

MOTIVATION EFFECT ON THE PERFORMANCE OF WOMEN ENTREPRENEURS (CASE STUDY OF SMEs WOMEN ENTREPRENEURS IN BANDUNG 2015)

Mediany Kriseka Putri¹, Putri Maya Sulistiani²

¹ *Visual Communication Design, Faculty of Creative Industry, Telkom University, mediany.kris@gmail.com,*

² *Business Management of Telecommunications and Information Technology, Faculty of Economic and Business, Telkom University Indonesia, putrimaya986@gmail.com*

Abstract: Currently in Indonesia, the development of SMEs has grown rapidly and continued to progress, growth is also reflected in the development of women entrepreneurs. Women entrepreneurs in Indonesia is always increasing by 8% each year. The number of women entrepreneurs in Bandung itself by the year 2014 were 249 SMEs registered as members IWAPI city of Bandung, which consists of 57 businesses culinary and 192 non-culinary ventures such as fashion, crafts, consultants, and printing bussiness. Doing their own businesses, they definitely need motivation to affect the performance of themselves. The purpose of this study is to determine the motivation on the performance of women entrepreneurs and how big the influences are. In this research, the method used is quantitative method by means of data processing using the F test (simultaneous) to prove whether there is influence between motivation and performance, as well as using the coefficient of determination to find out how strong the influence of motivation on the performance of women entrepreneurs. The result from this study is that motivation affect the performance of the SME entrepreneurs women in Bandung. As for the coefficient of determination shows that motivation have very strong influence on the performance of the SME women entrepreneurs in Bandung. The conclusion of this study is that motivations have influences on the performance of women entrepreneurs and the effect is very significant. Given this, women entrepreneurs are expected to contribute in building the business and continue to have great motivation to compete.

Keywords: *Motivation, Performance, Women Entrepreneur*

1. INTRODUCTION

In the economic growth of a country must be very related to the role of entrepreneurship and entrepreneurs. With many SMEs in Indonesia certainly proven that the more Indonesian people who are interested in becoming an entrepreneur. In Indonesia Small and Medium Enterprises (SMEs) play a strategic role in the development of the national economy. SMEs contribute to national GDP. According to Indonesia in 2014 GEM report for Total Early-Stage Entrepreneurial Activities (TEA) in Indonesia as much as 15.2%. While the male only around 13.2%. Women entrepreneurs themselves also have an important role in life. Besides being a housewife and educating children, they have an important role in economic activity.

While city businesswomen, the women who joined the IWAPI Bandung is dominated by businesses engaged in the world of fashion and culinary. Until 2014, there were 249 SMEs registered as members IWAPI city of Bandung, which consists of 57 businesses culinary and non-culinary venture 192 such as fashion, crafts, consultants, and printing. Meanwhile, according to Hirsch, (1986; in Ali and Mahmud: 2013) found that motivational factors businesswoman frustrated by the suffering of the job when they are not allowed to perform at the level that they are capable of in work. Therefore, women are encouraged to entrepreneurship for the freedom and sense of accomplishment that entrepreneurship offers. According to Carter and Allen, 1997; (in Ali and Mahmud: 2013) the performance of female entrepreneurs have low quantitative performance such as in creating job opportunities, sales turnover, and profitability compared to male entrepreneurs. Because of the relationship between motivation and performance of the business

women, it is needed to do a more in-depth study in determining how big is the influence of the motivation and performance on the desire of a woman to start a new business.

2. THEORETICAL BACKGROUND

In Burger & Helmchen (2012: 9) entrepreneurship (entrepreneurship) is a language from French is called "entreprende" which means adventurer, creator and manager of the business. Then according Sunarya et.al (2011: 1) entrepreneurship is a discipline that studies about values, abilities, of the person's behavior in the face of a challenge to get a chance to live with the risks that may be encountered. Furthermore, the opinion about the definition of entrepreneurship by Echdar (2013: 18) says that entrepreneurs (entrepreneur) is a person who has the courage and the soul is able to take the risk and open a business in a variety of occasions. From the definition above can be concluded that entrepreneurship is a science that studies the values, skills and behaviors to cope with life. And also create opportunities, create a new innovation to the chase and exploitation market niches dominated, and how, by whom and what the consequences of introducing the product.

