




“The role of women entrepreneurship antecedents in supporting social and economic well-being”

AUTHORS	Rina Dewi Anis Eliyana  Aisha Anwar 
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Rina Dewi, Doctoral Student, Faculty of Business and Economics, Department of Management, Universitas Airlangga, Indonesia.

Anis Eliyana, Ph.D., Professor, Faculty of Business and Economics, Department of Management, Airlangga University, Indonesia. (Corresponding author)

Aisha Anwar, Ph.D., Assistant Professor, Postgraduate, Department of Statistics, Government Viqar-un-Nisa Post Graduate College, Pakistan.



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Rina Dewi (Indonesia), Anis Eliyana (Indonesia), Aisha Anwar (Pakistan)

THE ROLE OF WOMEN ENTREPRENEURSHIP ANTECEDENTS IN SUPPORTING SOCIAL AND ECONOMIC WELL-BEING

Abstract

One way to support sustainable development is to put concern on women empowerment. The role of women in a society is essential, yet often treated unfairly. This study focuses on looking at the aspects that can determine the success of entrepreneurship as a form of women entrepreneurship. Additionally, the effect of women entrepreneurship on social and economic well-being is also investigated. The study took a quantitative approach and employed a survey method on a total of 406 members of Setia Bhakti Wanita cooperative in Indonesia. STATA 14 statistical software was used to analyze the data. The results of this study indicate that access to micro-loans has the highest impact on women entrepreneurship (path coefficient 0.43), followed by social environment support (path coefficient 0.32), and entrepreneurial education (path coefficient 0.13). Furthermore, women entrepreneurs have a more favorable impact on economic well-being (path coefficient 0.93), as evidenced by better access to health service, than social well-being (path coefficient 0.89) that is shown from better social relationship with the nearest community. This study offers solid evidence-based recommendations for women's empowerment in Indonesia using proper entrepreneur organization channels.

Keywords

cooperative, empowerment of women, women entrepreneurs, economic support, social support, gender equality

JEL Classification

I30, I31, M13

INTRODUCTION

Women have an equal role and position with men to achieve prosperity (Anggadwita et al., 2017) in the economic, social, political, education, health, legal and environmental sectors, as well as equal opportunities to exercise control over their lives. Furthermore, they play an active role in a country's development (Mustaffa & Asyiek, 2015). Women's empowerment is an activity that positively impacts various economic and social fields (Hatta & Sarkawi, 2011). However, there is still some discrimination against women (Altman & Lamontagne, 2004), and significant differences in salary (Frumen, 2016). Women are primarily found in low-productivity jobs or informal jobs (Anggadwita et al., 2017).

Investing in Indonesian women is essential to promote sustainable development (Mustaffa & Asyiek, 2015). There are still many women hampered in the field of work who have fewer opportunities than men. A good gender equality (Altman & Lamontagne, 2004) will lead to higher education, health, income per capita and faster and inclusive economic growth, and being competitive in the international level.

With the condition of empowered women, Indonesia will be more advanced in sustainable development (Anggadwita et al., 2017).

One of the efforts in realizing women's empowerment is through a cooperative organization (Wijers, 2019). A survey conducted by the International Labor Organization (ILO) and the International Cooperative Alliance (ICA) in 2015 stated that women's participation in cooperatives continues to grow, and is considered better than corporate or individual business organizations in advancing gender equality and providing opportunities for women to be involved in organizations, and cooperative management is an essential feature in cooperatives.

1. LITERATURE REVIEW

A study by Ahmad (2011) stated that most of the population is trapped in a poverty net in developing countries. Economic progress is possible until the socio-economic status of the individual poor is improved (Ahmad, 2011). To be more precise, economic advancement may benefit women through supporting the expansion of small and microbusinesses, generating employment, and boosting productive earnings. (Hassan & Saleem, 2017). Furthermore, through the development of special need-based training programs to create economic prosperity and self-satisfaction (Mahesh et al., 2020), women entrepreneurs have the opportunity to improve their business skills, ability, and performance (Hasan, 2016). This frees up time for them to pursue their passion with their family (Mahesh et al., 2020). Research conducted by Zhu et al. (2018) on women entrepreneurs in China and Vietnam found that one of their motivations was to earn more income aside of getting satisfaction, independence, reducing work conflicts, getting recognition from the community or the public. Women have an attitude that tends to share benefits with others regarding household matters, primarily with the needs of their children (Chant, 1997; Kabir, 1999). By having a significant economic role in her family, it is hoped that women can empower themselves (Malhotra & Schuleer, 2005).

