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Entrepreneurial motivation as a determinant of women success in micro small and medium enterprises: A case of Jambi City of Indonesia

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CITATION

Heriberta, Gaus N, Ridwansyah M, et al. (2024). Entrepreneurial motivation as a determinant of women success in micro small and medium enterprises: A case of Jambi City of Indonesia. *Human Resources Management and Services*. 6(1): 3388. <https://doi.org/10.18282/hrms.v6i1.3388>

ARTICLE INFO

Received: 31 October 2023

Accepted: 20 December 2023

Available online: 4 January 2024

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Abstract: Entrepreneurial motivation has been one psychological factor that determines the success of MSMEs as it interacts with external factors. However, this has been scarcely studied in relation to women and the success of MSMEs. This study aims to analyze the effects of motivation and external factors on the success of women running MSMEs in the province of Jambi, Indonesia. A survey research methodology through the distribution of questionnaires on the motivation scale and the success of the MSMEs scale that were constructed by the authors was applied. The rating scale of the questionnaires was rated on a five-point Likert scale. A total of 325 women running MSMEs in Jambi City were given and returned the questionnaires. The results showed that motivation, which is comprised of self-confidence, risk-taking, results-orientedness, intelligence, and skills, has a significant effect on the success of MSMEs. Meanwhile, the success of MSMEs is significantly more affected by time and length of effort than loans or funds due to the decreasing trend of demand for goods and services.

Keywords: entrepreneurial motivation; micro small and medium enterprises; women entrepreneurial; microfinancing; Indonesia

1. Introduction

The sector of micro, small, and medium enterprises (MSMEs) in Indonesia is dominated by females. Of the total number of 65 million units of MSMEs in Indonesia, the majority are owned and run by women (The Bureau of Statistics Centre, 2023). However, the scale of these women's businesses is largely dominated by microenterprises, which is 52.9%. The same is true for small businesses, where 50.6% of employees are women. Medium-sized businesses, on the other hand, account for 34% (The Bureau of Statistics Centre, 2023). It has been widely recognized that women have an important role in the economy, and theirs is doubled through their engagement in MSMEs. Therefore, such an issue is worth particular attention. However, many MSMEs run by women have low productivity, as seen from their low income.

While literature suggests that MSMEs have proved to have value-added and, thus, constitute an important player in the economy in terms of size (Carsrud and Brännback, 2011; Saleh and Ndubisi, 2006), the fact has shown that the evidence shown above indicates that Indonesian women's participation in economic activity still needs enhancement to be able to play in the bigger areas of medium enterprises to contribute more to the nation's economic growth and wealth and also that of their families. Therefore, gender responsiveness or appropriate interventions for women to enhance their MSMEs' capacity should be taken into consideration.

Literature on entrepreneurship suggests that the success of entrepreneurship depends on people's willingness to become entrepreneurs (Murnieks et al., 2020; Shane et al., 2003). To put it succinctly, it depends on the willingness of people to "play" the game (Murnieks et al., 2020; Shane et al., 2003). This is certainly important as, in order to pursue an entrepreneurial opportunity, it takes an evolutionary process, which means that people should be able to have knowledge and skills on how to evaluate and measure any opportunities. And to manifest these, human motivation and cognitive factors constitute one of many important aspects that may determine the success of entrepreneurial activities. As motivation involves cognitive aspects such as ability, intelligence, and skills (Locke, 2000), we believe that understanding what motivates women and how these motivations interact with cognitive aspects that may influence women's actions to start looking for business opportunities plays an important factor that may determine the success or failure of their MSMEs entrepreneurship activities. Because the success of entrepreneurship is not only affected by human action but also by external factors, we argue that both the motivational and external environments will determine the success of women in running their MSMEs. Therefore, we propose in our study to examine the influence of motivation on the success of women in MSMEs. Because we contend that entrepreneurship is related to the process of looking for entrepreneurial opportunities, we focus our study on the analysis of the entrepreneurial process of looking for entrepreneurial opportunities and how that process is influenced by human motivation. Research on entrepreneurial motivation that focuses on such a topic is lacking. Therefore, we believe that our study may bridge this lacuna and advance understanding about the particular roles of human motivation and cognitive factors in influencing human actions in making entrepreneurial decisions and in influencing the entrepreneurial process.

While research on entrepreneurial motivation is rife, its foci have been on the dichotomy of external pull and push factors (Kirkwood, 2009; Nchimbi, 1999), which are related to economic motives. Other research has concentrated on factors that are related to individual and environmental factors, such as limited marketing areas, low-quality human resources, low entrepreneurial spirit, and limited access to capital (Adom and Asare-Yeboah, 2016; Cabrera and Mauricio, 2017; Peters and Brijlal, 2011; Zamberi Ahmad, 2011). None of this research focuses on the interaction of "process-opportunity-entrepreneurial success".

Meuller and Cockburn (1995) argue that the cognitive aspects of motivation do not work in isolation in order to bring success in entrepreneurship. They need to interact with external factors as well. Financial supports or loans from banks or from governmental institutions, education, the length of time spent, and independence may also become important factors that contribute to the success of women in enterprises. Our research offers a combination of cognitive aspects of motivation and external factors, with particular attention given to the function of microloans and their effect during the COVID-19 pandemic in the sub-national context of Jambi Province, Indonesia. In so doing, we believe that our research may enrich the literature on cognitive aspects of entrepreneurial motivation and how they interact with aspects of education, loans, and time and effort spent. In addition, the context of the specific Jambi Province of Indonesia, with its unique patterns and practices of MSMEs and the

majority of women from lower educational backgrounds, may help others understand the struggle of women to succeed in MSMEs where gender bias also exists. In practical aspects, our research contributes to the need for the individual improvement of women in terms of education and the governmental support of loans.