Meanwhile, according to Zimmerer and Scarborough (2008: 26) a variety of people that make up the structure of entrepreneurship, namely: (1) Young Entrepreneur; (2) Women Entrepreneur; (3) Minority Entrepreneur; (4) Immigrant Entrepreneur; (5) Family Own Business; (6) Co-preneurs (Couple Entrepreneurs); (7) Victims of layoffs Company; (8) Employee Resigns from Company; and (9) Social Entrepreneurs.

2.1 Women Entrepreneur

According to (Kumar et.al: 2013) Women Entrepreneur defined as a person or a group of women who start, organize and run a business. According to Alma (2011: 44) there are several factors that support the development of career women in the field of entrepreneurship, that is: (1) Instinct womanhood work more closely; (2) Educate family members in order to succeed in the future, may be developed in the personal management of the company; (3) Customs factors; (4) Environmental necessities of life; (5) Advancement of the education of women was very encouraging the development of a career woman, an employee, or open their own business in various fields of business.

2.2 Definition of Motivation

According to Fahmi (2013: 12) motivation is a behavioral activity of an individual working in a business in order to meet the needs. McClelland theory (in Mangkunagara, 2007: 97), is one of the theories that explain the motivation to work. McClelland believe that would be a lot of needs that are obtained in a cultural community. In this theory explains there are three kinds of human needs, such as Need for Achievement, Need for affiliation, Need for power. Meanwhile, according to Ali and Mahmud (2013) stated that the motivation of women to become entrepreneurs are: (1) The balance between life and work; (2) Less gain recognition from a previous job; (3) Feel safe and earn better; (4) Having a good reputation in the community and family; (5) Lack of its revenues from the previous organization; (6) Getting injustice in previous organizations; (7) The organization before making tired and did not have a lot of time with family; (8) Obtain a career advancement and promotion; (9) Because the left husbands and become widows, (10) Obtaining freedom; (11) The previous job was not match with social status.

2.3 Definition of Performance

Performance if it is associated with the performance of a noun (noun), the performance or the performance itself has a meaning that is an achievement of the work accomplished by an individual or group in an effort to promote the company in accordance with the responsibilities and not contrary to law, morals and existing ethics (Rival & Basri, 2004 in Harsuko 2011). Factors - factors that affect the performance of which is the ability (ability) and motivational factors (motivation). This is in accordance with the opinion of Keith Davis (2000; in Mangkunagara 2007) who formulated that:

$$\begin{aligned} \text{Human Performance} &= \text{Ability} + \text{Motivation} \\ \text{Motivation} &= \text{Attitude} + \text{Situation} \\ \text{Ability} &= \text{Knowledge} + \text{Skill} \end{aligned}$$

Meanwhile, according to Ali and Mahmud (2013) activities which affect the performance of women entrepreneurs are as follows: (1) Database of companies provide information about consumers; (2) The company's main purpose is to increase market share; (3) The company is trying to improve profitability over the target; (4) The Company provides services to achieve customer needs; (5) Companies aware with the customers, products and promotions; (6) The Company uses financial instruments take into performance and correct performance of future; (7) Financial capacity capable of shifting large business; (8) The Company uses financial efficiency indokator to measure efficiency and effectiveness; (9) The company uses training to reduce the rate of unnecessary errors.

2.4 Framework

According to Sekaran in Sugiyono (2012: 93) a framework is a conceptual overview of how theories relate to various factors identified as an important issue. This study uses multivariate analysis, the analysis which uses more than two variables. In this research the variables - variables are:

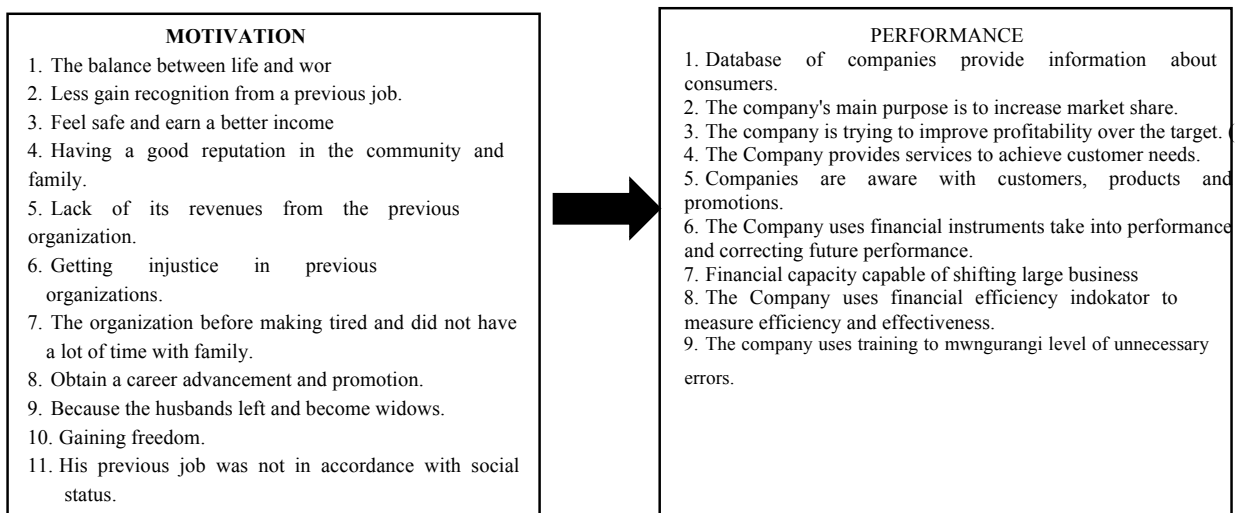


Figure 1 the framework
Source: Ali and Mahmud (2013)

The hypothesis of this study are:

Ho = significant relation between motivation partial work performance of women business entrepreneurs in the city of Bandung.

H1 = no significant relation between motivation partial work performance of women business entrepreneurs in the city of Bandung.

3. THE RESEARCH METHOD

3.1 Population and Sample

In this study population is taken MSME entrepreneurs are women in the city of Bandung. Currently not known exactly how much the total MSMEs woman in Bandung because there is no accurate data on the exact number of how many women entrepreneurs who own micro, small and medium enterprises. In this study, researchers used questionnaires to obtain samples corresponding to the desired criteria. In this study, researchers used a non-probability sampling techniques Convinience. Therefore, in this study used Bernoulli formula. With a 95% confidence level and an error rate of 5%, the obtained Z = 1.96 and 384.16 result is rounded to 400 respondents.

3.2 Data Collection and Data Sources

This study used a questionnaire and literature as a tool for penngumpulan data and data sources. Primary data were obtained from questionnaires distributed throughout the city of Bandung, while secondary data obtained from the literature that is from previous studies and international journals and national journals.

3.3 Data Analysis Technique and Hypothesis Testing

3.3.1 Simple Linear Regression Analysis

Linear regression analysis is used to know the influence of independent variables on the dependent variable. To determine the influence of these by finding useful regression equation to predict the value of the dependent variable based on the value of the independent variables and relation between independent and dependent variables Sugiyono (2012: 261). Simple linear equation is as follows:

$$Y = a + bX \tag{1}$$

Whereas :

Y = Subjects in the predicted dependent variable

a = constant, that is the value of Y when $X_1 X_2 X_3 = 0$

b = regression coefficient figure, which shows the number increase or decrease in the dependent variable that is based on the independent variable.

3.3.2 F Test (Simultaneous)

F test is a hypothesis testing tools used to test the influence of the independent variable (X) are simultaneously or together - the same effect on the dependent variable (Y). (Larasati, Sindi and Gilang, alini: 2014). Here is a test formula F according Sugiyono (2010: 257)

$$F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)} \tag{2}$$

Information :

R² = coefficient of determination

k = number of independent variables

n = number of data or case

3.3.3 Coefficient Test of Determination

The coefficient of determination used to see how big the contribution of independent variables on the dependent variable. (Larasati, Sindi and Gilang, alini: 2014). The range of the coefficient of determination is 0-1 with assumptions ($0 \leq r^2 \leq 1$). As for the formula coefficient of determination is:

$$r^2 \times 100\% \dots \tag{3}$$

Information :

KP = The Coefficient of Determination

r² = Correlation Coefficient Values

4. RESULT AND DISCUSSION

4.1F Test (Simultaneous)

Table 1 the result of F test

model	Sum of squares	df	Meaof square	f	Sig
1 Regression	1090,182	1	1090,182	36,409	.000 ^b
residual	11917,095	398	29,942		
total	13007,277	399			

a. Dependent variable : variable y

b. Predictors (constant) ,variable x

In this study, which acts as the independent variable (X) is the motivation and the role as the dependent variable (Y) is the performance. In the F test results obtained in this study F table is 3.84 with a significance level of $\alpha = 0.05$.