Cooperatives can act as a facilitator to encourage entrepreneurship among their members, therefore empowering them (Rahmana et al., 2020). Moreover, one significant role of cooperatives is by facilitating vital networking (Rahmana et al., 2020). According to Mahesh et al. (2020), women's economic and social growth will contribute to societal improvement. Setia Bhakti Wanita is one of the women's cooperatives that has empowered

women with a joint responsibility system. This women's cooperative was established on May 30, 1978, and one of the achievements that has been earned is an award as a role model for women's cooperatives with a joint responsibility system in Indonesia. This cooperative has a 0% NPL value, which means that there are no outstanding loans. This women's cooperative considers that members are important assets so that investments in human resources are carried out on an ongoing basis of education and training activities for its members, which are financed by allocating funds from the allowance for remaining business results into the members' education fund.

Because it imposes a new business in its first five years, entrepreneurship risk must be properly assessed (Kelly et al., 2012; Agarwal & Lenka, 2017). Women's entrepreneurship can take the form of home-based and autonomous labor (Kelly et al., 2012), allowing women to get intrinsic pleasures such as the joy of doing something valuable for themselves, others, or the community, as well as discovering personal independence. Furthermore, owning an independent business would decrease job conflicts with family since they will be able to manage their time and workload more freely (Zhu et al., 2018).

Skill trainings have a purpose of giving members expertise and skills that can be acquired to provide economic benefits. By having expertise, economic skills, and entrepreneurial knowledge (Wannamakok & Chang, 2019), it is hoped that training participants will be motivated and can exploit their potential to help the economy for their families and themselves. Optimizing the implementation of empowerment programs through educational training for members is taken seriously by Setia Bhakti Wanita to provide benefits to mem-

bers. Several educational implementations are carried out in demos, seminars, focus group discussions and economic skill training.

The status background of the Setia Bhakti Wanita members is primarily housewives. By joining a women's cooperative, they can access financial support. Most of the members do not have access to banking because of several strict requirements (Akhter & Cheng, 2020). For example, loan applicant should have a fixed salary that must be proven in the form of a salary slip. This causes them to have no access to finance. With a strong guarantee of trust between members built in the group, it becomes the capital in applying for a loan. By having access to microfinance loans, women's participation increases in household decision-making. Women's potential can be developed and socially empowered (Akter, 2001; Bansal & Singh, 2019), so the gender gap will decrease and impact the economic aspect (Hassan & Saleem, 2017) and social aspect (Mustaffa & Asyiek, 2015).

Community support will also build networking that has an important position in running a business (Staber, 2001; Anggadwita et al., 2017) to get easier access than single achievements. Networking is a valuable source of knowledge and helps to succeed in business (Mahesh et al., 2020). Having an active involvement with the community provides well-being and positively affects others (Marks & Shah, 2004).

Socio-economic well-being is closely related to income, children's education, health care awareness, family harmony, asset ownership (Hassan & Saleem, 2017), and real income (Altman & Lamontagne, 2004). Meanwhile, the performance of women entrepreneurs (Jha et al., 2017) includes finance, social capital, business environment, training, motivation, and socio-culture. Building economic well-being is crucial to strengthen and build the foundation of a safe, strong, and independent life (Bjornskov & Foss, 2020). Economic well-being is determined by a person's ability to access various goods and achieve various economic opportunities (Mitchell, 2007), and income is the most important indicator that directly determines the level of one's economic well-being (Park, 2017). In line with the study by Argawal and Lenka (2017), which states that entrepreneurship

has a positive and significant effect on welfare, it shows the extent to which the decision to engage in entrepreneurship reflects the choice and ability of entrepreneurs for entrepreneurial preferences for autonomy (Park, 2017) and challenging tasks (Jha et al., 2017).