2. Literature review and hypotheses development

2.1. Conceptual theory of entrepreneurial motivation

The success of entrepreneurship depends on the strength of the willingness of people, which Shane et al. (2003) called “to play the game” in relation to seeking out entrepreneurial opportunities. In order to play the game, human action, which is influenced by motivation, plays a key role. This is because the pursuit of entrepreneurial opportunities is “an evolutionary process” (Shane et al., 2003), where people apply their abilities and skills to measure and evaluate resources, opportunities, and decisions and undertake entrepreneurial processes. Without human motivation, these will be in a vacuum of space. Because entrepreneurship involves human agency, people’s willingness to pursue entrepreneurial opportunities is also different. These differences are caused by several factors, such as opportunity cost (Amit, 1995), stock of financial capital, and career experience (Evans and Leighton, 1989).

With the association of entrepreneurship with the process of looking for an opportunity and involving some interrelated phases of development (initiation, growth, and exit) (Murnieks et al., 2020), these phases should be addressed in a continuum (Shane and Venkataraman, 2000). The reason behind this caveat is that individuals may experience different types and levels of motivation across those phases. Yet, researchers have studied those phases in a separate way, giving more weight to the process of initiation. As a result, the study on this issue is unbalanced (Murnieks et al., 2020).

Literature has indicated that there have been different types of motivation that drive individuals to start businesses, and they have been largely related to economic and sociological factors. These motives are put into the dichotomies of the pull and push factors (Kirkwood, 2009; Nchimbi, 1999) that may facilitate and forestall the success of women in entrepreneurship. The former is related to psychological and sociological motives motivating women to start their own enterprises, and it is seen as a positive driver that is most likely to contribute to the success of women in running their businesses. The latter is related to external environmental factors: negative conditions that influence people to start their business (Nchimbi, 1999; Nguyen et al., 2020) and are frequently the reported motives or motivating factors for women in developing countries to start their own business—those motives are being unemployed, divorced, being forcefully fired, or widowed (Nguyen et al., 2020). These factors are mostly related to economic reasons. Even if the economic factor of earning money is not the primary reason entrepreneurs start businesses, economic motives still play an important role (Weber et al., 2008; Westhead and Wright, 1998). According to Benzing and Chu (2009), women in African countries such as Ghana, Nigeria, and Kenya have been successful in starting small businesses due to their pull factor motives: to increase income and to improve family and life. However, research conducted by Nguyen et al. (2020) in Vietnam and Tlaiss (2015) in the United Arab

Emirates reported that the combination of both the push and pull factors of motivation is the key factor that contributes to the success of women in running small enterprises. While such research indicates an initiation phase of motivations for starting businesses, it lacks integration of the growth and exit continuum processes.

While pull and push factors are related to external economic motives, trait-based research has focused on the intrinsic and cognitive aspects of individuals, and these are related to personality traits and how women see themselves (Kirkwood, 2009; Tlaiss, 2015; Rey-Martí et al., 2015). Meredith et al. (1997) suggest that entrepreneurial traits include self-confidence, results-orientedness, risk-taking, leadership, originality, and future orientation as variables that may determine people's pursuit of entrepreneurial opportunities. This idea is confirmed by research conducted by Rey-Martí et al. (2015) in Valencia, Spain, who reported that the motive of women to start enterprises, which is based on their propensity for risk-taking, plays a significant effect on the success of women entrepreneurs. Pull factors that include creativity, innovation, and self-identity have also facilitated the success of women entrepreneurs in running their enterprises in Jaipur, the capital of Rajasthan, India (Shastri et al., 2019).

From the perspective of cognitive psychology (Ryan and Deci, 2000), human needs for achievement and success constitute a genuine and strong motive behind the actions of individuals. Linking this idea to entrepreneurial motivation suggests that the willingness of individuals to start businesses is driven by those needs. Self-confidence is one trait that may strengthen the decision of entrepreneurs to start enterprises. The success of women in running their enterprises is also associated with self-confidence (Kirkwood, 2009). According to Zimmerer and Scarborough (2006), someone who has confidence tends to have confidence in achieving success. An entrepreneurial spirit is a spirit that makes people feel confident in the sense that they believe what they are doing will be successful despite facing various obstacles. Women entrepreneurs in New Zealand are reported by Kirkwood (2009) to have less confidence in calling themselves "entrepreneurs". Some women in Kirkwood's study reported a growth in confidence along with their time spent in business, while others appeared to experience a constraint in the growth of their confidence. This would impede their ability to access finance and their growth aspirations in terms of starting a business (Kirkwood, 2009). The lack of confidence in women is not only confined to western countries. Such an issue also prevails in developing countries, for example, in Pakistan (Khan et al., 2021) and Nigeria (Kehinde et al., 2020). The lack of confidence of women in entrepreneurship in developing countries is due to their low level of education. In India, for example, the low level of education has impacted the low level of confidence of women in rural areas to start their own enterprises (Gautam and Mishra, 2016).

To start enterprises and achieve success, seeking entrepreneurial opportunities needs other supporting personality traits, for example, being results-oriented. Someone who is results-oriented is generally someone who does their job well. Every job demands results, and the work targets, values, motives, achievement, profit-orientedness, perseverance, grit, determination to work hard, solid drive, energy, and initiative are all results necessary for success in entrepreneurship (McClelland, 1965). Research by Staniewski and Awruk (2019) demonstrated that there is a positive

correlation between results-oriented success and entrepreneurial success. Also, the success of women entrepreneurs depends on their high self-concept related to their commitment to the industry and managing their potentially contradictory roles (Ehigie and Umoren, 2003).

