



Analysis of Factors That Motivate Entrepreneurial Women Through Online Business (Study on Residents of Lamongan District)

Noer Rafikah Zulyanti

Department of Management, Islamic University of Lamongan, Indonesia Jetis, Lamongan, Lamongan Regency, East Java

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E-mail :
rafikahalie@gmail.com

ABSTRACT

The economic well-being of the community is measured from the level of entrepreneurship. This will happen if all family members have their own income to fulfill their needs. The purpose of this study is to determine the partial and simultaneous influence of factors that affect the interest in entrepreneurship online in women. This type of research is quantitative, with a total population of 276 and a sample of 86 respondents. The analytical test tools used include validity, reliability, multiple regression t test and F test. The results obtained are freedom in work (X1), business opportunities (X2), personal pleasure (X3), financial security (X4) and social status (X5) that encourage interest in entrepreneurship online have partial and simultaneous effect. This is evidenced by the t test value is greater than the t table value and the calculated F value is greater than the F table, and the most dominant variable is the opportunity factor variable as evidenced by the highest regression coefficient value compared to other variables.

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1. Introduction

Buchari Alma (2013) states that the economic crisis at the end of the 20th century that hit various parts of the world, especially Southeast Asia, was a crisis that resulted in the collapse of the economy in many countries. This crisis also affected companies in these countries including Indonesia. Many large companies in Indonesia were forced to "go out of business" because they were unable to face this crisis. On the other hand, when the economic crisis hit, it turned out that those who were better able to deal with the crisis were entrepreneurs, mostly entrepreneurs. the capital is privately owned. They are stronger in facing the impact of the economic crisis than large companies, most of which rely on combined capital and loans, so that when they mature, they find it difficult to repay because of the impact of the stronger dollar value compared to the rupiah. Knowing this situation, it can be seen that there is a great opportunity to develop yourself into an entrepreneur.

At present we face the fact that the number of Indonesian entrepreneurs is still small and the quality cannot be said to be great, so that the problem of Indonesian entrepreneurial development is an urgent issue for the success of development. If we pay attention to the benefits of having entrepreneurs, there are many.

The development of women entrepreneurs in developing countries like Indonesia has the potential to be the main motor driving the process of empowering women and social transformation (Tambunan, 2012). The Central Bureau of Statistics noted that out of 55.53 million MSMEs, 54 million of them were micro enterprises. Of these MSME actors, 0.1% are women entrepreneurs. Meanwhile, the Ministry of Women's Empowerment and Child Protection (KPPA) noted, of the approximately 46 million micro, small and medium enterprises (MSMEs), most of the home industries and around 73% of their managers are women (Hetty Karunia Tunjungsari and Franky Slamet, 2018). Many women do business not to enrich themselves. In the course of their business, both naturally and with full awareness, sharing, devoted attention to social, as well as humanity, and the environment. Some women entrepreneurs start their business with heart, based on pleasure or personal interest.

2. Study of Learning Outcomes Theory

2.1 Enterprises

According to Alma (2013), entrepreneurship is a person who sees an opportunity then creates an organization to take advantage of these opportunities. According to Wibowo (2011), entrepreneurship is a person who is skilled at taking advantage of opportunities in developing his business, with the aim of improving his life. In other words, entrepreneurs are people who have a high spirit of creativity and innovation in their lives. According to the Big Indonesian Dictionary (KBBI), an entrepreneur (entrepreneur) is a person who is smart or talented in recognizing new products, determining new production methods, arranging operations for procurement of new products, marketing them, and regulating operating capital.

2.2 Internet Marketing

Mohammed (2003: 82) in his book Internet Marketing, defines internet marketing as a process in building and maintaining customer relationships through online activities which are the exchange of ideas, products, services that can meet customer satisfaction. This form of marketing is basically a very large public site on a computer network with various different types and comes from various countries around the world to one another into a very large information container (Kotler and Armstrong (2008: 237). Internet marketing is form of business of the company to market its products and services and build relationships with customers through the internet.