Social well-being provides sustainable opportunities with the involvement in community activities that are carried out in positive interactions inside networking that occurs both in peer to peer and voluntarily. Being part of a community or social group impacts well-being (Putnam, 1993; Helliwell & Putnam, 2004; Dayson et al., 2020). Social well-being is a personal assessment of the state and function in social life (Keyes, 1998), which means that social well-being refers to active, fair, and beneficial involvement for the social community (Warr, 2005).

2. AIMS AND HYPOTHESES

The main objective of this study is to test the influence of entrepreneurship education, access to microcredit loans, and community support on women entrepreneurs in the context of cooperative organization in Indonesia, and analyze the impact of women entrepreneurs on economic and social well-being.

The following research hypotheses are proposed:

- H1: *Entrepreneurship education has a positive influence on women entrepreneurs.*
- H2: *Microcredit has a positive influence on women entrepreneurs.*
- H3: *Community support has a positive influence on women entrepreneurs.*
- H4: *Women entrepreneurs have a positive effect on economic well-being.*
- H5: *Women entrepreneurs have a positive effect on social well-being.*

To implement the research objectives, the following research model was built (See Figure 1).

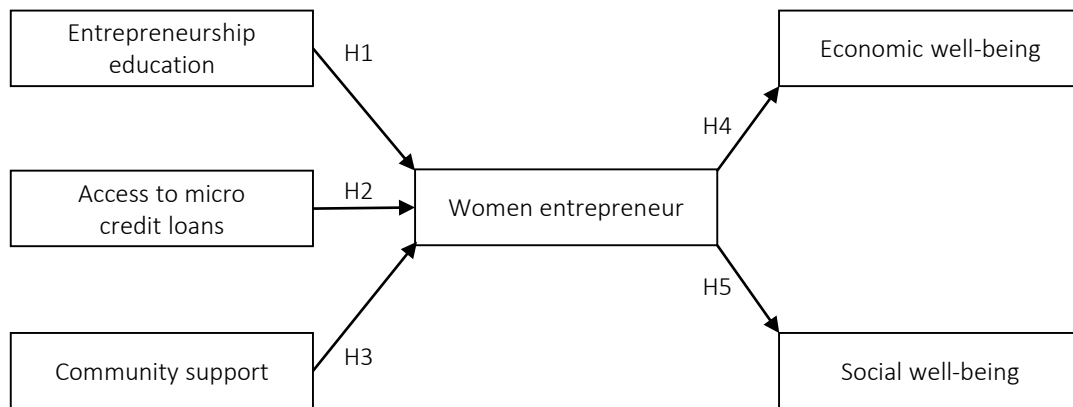


Figure 1. Research model

3. METHODS

In this study, three exogenous variables were used: entrepreneurship education, microcredit, society; one intervening variable, women entrepreneur; and two endogenous variables, namely economic well-being and social well-being. Each latent variable has five indicators as a measure. Measurement uses a Likert scale of 1 – Strongly Disagree to 5 – Strongly Agree.

The measurement of economic well-being adopts the measurements used by Mitchell (2007) and Park (2017); social well-being adopts the measurement used by Provencher and Keyes (2011); entrepreneurial education adopts the measurement used by Rudhumbu et al. (2019) and Bansal and Singh (2019); access to micro credit adopts the measurement used by Kabir (2001) and Garikipati (2013); community support adopts the measurement scale used by Luong (2019), and women entrepreneurs adopt the measurement scale used by Orhan and Scott (2011) and Agarwal and Lenka (2015).

Based on the research objectives and problems, quantitative research techniques with survey methods were chosen (Hameed et al., 2018a). This study uses STATA 14 statistical software because all statistical analysis processes can be carried out, not limited to the menus presented. Primary data was obtained from a questionnaire with several sample selection criteria, such as:

1. Setia Bhakti Wanita members who have attended economic skill training education;

2. Entrepreneurial women who manage their businesses for at least two years; and
3. Entrepreneurial women who have at least two employees.