H₁: Motivation, which consists of self-confidence, risk-taking, profit-orientedness, intelligence, and skills, affects the success of women in running MSMEs.

2.2. External factors influencing the success of MSMEs

Although the literature has debated the importance of extrinsic and intrinsic motivation in entrepreneurship success, some scholars have proposed an important idea to combine both (Murnieks et al., 2020; Shane et al., 2003). Therefore, intrinsic entrepreneurial motivations may not work in isolation, as they have to interact with external factors that may strengthen the opportunity for women to succeed in MSMEs. Cabrera and Mauricio (2017) argue that external factors of entrepreneurship that encourage it consist of human resources, education, experience, and access to resources. Socio-cultural factors such as norms, gender stereotypes, and gender division of labor influence the development of women's entrepreneurship in Zimbabwe (Mauchi, 2014) and Tanzania (Mashenene and Majenga, 2014), where these are exacerbated in patriarchal societies.

Women's entrepreneurship has grown significantly, which contributes significantly to increasing economic growth and wealth (Amrita et al., 2018; Cabrera and Mauricio, 2017). This cannot be separated from economic and social conditions, government support and initiatives, and increased education and awareness (Amrita et al., 2018; Cabrera and Mauricio, 2017). However, in many developing countries, gender bias has created hostile business environments for women, making it difficult for them to obtain financial assistance. Zamberi Ahmad (2011) argues that bureaucracy, a lack of credit options, and a hostile business environment are the main obstacles for MSMEs owned by female entrepreneurs in Saudi Arabia. In addition, other problems are related to the issue of a chaotic business environment, inadequate government support, unpredictable policy changes, and a lack of training (Zamberi Ahmad, 2011). The main problem encountered by women in developing countries, for example, in Pakistan, in getting access to financial support is the absence of private property ownership that can be used as a guarantee (Safavian and Haq, 2013). Fortunately, the easy access and improved opportunity to get access to loans for women in Bangladesh have improved because of the government's initiative (Rahman, 2009). Based on the research carried out to improve women's entrepreneurship (WE) in MSMEs in India, the majority of success reported by women in running MSMEs is influenced by the combined individual dimensions of management and the government's support.

With regard to capital aid, the existence of gender bias may limit women's access to capital aid. An interesting pattern has occurred in several African countries. Although MSMEs in Nigeria are supported by the provision of capital from banking and financial institutions, its effects are not significant because the requirement for getting the capital is conditional on having bank accounts or savings. A different pattern has also occurred in Ghana (Asare et al., 2015), where men must take part in

internships in order to get capital to open new MSMEs. Other research has demonstrated that the success of MSMEs in South Africa is determined by education, income, job growth, the center of operations, financial inclusion, experience, financial literacy, advertising budget, and asset ownership (Maduku and Kaseeram, 2021). In contrast, the success of MSMEs in Myanmar since 2013–2016 has been supported by information and communication technology (internet use and the presence of WEB) (Bala and Feng, 2019).

Education is one key determinant for women entrepreneurs to succeed in running their enterprises. The relationship between education level and income level is important because human resources can improve the quality of life through an educational process, training workshops, and focus group discussions on increasing work productivity (Baum et al., 1998; Khan et al., 2021; Tambunan, 2019). Finally, it can provide a sufficient income and increase the quality of life (Sagir, 1986). Research conducted in the province of KwaZulu-Natal, South Africa (Peters and Brijlal, 2011) revealed that the government's initiative to help improve women's level of education has led to an increase in productivity and income for women running MSMEs. The importance of career preparation for the future determines the success of women in the future (Essel et al., 2019; Orser and Leck, 2010).

Gender patterns of balancing work and home are also one socio-cultural factor that can affect women's ability to succeed in SMMEs (Loscocco and Bird, 2012). This is because women entrepreneurs are expected to care for their families while at the same time caring for their businesses, causing a conflict of time priorities. Therefore, the term "dual role of women" is known, namely the role of women in family life as independent individuals, homemakers, mothers and wives, and first and foremost educators for their children and as women. While research has proven that the length of time spent by female entrepreneurs working on their businesses will contribute to the success of their businesses, that dual role may become a barrier for women to achieve their success in MSMEs (Strauch, 1986). Such barriers have been experienced by women in Pakistan (Rehman and Azam Roomi, 2012), in Nigeria (Halkias et al., 2011), and in India (Siddiqui, 2012). In addition, acting as a member of society, as citizens and citizens of the world, is carried out in harmony and balance (Ekpe et al., 2015). At present, the COVID-19 pandemic has stopped global mobility on an unprecedented scale. Finally, the community's demand and purchasing power have decreased for business formats while other new businesses have emerged (Ahn et al., 2020; Ioannides and Gyimóthy, 2020). It can be said that the effect of shocks and uncertainty is closely related to the current global pandemic and is estimated to recover within 4 to 6 years (Sobieralski, 2020). The economic downturn led to decreased production capacity due to increased travel restrictions and the post-stimulus impact on labor.

H₁: Motivation, which is driven by external factors such as microloans, education, the length of time spent, and independence, affects the success of women in running MSMEs.