2.3 Use of Social Media

Social media according to Philip Kotler and Kevin Keller (2012: 568), is a means for consumers to share text, image, audio and video information with one another and with companies and vice versa. The role of social media is increasingly being recognized in boosting business performance. Social media allows small businesses to change the way they communicate with customers, market products and services and interact with customers in order to build good relationships. According to Puntoadi in Viny Putri Fauzi (2016) the use or utilization of social media is as follows: 1) building personal branding, through social media is not knowing tricks or false popularity, because the audience will determine. build personal



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branding. 2) Social media provides an opportunity to interact more closely with consumers. 3) Social media offers a more individual form of communication. Through social media, marketers can find out about their consumer habits and interact personally and build deeper bonds. Antony Mayfield (2008: 05) in Siti Nurjanah (2014) states several indicators of a social media, 5 of which are: 1) Participation, social media encourages contributions and feedback from everyone who is interested. 2) Openness, almost all social media services are open to feedback and participation. 3) Encourage voting, commenting and sharing of information. 4) Conversation, communication that exists between two directions, and Communication. Social media provides opportunities for communities to form quickly and communicate effectively. Communities share the same interests, for example photography, political issues or favorite television and radio programs, which can be distributed to the public, of course, through these social media. 5) Connect with each other. Almost all social media are successful at connecting, creating links to websites, other sources and people.

2.4 Motivation and Entrepreneurial Interests

Motivation is formulated as encouragement, whether caused by factors from within or outside the employee, to achieve certain goals in order to meet or satisfy a need for the smooth running of the business. The role of motivation in entrepreneurship can be analogous to the fuel that drives the engine. Adequate entrepreneurial motivation will encourage active behavior in entrepreneurship, but too strong a motivation can actually have a negative effect on the effectiveness of the business. Motivation also serves to influence interest in entrepreneurship. One's interest in an object begins with one's attention to that object. Interest is something that is very decisive in every business, so interest needs to be cultivated in every entrepreneur. Interest is closely related to attention, so these factors are nature, mood or feelings, environmental conditions, stimulants and willingness (Nurwakhid, 1995). According to Santoso (1993) in Wulandari (2013), defining entrepreneurial interest is a psychological symptom to focus attention and do something about the entrepreneur with feelings of pleasure because it brings benefits to him. Venesaar et al (2006: 104)

3. Research Methods

According to Sugiyono (2016), quantitative research methods are called traditional methods. Therefore, to achieve the research objectives as expected, in compiling this thesis and obtaining conclusions, the collected data will be analyzed by quantitative analysis.

The population in this study were residents of Tambakboyo Village with a total of 276 female residents. Then for the sampling technique used was purposive sampling. In which the collection with the terms women who are entrepreneurs. And found a sample of 86 respondents.

The data collection method in this study used a questionnaire instrument that was distributed to respondents. Operational variables in this study consisted of independent variables consisting of: freedom in work, business opportunities, personal interest / pleasure, financial security and social status. And the dependent variable was motivation. entrepreneurship online Then for the analysis tool using the validity test of the data consisting of validity test, reliability test, multiple regression test, determination coefficient test, t test and F test

4. Results and Discussion

Based on the research results, the following test results were obtained:

4.1 Test the validity

The validity test is used to measure whether or not a questionnaire is valid or valid by comparing the calculated r value with the r table

Table 1

Variable X1 (Freedom at Work)				
Variable	Indicator	Score r hitung	Score r table	Information
Freedom at Work	1	0.362	0,2159	Valid
	2	0.748		Valid
	3	0.797		Valid

Source: Processed from SPSS Version 16.00

Table 2

Variable X2 (Business Opportunities)				
Variabel	Indicator	Nilai r hitung	Nilai r table	Keterangan
Peluang Bisnis	1	0.661	0,2159	Valid
	2	0.714		Valid
	3	0.713		Valid
	4	0.753		Valid