In obtaining primary data, the authors were assisted by 41 officers of Setia Bhakti Wanita to distribute the questionnaires so that the distribution of the questionnaires could reach the group distribution. Among the 428 questionnaires received, 406 met the requirements, while the rest could not be used due to incomplete filling.

Before the questionnaire was distributed, a trial was conducted to get input to improve the reliability and validity of the measurement scale (Churchill, 1979). The trial was conducted on 40 women entrepreneurs with several required criteria, and Cronbach's alpha value was obtained with a value above 0.70 (Nunnally, 1978). It means that all questions are valid and reliable to be used in research.

4. RESULTS

The validity test in research with Cronbach's alpha value of 0.95 means the question item is valid. Meanwhile, the significance level of 5% with r table $0.098 < r$ count 30 questions from 406 respondents implies that the data is reliable and can be used in this study.

The confirmatory analysis of data indicates that all indicators have a value of more than or equal 0.4, so that the indicators can be accepted (Nunnally &

Table 1. Confirmatory factor analysis results

	Construct and indicators	Factor loading	Z	p	Result
Entrepreneurship Education (EE)					
EE1	I gained entrepreneurship knowledge in economic skills training	0.75	27.01	0.00	Sig
EE2	I acquire entrepreneurship skills in economic skills training	0.74	26.26	0.00	Sig
EE3	I acquire skills proficiency in economic skills training	0.70	23.19	0.00	Sig
EE4	I have a positive outlook on entrepreneurship after attending economic skills training	0.62	17.51	0.00	Sig
EE5	I have commitment and leadership that support entrepreneurship activities	0.55	13.97	0.00	Sig
Access to micro credit loans (MC)					
MC1	I have the convenience of getting a loan from Setia Bhakti Wanita	0.56	14.83	0.00	Sig
MC1	I mostly use the loan as business capital	0.75	27.26	0.00	Sig
MC1	I use loan funds to build and grow my business	0.84	37.12	0.00	Sig
MC1	I always take into account how the business that I manage is able to generate income to make payment installments on schedule	0.60	16.25	0.00	Sig
MC1	I feel that the fees, interest and other deductions for getting a loan are relatively cheaper than the cost of borrowing from banks	0.47	10.78	0.00	Sig
Community Support (CS)					
CM1	Business communication runs smoothly by joining with this community	0.76	29.77	0.00	Sig
CM2	I have access to market my products or services	0.81	38.19	0.00	Sig
CM3	I have a wider business network than before I joined this cooperative	0.77	31.59	0.00	Sig
CM4	I can learn to improve the quality of products or services in my business by learning together	0.79	34.62	0.00	Sig
CM5	I am happy to be part of this cooperative because it motivates each other to grow up together	0.69	23.30	0.00	Sig
Women Entrepreneur (WE)					
WE1	I want to be economically independent	0.71	26.69	0.00	Sig
WE2	I can manage my time flexibly, both for business and for my family	0.74	29.38	0.00	Sig
WE3	I feel that I have a passion to explore my own potential through entrepreneurship	0.76	31.99	0.00	Sig
WE4	I feel worthy of being recognized in society	0.73	28.73	0.00	Sig
WE5	I am proud to improve the standard of living for myself and my family	0.76	33.39	0.00	Sig
Economic Well Being (EW)					
EW1	I like to have my own income or additional income	0.73	28.61	0.00	Sig
EW2	I am able to have valuable assets (gold, vehicles, houses and other valuables)	0.76	32.15	0.00	Sig
EW3	I can buy healthy and nutritionally balanced food	0.80	40.14	0.00	Sig
EW4	I can access better health services	0.82	43.13	0.00	Sig
EW5	My children have a formal education with good quality education	0.75	31.44	0.00	Sig
Social Well Being (SW)					
SW1	I get a good acceptance in the environment	0.79	37.33	0.00	Sig
SW2	I play a role in community life	0.82	43.89	0.00	Sig
SW3	My presence in the community is able to contribute to the empowerment of the surrounding community	0.79	37.97	0.00	Sig
SW4	My social relations with the community around me are getting better	0.79	38.44	0.00	Sig
SW5	I have sufficient knowledge and good self-control to work with others to achieve goals	0.74	30.27	0.00	Sig

Bernstein, 1994). For this study, a significant value was less than 0.05. It means all indicators had a positive influence on the latent variable. SEM calculations are able to eliminate outliers so that the data presented is not biased.