2.3. MSMEs and their contribution to the Indonesia economy

Although the contribution of MSMEs to the economy in the last five years is quite significant, that is, 1.5%, with a turnover of business units of Rp. 300–500 million per year, their contribution to the Gross Regional Domestic Product is relatively low, namely less than 10%. The main characteristics of the existence of MSMEs are the obstacles to accessing credit from formal financial institutions and certificates of MSMEs' management capability. The COVID-19 problem is also one of the factors causing the difficulty of making MSMEs successful. It is difficult to get a turnover that exceeds costs; MSME actors consist of people with low productivity and the poor. The government provides a credit interest subsidy facility (for conventional banks) and a mudharabah (Islamic bank) subsidy to solve this problem. If necessary, the government provides an interest-free credit facility.

Micro, small, and medium enterprises (MSMEs) receive full attention from the central and local governments because MSMEs contribute to overcoming the problem of unemployment and reducing poverty. Many MSMEs have low productivity, as seen from their low income. Low income is due to limited marketing areas, low quality of human resources, a humble entrepreneurial spirit, and limited access to capital. Some MSME owners are gender-responsive; some are men, and some are women. There is a stereotype that women are considered inferior to men. Women's productivity is lower than that of men (Cho et al., 2021). The involvement of women in MSMEs aims to improve family welfare, and many women are now starting to act as breadwinners for their families.

In addition, based on the results of Najwa's research, it was stated that the sectors that had an impact because of the COVID-19 funds were due to a decrease in MSMEs caused by the fact that the community no longer extended activities outside the home. In addition, MSMEs are under pressure because they cannot carry out business activities, resulting in problem loans. Conditions during usual pandemic problems are almost the same as each other (Susanti et al., 2018). The results showed that COVID-19 had a negative effect on the development of micro, small, and medium enterprises in the Kerinci Regency, where the magnitude of the influence was 4.1% (Sarmigi, 2020).

When viewed from the classification, the number of MSMEs in Jambi Province in 2020 is 127,129, or 53.4%, while small businesses are 10,318 and medium businesses are 905, so the overall data for UMKM in Jambi Province is 139,362 businesses. The increase in MSMEs is in line with the number of workers—as much as 139,362 people. Total asset growth in 2020 was 26.3%, or around 2,479,271,316,879.00 with a turnover in 2020 of 18.9%, or around 4,091,883,904,323. Based on the Regency/City in Jambi Province, when viewed from the total assets, the largest is owned by the City of Jambi, while the highest turnover is in Tebo Regency.

Table 1 shows that Jambi City has a substantial MSME level with around 41,722 MSMEs, with the classification of micro MSMEs at 38,216 and macro MSMEs at 3506. Thus, the development of UMKM in Jambi City, compared to other regencies/cities in Jambi Province, is substantial. This is what underlies the research and development agency of human resources from the Ministry of Communication and Information of the Republic of Indonesia in training related to digitalization, the

Entrepreneur Academy (DEA), and financial technology (Fintech) for free. Then, the Jambi City MSME Service socialized MSMEs and formed a youth group that would assist MSMEs in the Jambi City community.

Table 1. Development of MSMEs in Jambi Province in 2020.

No	District/City	Enterprise			Total	Labor	Asset	Turnover
		Micro	Small	Medium				
1.	Merangin	3395	693	13	4101	12,283	282,030,480,917	892,282,441,793
2.	Jambi city	38,216	3506	-	41,722	125,166	1,043,050,000,000	233,134,200,000
3.	Sarolangun	4115	567	35	5872	10,088	160,025,025,350	8,139,750,000
4.	Sungai Penuh City	7461	1127	184	8772	12,954	709,405,650,441	706,209,865,615
5.	Kerinci	11,187	1088	125	12,400	18,374	398,000,000,000	410,323,750,000
6.	Batang Hari	11,937	344	25	12,306	20,705	283,373,948,641	1,012,599,788,045
7.	Muaro Bungo	8917	881	290	10,088	2933	38,799,375,000	62,862,150,000
8.	Tanjung Jabung Barat	7262	1048	-	8310	10,268	91,644,134,200	127,814,870,000
9.	Tebo	1592	274	232	2098	3570	84,429,300,000	1,134,802,700,000
10.	Muaro Jambi	20,058	459	1	20,518	23,631	133,600,487	500,844,748
11.	Tanjung Jabung Timur	12,989	331	-	13,220	6696	434,040,000,000	459,462,150,000
Total	127,129	10,318	905	139,362	246,669	3,364,706,515,036	5,048,132,510,201	Total
Year 2020	59,197	11,778	1151	72,126	101,972	2,479,271,316,879	4,091,883,904,323	Year 2020
Growth (%)	53.4	-14.2	-27.2	48.2	58.7	26.3	18.9	Growth (%)

Source: Jambi Province MSMEs Office, 2021.

3. Methodology and method

3.1. Samples and collection data procedures

Purposive sampling was used to recruit samples for the study. Based on the data taken from the Office of MSMEs of the Province of Jambi (**Table 1**), we sampled the samples from eleven districts in Jambi City: Jambi District (23%), Jelutung District (8%), East Jambi District (9%), Paal Merah District (18%), Danau Teluk District (10%), Pasar District (6%), Alam Barajo District (5%), Kota Baru District (3%), Pelayangan District (1%), Telanaipura District (12%), and Danau Sipin District (3%). From the sampling procedures, 325 samples were selected, to whom the questionnaires were distributed. The majority of these samples are women. **Table 2** below provides detailed information about the characteristics of the samples from each district in Jambi City.

Table 2. Characteristics of research respondents.

No	District name	Number of respondents	Percentage %
1	Jambi Selatan	75	23.08
2	Jelutung	27	8.31
3	Jambi Timur	28	8.62
4	Pal Merah	59	18.15
5	Danau Teluk	34	10.46
6	Pasar	20	6.15
7	Alam Berajo	16	4.92
8	Kota baru	11	3.38

Table 2. (Continued).