Source: Processed from SPSS Version 16.00

Table 3

Variable X3 (Personal Interest / Pleasure)				
Variable	Indicator	Score r count	Score r table	Information
Personal Interests / Pleasures	1	0.420	0,2159	Valid
	2	0.579		Valid
	3	0.640		Valid
	4	0.428		Valid

Source: Processed from SPSS Version 16.00



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Table 4
Variabel X₄ (Keamanan finansial)

Variable	Indicator	Score r count	Score r table	Information
Financial security	1	0.814	0,2159	Valid
	2	0.794		Valid
	3	0.778		Valid

Source: Processed from SPSS Version 16.00

Table 5
Variabel X₅ (Status Sosial)

Indicator Question	No. Question	Score r count	Score r table	Information
Social status	1	0.797	0,2159	Valid
	2	0.784		Valid
	3	0.790		Valid

Source: Processed from SPSS Version 16.00

Conclusion:

- An item is declared valid, if r count is greater than r table.
- To find out the r table, it can be seen directly in the r table in statistical books.
- From a total sample of 86, obtained r table = 0.2159
- From the table above, the value of the independent variable and the dependent variable, the result is r count is greater than r table, so it can be concluded that the results of these variables are valid.

4.2 Reliability Test

Reliability test is used to show the extent to which measuring instruments can be trusted or reliable. The reliability value is obtained by looking at the Cronbach's Alpha column, if the reliability value is > 0.600, it can be said that the instrument used is reliable, and if the reliability value is < 0.600, it can be said that the instrument used is not reliable. The results of the calculation are shown in the following table. :

Table 6
Realibility Test

No	Variable	Koefisien Alpha	Standart Reliabilitas	Information
1	Freedom at Work (X1)	0,734	0,600	Reliabel
2	Business Opportunities (X2)	0.752		Reliabel
3	Personal Interests / pleasures (X3)	0.650		Reliabel
4	Financial Security (X4)	0.823		Reliabel
5	Social status (X5)	0.821		Reliabel
6	Online Entrepreneurial Interest (Y)	0,783		0,600

Source: Processed from SPSS Version 16.00

The table above shows the results of reliability testing with Cronbach's Alpha SPSS method obtained by alpha coefficient on all independent variables Freedom at Work (X1) of 0.734, Business Opportunity (X2) of 0.752, variable Personal Interest (X3) of 0.650, variable Financial Security (X4) of 0.823 and Social Status (X5) of 0.821 while the dependent variable Online entrepreneurial interest (Y) is 0.783 greater than the standard of reliability (0.600) with a significance level of $\alpha = 5\%$ so that it can be concluded that the instrument in the independent and dependent variables is reliable.

4.3 Multiple Regression Test

Multiple linear regression analysis is used to determine the size of each of the independent variables, namely Freedom at Work, Business Opportunities, Personal Interest / Pleasure, Financial Security, Social Status and the dependent variable of Online Entrepreneurial Interest. The following is a table showing the results of multiple linear regression analysis.

The results of the multiple linear regression test $Y = 5.866 + 0.241X1 + 0.384X2 + 0.031X3 + 0.048X4 + 0.059X5$, it can be seen that the influence of X1 is 0.241 and X2 is 0.384, X3 is 0.031 and X4 is 0.031 and X5 is 0.059, while the constant value amounting to 5,866.

Table 7
Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.866	1.886	
	Freedom at Work	.241	.075	.242
	Business opportunities	.384	.047	.654
	Personal interest / pleasure	.031	.074	.031
	financial security	.048	.061	.058
	social status	.059	.064	.069

a. Dependent Variable: interest in online entrepreneurship

4.4 Test the coefficient of determination



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The results of the regression analysis output can be seen that the value of R2 (R Square) is used to determine the percentage of the contribution of the influence of the independent variable (X) simultaneously to the dependent variable (Y), as in the following table

Table 8
Test the coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.770 ^a	.592	.567	.81176	.592	23.245	5	80	.000	2.290

a. Predictors: (Constant), freedom at work, business opportunities, personal interests / pleasures, financial security, social status

b. Dependent Variable: interest in online entrepreneurship

The results of the determination test based on the data from the calculation of the regression analysis in the table above, the R2 (R Square) number is 0.592 which means 59.2%. This shows that the percentage of the contribution of the influence of the independent variables (freedom in work, business opportunities, personal interest / pleasure, financial security, social status) to the variation of the dependent variable (online entrepreneurial interest) is 59.2%. While the remaining 40.8% is determined by other variables outside the research variables.