SPSS data is processed in the above can be seen that the value of F arithmetic amounted to 36.409. From the results of F count is then compared with F table obtained using a significance level of 5% with the following criteria:

Ho is rejected if F count > F

table

Ho accepted if Fcount <F table

In this study it was found that F count > F table that is equal to $36.409 > 3.84$. Given this result, declared Ho rejected and we can conclude that the independent variable (X) in this study was the motivation simultaneous and significant effect on the dependent variable (Y) in this case acting as the dependent variable is the performance.

4.2 Coefficient Test of Determination

Table 2. the result of Coefficient Determination

Model	R	R square	Adjusted R square	Std.error of the estimate
1	.290 ^a	.084	.082	5,47197

a.predictors (constant) ,variabel x

In this study, which acts as the independent variable (X) is the motivation and the role as the dependent variable (Y) is the performance. At coefficient determination test are 0-1 with the assumption ($0 \leq r^2 \leq 1$). If a determination coefficient has a small value, it can be said if the ability of independent variables in explaining the dependent variable is limited. Vice versa, if the coefficient of determination value close to 1, the ability of independent variables in explaining the dependent variable is able to provide the information needed to predict the dependent variable. The higher the Rsquare the better the model used.

SPSS data is processed in the above can be seen that the R-square value is equal to 0,084 and the figure is approaching the number 1. So it can be concluded that the independent variable (X) in this study were motivated to provide information needed to predict the dependent variable (Y) is the performance.

5. CONCLUSION

5.1 Conclusions

Based on the above data processed products obtained from all respondents and have been processed with SPSS it can be concluded the results are as follows:

1. Based on the results of data analysis SPSS can be concluded that the motivational effect on the performance of the SME entrepreneurs women in Bandung. In this case the motivation effect together - together (simultaneously) the performance of the SME entrepreneurs women in Bandung. Indicator - an indicator of motivation questionnaire used in the study overall effect on the indicator - an indicator of the performance of MSME entrepreneurs women in Bandung. It can be concluded that the motivation to have an influence on the performance of the SME entrepreneurs women in Bandung.
2. Based on the results of data analysis SPSS can be concluded that the motivation to have an enormous influence on the performance of the SME entrepreneurs women in Bandung. With the results of close to 1 it can be concluded that this motivation give effect to the performance will be conducted by MSME entrepreneurs women in running and building their business.

5.2 Recommendations

5.2.1 For Women Entrepreneurs SMEs in Bandung

1. Motivation is a very important factor to start building a business. Therefore, it is important for business women to have a strong motivation and desire to build a business. Joined by several agencies IWAPI example, to know how to or tips - tips for starting a business. And because IWAPI is a special institution for women who own businesses
2. Then the performance is also important to motivation, expected future businessmen and women are able to continue to improve their performance by frequent innovation and closer to their consumers by seeking out or just sharing with their customers so that they are aware of what desire their current customers and what their customers need today.
3. Continue to seek out and always up-to-date with the surrounding conditions. With so women entrepreneurs will be easy to get an idea - a new idea in the manufacture of the product and not obsolete. Because there are still a lot of women entrepreneurs who market their products which seem monotonous and not varied.
4. As for the government, it is expected to further give special attention to women's MSME entrepreneurs considering the development of its sizable amount. For example providing training or workshops on the business and tips - special tips for starting a business for the women as well as providing motivation.

5.2.2 For Further Research

1. The study only focused on the influence of the motivation of the performance of the SME entrepreneurs women in Bandung. Therefore for future research could examine the various aspects of another example in terms of innovation, the way they market their products and as his other relating to the advancement of SMEs woman herself.
2. Then study was only focusing on the city of Bandung alone, therefore, it would be better if further research covers the whole region of West Java or all women entrepreneurs in Indonesia in order to better know how the development of the SME entrepreneurs women with greater coverage.
3. This research does not analyse how strong the influence to each indicator. Thus, it is suggested for further research to use partial test and see how much influence on each indicator of the framework.

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