No	District name	Number of respondents	Percentage %
9	Pelayangan	5	1.54
10	Telanai Pura	40	12.31
11	Danau sipin	10	3.08
Total		325	100

Source: Data processed, 2020.

The questionnaires were returned by all 325 samples. The data obtained were screened and analyzed using structural equation modeling (SEM), a multivariate technique to test and evaluate multivariate causal relationships. SEM is also used to measure latent variables while at the same time measuring the relationship between latent variables (Hair Jr. et al., 2014). In our study, SEM-PLS was combined with PLS to assess the impact of an independent variable (motivation) on a dependent variable (MSMEs' success).

3.2. Respondent education

Figure 1 shows the majority of the respondents for this study have a high school education (D3: diploma, S-1: bachelor). Respondents also have a primary education level, as well as junior and senior high school SMP and SMA. Women who run medium-sized MSMEs are 1.75, while men are 2.19%. Thus, the extent of this research is more for medium-sized MSMEs than large-scale businesses. The majority of these respondents run their own medium-sized SMMEs.

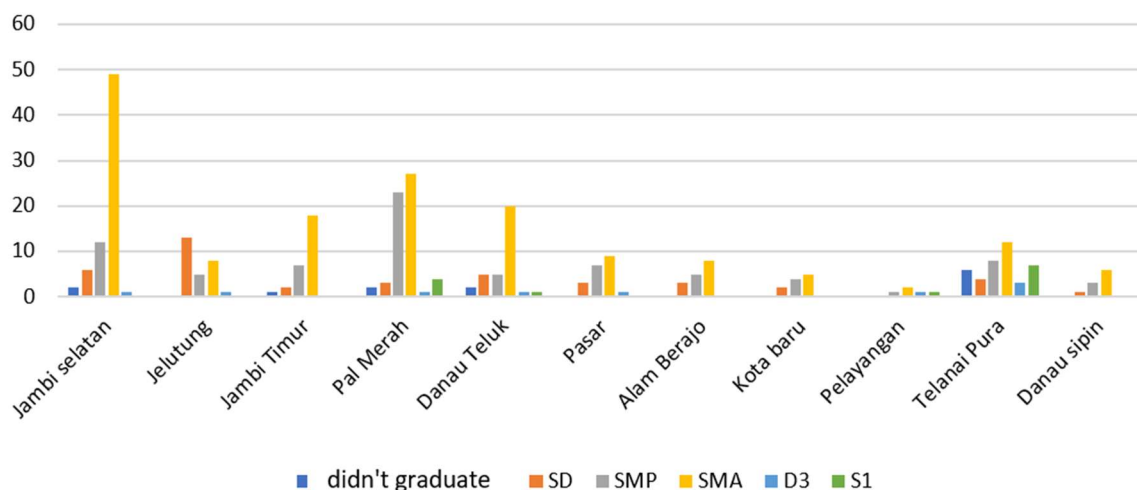


Figure 1. The educational background of respondents.

Source: Data processed, 2020.

3.3. Measurement scale

This study is a survey using questionnaires as the instruments to collect data. A scale of measurement for motivation developed by the team of researchers was applied. This scale has five dimensions: self-confidence, risk-taking, results-orientedness, intelligence, and skills. A scale for measuring the success of MSMEs developed by the team of researchers was also applied in this study. This scale has five dimensions: microloans, education, outpouring time, the effort put in, and independence. Following Malhotra (Malhotra, 1987), the scale of motivation and the success of MSMEs are

rated using the 5-point Likert scale, which consists of five categories, as those in **Table 3**.

Table 3. Measurement rating scale.

Response answer	Codes	Value
Strongly disagree	SA	1
Do not agree	DA	2
Agree	A	3
Strongly agree	SA	4
Very strongly agree	VSA	5

Resources: Maholtra, 2010: 276 (modified).

4. Results

4.1. Validity and reliability

In this research, the validity and reliability tests are conducted using Partial Least Square (PLS), which includes research on the goodness of fit model (inner model) to determine the accuracy of the model used in this study by using internal variables of length of effort, time, and education.

Following this, the reliability testing can be done by looking at the results of composite reliability (ρ_c). If the composite reliability test shows the measurement of internal consistency with a value of 0.6, then it is not reliable. Based on the table, it shows that the composite reliability is 0.841, or it can be stated that the measurement of motivation is reliable because of 0.6. Meanwhile, the validity test can be shown by the results of the AVE (Average Variance Extracted). If the average variance of the extract has a value of >0.5 , it is used as a determinant of convergent validity, whereas if it is 0.5, it is not convergently valid. The AVE value is at least 0.5. This value indicates adequate convergent validity, which means that one latent variable is able to explain more than half of the variance of its indicators on average. The table shows that the AVE test result is 0.535, which describes the latent validity of motivation to explain the success of MSMEs in Jambi City. The following **Table 4** provides detailed information about the reliability and validity of the scales.

Table 4. Test of reliability and validity.

Variables	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
The success of MSMEs		1.000		
Motivation	0.705	0.737	0.841	0.535

4.2. Model fit test

The suitability test of the model in this study is based on the use of SEM. This is done to test whether the SEM model is feasible or not. The Chi-Square test is the most basic measuring tool to measure overall fit, so the size of the sample will affect the chi-square. Furthermore, there are RMSEA results as a measuring tool that must be

used in the model fit test, where it is said to be good if <0.08 , then it is recommended as a guide to declaring the model acceptable, while the RMSEA value between 0.081 and 0.10 is declared marginal fit. In addition, there is also the Comparative Fit Index (CFI) test, which is a revised form of the NFI that takes into account the sample size and can test well even when the sample size is small. A model is said to be a good fit if it has a CFI value greater than or equal to 0.9 (CFI 0.9) and is marginally fit if (0.8 CFI 0.9), as shown in **Table 5**.