The CFA result shows that the factor loading value of the latent variables have the required value so that all variables and indicators can be used to build the proposed research model (see Table 1).

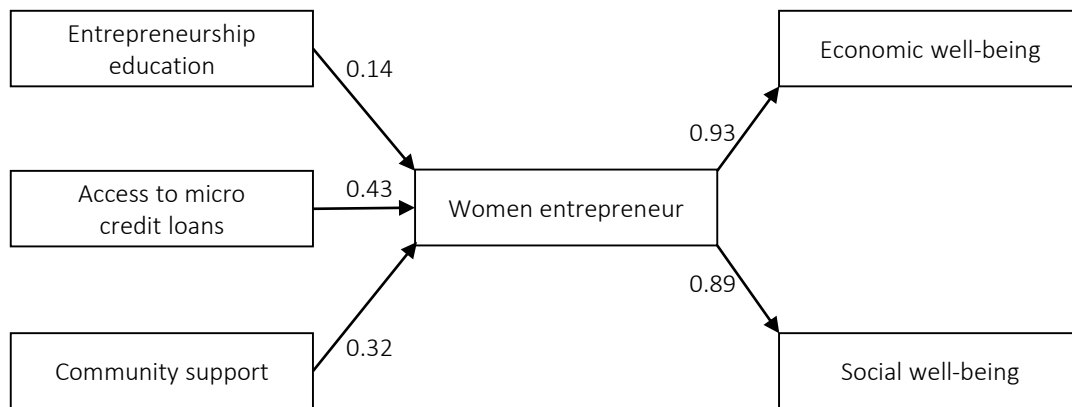


Figure 2. Structural equation modeling result

Table 2. Goodness of fit

Criteria	Cut of value	Value	Information
RMSEA	≤ 0.08	0.06	Good
CFI	≥ 0.90	0.91	Fit
TLI	≥ 0.90	0.90	Fit
SRMR	≤ 0.08	0.06	Good
CD	Approaching 1	0.99	Good

The goodness of fit test of the proposed research model shows an RMSEA value of 0.06, which means below 0.08, the CFI and TLI values are 0.90, meaning the model is good and the SRMR value is 0.06 (see Table 2), then the hypothesis testing uses regression weights between variables (see Table 3).

Table 3 shows that the regression weight value has a significance value below 0.05 so that this model can be accepted to answer the research hypothesis.

5. DISCUSSION

The existence of cooperatives throughout the world has proven to play a significant role in empowering women as an effective way that provides wider opportunities for women to develop and explore their abilities (Kabeer, 2001; Frumen, 2016). Cooperatives encourage their members to be empowered in the economic and social fields by achieving a better quality of life through entrepreneurship.

In developing countries, women entrepreneurs have less access to potential opportunities to promote their businesses. Therefore, a strong support from the environment is needed (Cornwall, 2016) such as policies that favor women to build businesses and create jobs (ILO, 2007).

Women entrepreneurship programs through development programs were initiated to empower women entrepreneurs (Agarwal & Lenka, 2017). It was discovered in this study that entrepreneurship education, in the form of economic skills training, has an influence on raising women's understanding of the need of establishing independent enterprises in order to achieve women's welfare. Thus, *H1* is accepted.

