model in this study also has relevant predictive value, where the model used can explain the information in the research data by 89,75%. The formula calculates this value (Jr. et al., 2021). Other factors outside the model explain the remainder of Q^2 of 0,1025 (10.25%).

Table 3 presents the results of estimating the relationship between all latent variables in this research. Five of the seven hypotheses are accepted because the p-

value is less than 0,05. Path coefficient between variable EP and SE show a significant effect ($\beta = 0,744$, $p < 0,000$), variable EP and OR of 0,671 ($p < 0,000$), the OR and EB variables were 0,286 ($p < 0,000$), EP and EB variables of 0,484 ($p < 0,000$). However, the SE and EB variables had no significant effect, with p values of 0,494. Entrepreneurial opportunity recognition in this research is proven to mediate the relationship between EP and EB with a significance of 0,000, whereas entrepreneurial self-efficacy does not occur.

Table 2.

R-square

Variables	R-square	R-square adjusted
EB	0,582	0,576
SE	0,554	0,552
OR	0,450	0,448

Source: Processed Data (2023)

Table 3.

Hypothesis Testing Results

Hypothesis	Relationship	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T _{statistics} (O/STDEV)	P _{values}	Results
H ₁	EP → SE	0,744	0,747	0,046	16,146	0,000	Supported
H ₂	EP → OR	0,671	0,676	0,058	11,545	0,000	Supported
H ₃	SE → EB	0,069	0,076	0,101	0,685	0,494	Not Supported
H ₄	OR → EB	0,286	0,283	0,077	3,698	0,000	Supported
H ₅	EP → EB	0,484	0,484	0,089	5,417	0,000	Supported
H ₆	EP → SE → EB	0,051	0,056	0,075	0,683	0,494	Not Supported
H ₇	EP → OR → EB	0,192	0,191	0,054	3,549	0,000	Supported

Source: Processed Data (2023)

Discussions

In this research, the entrepreneurial passion of a woman entrepreneur can influence their belief in being able to think creatively for business. Entrepreneurial passion can also increase their confidence to create new products and opportunities and commercialize their business ideas. The more positive the entrepreneurial passion, the higher the entrepreneurial self-efficacy (Biraglia & Kadile, 2017; Li et al., 2020; Neneh, 2020). Cardon et al. showed that entrepreneurial spirit increases competence and self-confidence (Cardon et al., 2017). Entrepreneurial passion makes individuals believe they can develop their businesses and face any challenges in entrepreneurship (Indyastuti et al., 2021). Entrepreneurial passion plays a significant role in growing self-confidence in their entrepreneurial abilities, with an influence of 74.4%. Women entrepreneurs' self-efficacy in this research is high (Mean = 4,148).

However, this high self-efficacy is not able to influence their entrepreneurial behavior. Lack of knowledge and limited access to capital from the government and non-government makes these women entrepreneurs feel they need more structural support when running their businesses. Data shows that 84,7% of respondents have

never received assistance from the government. Mostly, their capital comes from their savings (54,7%). Some borrow from their parents. This fact aligns with that expressed by (Newman et al., 2021) and (Sitinjak, 2019), which state that entrepreneurial self-efficacy fluctuates or is situational and is not a static belief. In other words, a person's ESE can vary when responding to the demands of the situation. Even though initially a person has strong beliefs when running her business, in her journey, MSMEs must adapt to the existing environment. Ultimately, entrepreneurial self-efficacy cannot mediate the relationship between entrepreneurial passion and entrepreneurial behaviors. (Cumberland et al., 2015) revealed that environmental factors must also be considered in the relationship between entrepreneurial self-efficacy and entrepreneurial behavior.

On the other hand, entrepreneurial passion and behavior are interrelated concepts that influence each other in entrepreneurship (Bao et al., 2017). Someone passionate about entrepreneurship will be more likely to develop their skills to improve at these entrepreneurial activities (Neneh, 2020). Someone who has an entrepreneurial passion will be more likely to find ways to acquire and develop relevant skills related to the entrepreneurial activity) (Huyghe et al., 2016). When an individual has high entrepreneurial passion, she tends to show more dynamic behavior in starting and developing her business (Li et al., 2020). In this research, women entrepreneurs who like to find new ways to meet the needs of unserved markets or consumers will tend to try to discuss products or business ideas with potential customers to explore their needs. When passion becomes the basis for owning, growing, and developing a business, women entrepreneurs will seek information about the market and obtain external funding. In constantly seeking business success, obsessive-passion entrepreneurs will increase their entrepreneurial endeavors and encourage entrepreneurial persistence (Tu et al., 2023).

This study also found that a woman entrepreneur's passion can give them a unique awareness of new business opportunities. Women entrepreneurs with high passion are used to capturing potential business ideas in their surroundings. This finding is similar to previous research conducted by (Bao et al., 2017) and (Tu et al., 2023). (Tu et al., 2023) revealed that the positive effect of passion plays a vital role in stimulating entrepreneurs to take the initiative by recognizing opportunities. The second hypothesis states that entrepreneurial passion significantly affects entrepreneurial opportunity recognition, which can be accepted in this case.

This research also proves that entrepreneurial opportunity recognition from women entrepreneurs can influence their entrepreneurial behavior. Exploring potential business opportunities can help companies develop competitive advantages in the market. Doing so can prevent competitors from imitating them (Donbesuur et al., 2020). Entrepreneurial passion is a psychological state that can make aspiring entrepreneurs believe that they can undergo certain stressful situations and still be able to succeed (Neto et al., 2023). However, the effect needs to be bigger, namely 28,6%. There are indications that structural support can influence entrepreneurial activity, such as regulatory support (Foo et al., 2016; Goel et al., 2015). In this research, entrepreneurial opportunity recognition can mediate the relationship between entrepreneurial passion and behaviors. (Tu et al., 2023)

revealed that the positive effect of passion plays a vital role in stimulating entrepreneurs to take the initiative by recognizing opportunities and increasing entrepreneurial behavior.

E. CONCLUSIONS

Women entrepreneurs in eastern Indonesia have entrepreneurial passion and entrepreneurial self-efficacy and are aware of the business opportunities surrounding them. The entrepreneurial passion of a woman entrepreneur can influence their confidence to think creatively for business, create new products and opportunities, and successfully commercialize their business ideas. This study also found that a woman entrepreneur's passion can give them a unique awareness of new business opportunities. Passion and awareness of business opportunities from women entrepreneurs influence their entrepreneurial behavior. However, self-efficacy in entrepreneurial abilities cannot influence the behavior of women entrepreneurs, which makes entrepreneurial self-efficacy unable to mediate between entrepreneurial passion and entrepreneurial behavior. Meanwhile, entrepreneurial opportunity recognition mediates the relationship between passion and behavior.

To increase good entrepreneurial behavior, women entrepreneurs must attend seminars or training related to entrepreneurial skills and mentality in collaboration with educational institutions, non-governmental organizations, or local partners to provide such training. The government must also provide regular forums or meeting events where women entrepreneurs can exchange experiences, support each other, and forge business partnerships. Through these activities, it is hoped that women entrepreneurs will increase their passion, self-efficacy, and ability to see opportunities when they run their businesses. On the other hand, the government must also support them with more accessible business capital loan programs, holding business promotion exhibitions, increasing digital literacy, and basic infrastructure supporting MSME growth, such as access to electricity, clean water, or transportation. In the future, further research can develop research topics by increasing the number of samples so that they can be generalized better or even more specific, considering this research has limitations. Other factors besides personal aspects can also be used to determine women's entrepreneurial behavior, such as relational and structural support.

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