Based on the value of SRMR, or Standardized Root Mean Square, in the table, the value is $0.081 < 0.10$, so the model fits. So, it can be concluded that the model fits the data.

Table 5. Model fit.

	Saturated model	Estimated model
SRMR	0.081	0.081
d_ULS	0.186	0.186
d_G	0.539	0.539
Chi-Square	76.420	76.420
NFI	0.803	0.803

Source: Data processed, 2020.

According to Sarjono and Julianita (2015), the value of the normed fit index (NFI), which takes into account the sample size, can test well even when the sample size is small. Based on the table, the NFI is 0.803, so it can be said to be marginally fit if (0.8 NFI 0.9).

Based on **Figure 2**, it explains that motivation affects the success of MSMEs. Motivation is formed by the factors of self-confidence, risk-taking, results-orientedness, intelligence, and skills. Meanwhile, intelligence and outpouring of time factors have no effect, while the success of MSMEs is shaped by the factors of time and length of effort. Meanwhile, the education factor does not affect the success of the gender-responsive community in Jambi City. Because the model has three invalid factors, the researcher tries to eliminate them to see how big the influence is and get the best model for the success of gender-responsive MSMEs in Jambi City.

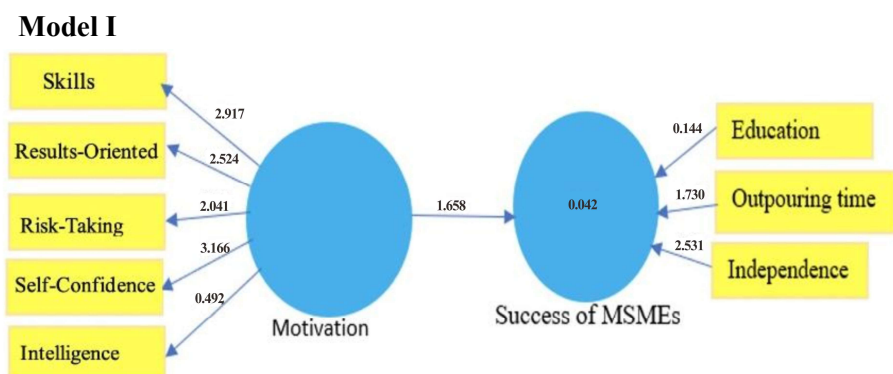


Figure 2. Output calculate algorithm in model I.

In **Table 6**, what is not significant is that education does not affect the success of MSMEs, intelligence does not affect motivation, and the outpouring of time does not

affect the success of MSMEs. This is due to the economic conditions during a pandemic, so that education, length of effort, and time spent do not affect the success of one’s MSMEs. From the results of outer loading, which have constraints, we will try to eliminate the insignificant ones to get a better model.

Table 6. Formative and reflective variables of the motivation and success of MSMEs without capital factors as model I.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Skills - Motivation	0.656	0.561	0.225	2.917	0.004
Results-oriented - Motivation	0.581	0.508	0.230	2.524	0.012
Education - The success of MSMEs	0.018	0.064	0.375	0.047	0.963
Risk-taking - Motivation	0.694	0.575	0.340	2.041	0.042
Self-confidence - Motivation	0.780	0.673	0.246	3.166	0.002
Intelligence - Motivation	0.142	0.121	0.289	0.492	0.623
Outpouring of time - The success of MSMEs	0.627	0.532	0.325	1.929	0.054
Length of effort - The success of MSMEs	0.827	0.656	0.321	2.574	0.010

Source: Data processed, 2020.

Figure 3 and **Table 7** show that motivation affects the success of MSMEs. Motivation is formed by the factors of self-confidence, risk-taking, results-orientedness, skills, and intelligence, while the success of MSMEs is formed by the time and length of effort factors. Because the initial model of this study used capital, the researchers tried to add capital to see how much influence it had on the success of gender-responsive MSMEs in Jambi City.

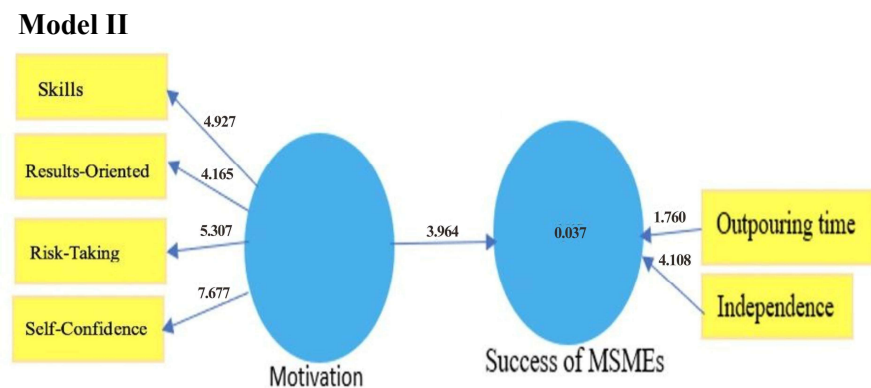


Figure 3. Output calculate algorithm in model II.