Women cooperatives give vast options for their members to explore and expand their chances of becoming women entrepreneurs by providing micro-credit. The growing number of women who have established their own business demonstrates positive attitudes and practices. As a result, *H2* is accepted. Members are becoming more aware that the cooperative gives easy access to micro-credit or loans, and members may undertake a simple study of how to grow and develop their businesses using the loans received, limiting the problem of instalment responsibilities to no more than 30% of total revenue. This

Table 3. Regression weight structural equation modeling

Hypothesis	Regression Weight SEM	Estimate	z	p	Result
H1	EE → WE	0.14	2.02	0.04	Accepted
H2	MC → WE	0.42	5.84	0.00	Accepted
H3	CS → WE	0.32	4.71	0.00	Accepted
H4	WE → EW	0.93	61.73	0.00	Accepted
H5	WE → SW	0.89	50.46	0.00	Accepted

is in line with prior research, which indicated that microcredit gives women entrepreneurs higher returns and boosts community confidence (Hassan & Saleem, 2017; Hameed et al., 2018a).

The community has a favorable influence on the practice of women entrepreneurs, demonstrating that *H3* is accepted. Members of a community who grow and learn together feel empowered (Malhotra & Schuler, 2005), have shared strengths, and develop empathy for one another as a result of this process. Helping others has become an essential part of cooperative's culture, which aims to improve the community (Robitschek & Keyes, 2009).

H4 is accepted, since the actions of women entrepreneurship have a favorable impact on economic well-being. Because of procedural usefulness, the link between entrepreneurship and well-being may be deduced (Benz & Frey, 2008). In other words, people appreciate both the end product and the process of getting there. Entrepreneurs use current

tactics for entrepreneurial activity to operate their businesses (Elliotta et al., 1998), and they may also seek and identify new ideas and possibilities while taking appropriate risks (Agarwal & Lenka, 2017). Furthermore, if a woman is financially self-sufficient, she is truly powerful (Hameed et al., 2018a; Hassan & Saleem, 2017).

H5 is accepted because the actions of women entrepreneurs have a favorable impact on social well-being. The quality of life, which includes life satisfaction, happiness, health, social activities, economic activities, and environmental circumstances, is linked to well-being (Diener et al., 2009). Well-being is defined as a condition of being fulfilled, joyful, and empowered in accordance with one's desires while also contributing to society (Marks & Shah, 2004). Women's empowerment is a process that takes place on both a personal and a collective level. Women must be seen as a force (Vasanthakumari, 2012) with equal decision-making and resource control (Mustaffa & Asyiek, 2015).

CONCLUSION

The purpose of the study is to test and determine the role of entrepreneurship education, access to microcredit loans and community support on women entrepreneur. To extend the study, the influence of women entrepreneur on economic and social well-being is also tested. As a result, it is found that entrepreneurship education, access to microcredit loans, and community support have a positive and significant effect on women entrepreneurs. The next finding is that women entrepreneurs have a positive and significant impact on economic well-being and social well-being. This study also provides findings that women entrepreneurs are able to mediate the relationship between the three antecedents with economic and social well-being. These findings prove that cooperatives are able to encourage their members to create and strive for well-being for themselves, their families and society. Women in developing countries will have more access to new economic creation if the number of female entrepreneurs rises. This is well recognized to offer huge potential for global economic growth by transforming original ideas into startup chances, social networks, and creation of new employment. In Indonesia, cooperatives are one of the most effective groups promoting women's empowerment as they offer access to entrepreneurship-related initiatives. Because of their expertise, active engagement, and positive attitude, women have the right and chance to achieve, according to this study. Women must be encouraged to enter the business sphere, and their skills must be used and utilized in order to achieve societal development. Women who are empowered feel better about themselves, have higher life satisfaction, and are more optimistic in general.

AUTHOR CONTRIBUTIONS

Conceptualization: Rina Dewi.
Data curation: Anis Eliyana.
Formal analysis: Anis Eliyana.
Investigation: Aisha Anwar.

Methodology: Rina Dewi.
 Project administration: Rina Dewi.
 Supervision: Aisha Anwar.
 Validation: Rina Dewi.
 Visualization: Aisha Anwar.
 Writing – original draft: Rina Dewi.
 Writing – review & editing: Anis Eliyana, Aisha Anwar.

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