4.5 The t test

The t test basically shows whether the independent variable individually has a significant effect on the dependent variable

Table 9
T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.866	1.886		3.111	.003
	Freedom at Work	.241	.075	.242	3.221	.002
	Business opportunities	.384	.047	.654	8.255	.000
	Personal interest / pleasure	.031	.074	.031	3.412	.048
	financial security	.048	.061	.058	2.793	.043
	social status	.059	.064	.069	2.925	.036

a. Dependent Variable: interest in online entrepreneurship

interest in entrepreneurship Based on the results of the partial t test, namely freedom at work (X1), business opportunities (X2), personal interest / pleasure (X3), financial security (X4) and social status (X5) have a significant effect on online entrepreneurial interest (Y), in society. By using a significance level of 5% and a sample size of 86 residents, the t table value is 1.999. Based on the table above, the results of the partial t test obtained tcount (X1) = 3,221> ttable = 1.999, tcount (X2) = 8,255> ttable = 1.999, tcount (X3) = 3,412> ttable = 1.999 and tcount (X4) = 2,793> ttable = 1.999 and tcount (X5) = 2.925> ttable = 1.999. So that H0 is rejected and Ha is accepted, which means that the five variables (X) have a partially significant effect on the online entrepreneurial interest variable (Y). Based on the standard beta coefficient column, it can be seen that the variable that has the most dominant influence is business opportunity. Business opportunities can be seen from various points of view, for a woman who is not bound to work in an office has a lot of time using social media to do business activities. Through the indicator of entrepreneurial interest, namely the willingness and interest to carry out entrepreneurial activities, it strongly supports the function of social media as a means of conducting entrepreneurial activities online.

4.6 Test F

The following is the result of the output obtained from the value of F as shown in the table below on line

Table 10
F Test

Model		ANOVA ^b			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	76.586	5	15.317	23.245	.000 ^a
	Residual	52.716	80	.659		
	Total	129.302	85			

a. Predictors: (Constant), kebebasan dalam bekerja, peluang bisnis, minat/kesenangan pribadi, keamanan finansial, status sosial

b. Dependent Variable: minat wirausaha online

Based on the ANOVA test simultaneously, freedom in work (X1), business opportunities (X2), personal interest / pleasure (X3), financial security (X4) and social status (X5) have a significant simultaneous effect. This is evidenced by the results of Fcount = 23.245> FTable = 2.33 so that H0 is rejected and Ha is accepted, which means the variables of freedom at



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work (X1), business opportunities (X2), personal interest / pleasure (X3), financial security (X4) and social status (X5) has a significant influence simultaneously on interest in entrepreneurship (Y) online.

5. Conclusions

Based on the results of the understanding, it can be concluded as follows:

- There is a partial influence between the variables of freedom at work (X1), business opportunities (X2), personal interest / pleasure (X3), financial security (X4) and social status (X5) on the interest in online entrepreneurship (Y) as evidenced by value of $t_{count} > t_{table}$.
- There is a simultaneous influence between freedom at work (X1), business opportunities (X2), personal pleasure (X3), financial security (X4) and social status (X5) on the interest in online entrepreneurship (Y) as evidenced by the calculated F value $> F_{table}$.
- The dominant variable affecting the interest in online entrepreneurship (Y) is the business opportunity variable, as evidenced by the value of the standardized beta coefficient is the largest compared to other variables.

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