Table 7. Formative and reflective variables of the motivation and success of MSMEs with the elimination of invalid factors in model I without capital as model II.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Skills <- Motivation	0.637	0.612	0.129	4.927	0.000
Results-oriented <- Motivation	0.587	0.549	0.141	4.165	0.000
Risk-taking <- Motivation	0.731	0.700	0.138	5.307	0.000
Self-confidence <- Motivation	0.783	0.763	0.102	7.677	0.000
Outpouring of time -> The success of SMEs	0.556	0.518	0.264	2.104	0.036
Length of effort -> The success of SMEs	0.875	0.825	0.194	4.517	0.000

Source: Data processed, 2020.

Based on the data above, it illustrates that all significant models can be seen from a significant *p* value. From the results of outer loading, model III is the worst car compared to the previous model.

Figure 4 shows that motivation affects the success of MSMEs. Where motivation is formed by the factor of assurance, empathy, reliability, and responsibility, while the success of MSMEs is formed by the time and length of effort factors. Meanwhile, invalid capital has an effect on business success. This shows that the success of newly developing MSMEs has not been significant when obtaining funds will affect the success of MSMEs because demand for goods and services is decreasing.

Model III

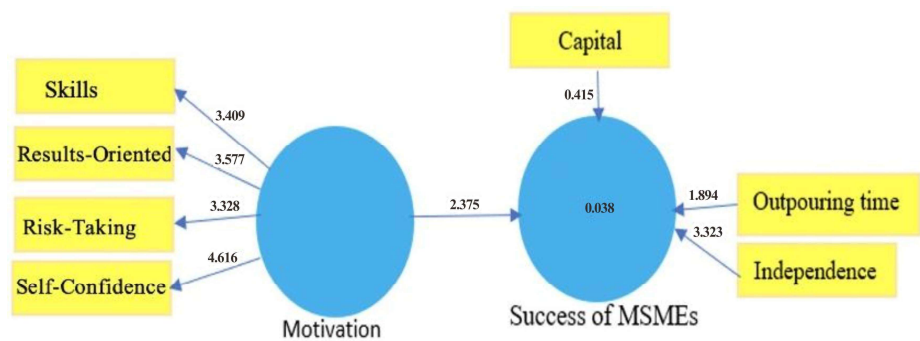


Figure 4. Output calculate algorithm in mode III.

Based on the data in **Table 8**, it is seen that what is not significant is that capital does not affect the success of MSMEs. This is because capital is not the main point of success for MSMEs. From the results of invalid outer loading, the author still raises a model where capital does not significantly influence the success of a person’s MSMEs.

Table 8. Displays the formative and reflective variables of the motivation and success of MSMEs by eliminating invalid factors in model I by adding the capital factor as model III.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Skills <- Motivation	0.620	0.588	0.182	3.409	0.001
Results-oriented <- Motivation	0.589	0.559	0.165	3.577	0.000
Capital-> The success of SMEs	-0.078	-0.040	0.310	0.252	0.801
Risk-taking <- Motivation	0.749	0.700	0.225	3.328	0.001
Self-confidence <- Motivation	0.779	0.724	0.169	4.616	0.000
Outpouring of time <- The success of SMEs	0.543	0.485	0.265	2.050	0.041
Length of effort -> The success of SMEs	0.874	0.777	0.249	3.505	0.000

Source: Data processed, 2020.

5. Discussion

Entrepreneurial motivation combined with cognitive factors play significant roles in shaping the initial process of entrepreneurship. Such an initial process is indicated by the willingness of women to run MSMEs. While entrepreneurship is related to the ability and willingness of people to recognize business opportunities and develop ideas in order to pursue those opportunities, these cognitive factors may be helpful for women who wish to begin their enterprises. In the first stage of the process of recognizing an opportunity to begin business, it does require self-confidence. An

individual with high self-confidence would have a strong propensity to start looking for business opportunities. An individual could put in more effort and time to achieve his goals if he has a positive attitude toward looking for opportunities. Our research shows that self-confidence has a strong and significant effect on the success of MSMEs, where this confidence influences the action to exert more effort over a longer period of time. According to Neill (2015), “self-confidence” is a combination of “self-esteem” and “self-efficacy”. Individuals with high self-confidence, regardless of their level of education, may have a strong propensity to take risks. McClelland’s (1965) entrepreneurial motivations assert that individuals with high self-efficacy, which is a combined measure of self-confidence and self-esteem, would be brave enough to confront challenging business opportunities to get their goals accomplished. This finding is consistent with the findings of Rey-Martí et al. (2015), Kirkwood (2009), Khan et al. (2021), and Kehinde et al. (2020). Although literature has shown that education has a positive correlation with the success of MSMEs (Gautam and Mishra, 2016; Peters and Brijlal, 2011), our research shows otherwise. It is quite interesting to note then that while education is an important variable that may increase the self-confidence of women in developing countries, our research demonstrates that education has no correlation with the improved self-confidence of women to run their MSMEs. This might advance our understanding that self-confidence is about an individual’s internal beliefs about his own ability to carry out something without anxious feelings. Following this, we argue that it is not the level of education that might reinforce self-confidence but rather individual traits. Therefore, we believe that people differ in their level of self-confidence. Thus, we agree with the thesis proposed by Shane et al. (2003) and Murnieks et al. (2020), who argue that entrepreneurial motivation differs between individuals. Following that, we argue that an individual’s personal characteristics may be a more important predictor of self-confidence than education.

Another cognitive-motivational factor that has a significant effect on the success of entrepreneurship is skills. Individuals with skills would have the ability to set goals and visions and set strategic actions to achieve those goals. Individuals with the ability to evaluate risks and benefits may be able to set their own goals or outcomes. Our research shows that women with a risk-taking and results-oriented personality would have more opportunity to succeed in their MSMEs. This result confirms other research conducted by Sharma et al. (2019). The least influential factor in the success of women in MSMEs is intelligence. With this result, we argue that women might not need to be intelligent in order to start and run their MSMEs.

As our research argues that entrepreneurial motivations do not work in isolation, we examined their interaction with external factors such as education, loans, length of time and effort spent, and independence. Regarding these, our research found that capital and education do not affect the success of MSMEs. Although literature has indicated the importance of financial support or loans from banks or governmental institutions to assist women in starting and running their MSMEs, our research shows otherwise. According to our research, loans, in this case microloans from banks, have no effect on the success of MSMEs due to the constraining situation of the COVID-19 pandemic, where demand and supply of goods and services have been restricted. This condition has been exacerbated by the low level of education of women in

MSMEs. MSMEs are owned by 70% of people with a high school diploma, 5% with an undergraduate degree, and the remaining 25% with a junior high school diploma (Ardiana et al., 2010). Besides the low education of MSME owners, the lack of skills, experience, and knowledge about MSMEs affects the limited productivity of MSMEs. Another factor faced in increasing the productivity of MSMEs is the different educational abilities of MSME owners in terms of gender. Some of the owners are men, and others are women. With this idea, we argue that loans would work effectively to support women in MSMEs in an unconstrained condition. Thus, we argue that even if gender bias related to the opportunity for women to get access to loans can be mitigated, a constraining environment that blocks the usage of loans might become a factor that facilitates and forestalls the success of women in MSMEs.

Literature suggests that more and more women act as breadwinners to support the economy and welfare of their families through microbusiness. According to Davidson and Burke (2004), women's participation in entrepreneurship plays a vital role in their involvement in small businesses and entrepreneurial performance. Yet, literature reports that some individual barriers faced by women have caused them to choose to run microbusinesses due to, among other things, a lack of network capabilities, strategies, and flexibility in time (Dumas, 2001). Many microbusiness owners in developing countries are women (Sharma et al., 2012). Many obstacles to the advancement of women entrepreneurs are closely related to factors such as religious beliefs, age, marital status, education, and ethnicity (Khattab, 2002). Furthermore, several other indicators, such as the socioeconomic pressures that female entrepreneurs face when running their businesses (Zamberi Ahmad, 2011) and human capital components such as education level, expertise, training, and work experience, have a direct impact on women's entrepreneurship in developing countries (Adom and Asare-Yeboah, 2016). Having access to capital and having sponsors can play a significant role in the success of female entrepreneurs as well.

Despite its lower rating compared to neighboring nations like Singapore, Malaysia, and Thailand, Indonesia's government has implemented several measures aimed at enhancing the country's investment environment. It has cancelled or amended 3143 regional rules and regional head regulations that impede investment via the Ministry of Home Affairs in June 2016.

6. Conclusion

The result of the study has revealed that psychological factors, along with cognitive aspects of motivation, have a significant effect on the success of MSMEs owned by women in Jambi City, Indonesia. Aspects of motivation include the factors of self-confidence, risk-taking, results-orientedness, intelligence, and skills that interact with external factors of education, loans, time spent, effort put, and independence to facilitate the success of women in MSMEs. The stage of the initial process of looking for business opportunities is heavily influenced by the level of self-confidence supported by skills, willingness to take risks, and result orientation required to support the business growth process. While education does not have an influence on the success of MSMEs, it is worth paying attention to the importance of skills as an important variable used to manage and run those business opportunities,

challenges, and barriers. Following this, the majority of women in Jambi Province running micro enterprises might not be due to their low level of education but to their low level of skills to manage and run businesses. Even if this is confronted with other external factors, such as loans, time spent and effort put in, and independence, the role of skills overtakes these factors.

7. Implication of the study

This study has implications for the theory of entrepreneurship and its practice. By examining the traits of women entrepreneurs along with their cognitive aspects that interact with the entrepreneurial process of looking for a business opportunity, it would contribute to a new way of understanding how the initiation or decision to start a business can, to some extent, be influenced by those aspects. The combined analysis of external environmental factors such as education, loans, time spent, and effort expended has provided evidence that entrepreneurial motivation cannot function independently in the absence of these external factors. For practice, it would be important for the government of Indonesia and other developing countries that share a similar condition as that of women in the Jambi Province of Indonesia to provide assistance with personality and entrepreneurial skills training. This aims to develop and advance the psychological aspects of women who want to start running MSMEs, as well as the skills to overcome challenges and barriers in the process of looking for opportunities, growing a business, and exiting it. In addition, the need for coordination of micro-providers, industry, and trade offices to increase the productivity of gender-responsive MSMEs in Jambi City was also strengthened by launching promotions to awaken an entrepreneurial spirit in developing sustainable MSMEs.

8. Limitations of the study

Although this research has some importance, it also has some weaknesses in that it only covers a limited area of Jambi, a city in Indonesia. Future research should focus on other areas of Indonesia to provide a more comprehensive and in-depth comparative picture of women in MSMEs.

Author contributions: Conceptualization, H and MR; methodology, DH and NG; software, MR; validation, NG and H; formal analysis, H and AO; investigation, AO; resources, H and NG; data curation, MR; writing—original draft preparation, H and NG; writing—review and editing, H and NG; visualization, H; supervision, H; project administration, DH; funding acquisition, H. All authors have read and agreed to the published version of the manuscript.

Conflict of interest: The authors declare no conflict of interest.

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