

## ANALYSIS OF INFLUENCING FACTORS MOTIVATING WOMEN TO ENTREPRENEURSHIP THROUGH ONLINE BUSINESS IN CIKARANG

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### ABSTRACT

In modern and digital times like today, women of course, it is no less competitive than the men. The abundance of natural talents what the women have and their awareness to help improving his family's economy, being one of the factors why Indonesian women pursue the field of entrepreneurship. Development such rapid technology also affects the mindset or women's insights. In this study, researchers aimed to knowing the factors that motivate women in entrepreneurship. Researchers took 100 female entrepreneur respondents as a sample. Data collection is carried out by distributing questionnaires. Research this is a quantitative descriptive study. Research using factor analysis techniques to look for factors that motivate women in entrepreneurship. Analysis using the program SPSS. The results of this research show that there are 5 factors that formed in motivating women in online business entrepreneurship through facebook groups namely; family factors, self-development factors, factors of need to achieve, factors of unemployment or not having unused work and funds factor.

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## 1. INTRODUCTION

Indonesia is a large country with a population of 272 million people which occupies the fourth position after the United States. Population growth that continues to increase every year will increase the number of workers so that the number of jobs that must be provided and continue to be increased in order to overcome the problem of unemployment. The main problem in the world of employment is the high unemployment rate because the number of workers increases to a greater number of jobs than the number of available jobs. Therefore, development will be more successful if it is supported by entrepreneurs who can create jobs.

Referring to data from the Center for Statistics (BPS) in 2021, the number of unemployed people increased by 8.75 million people in February. The number increased by 1.82 million people compared to the same period last year, which was 6.93 million people.

One of the solutions taken to overcome unemployment in Indonesia is to create entrepreneurship. By entrepreneurship, it will help the government in creating new jobs. By entrepreneurship, in addition to having the opportunity to generate greater income for entrepreneurs, it is also able to reduce the number of unemployed. The women also contribute to the economy of the State through the taxes generated. Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to target opportunities for success. The essential values of the entrepreneurial spirit are self-confidence, task and result-oriented, risk-taking, future-oriented, creativity and innovation.

At this time, many women play important roles in the business world either as leaders in the workplace or as owners of companies that they built themselves. Starting from just quainting themselves, working independently financially turned out to be very enjoyed by women. This is inseparable from the total population of Indonesia, which is almost 50% of the 260 million population is women. The participation of women to be independent with entrepreneurship shows a significant development. Data from the ministry of cooperatives and SMEs is 60% managed by women (Kemenkopra.go.id). The 3 sectors that are controlled are fashion, culinary, and crafts (Kemenpppa.go.id).

In the current Era of Globalization, information technology plays an important role as a means of transaction of two elements of online business, namely in providing media facilities in the form of the

internet. Online shop business is no longer a foreign term in Indonesia, whether we are used to using the internet or not. As for the definition given for this online business, it is clear that business people benefit from the existence of the internet.

## 2. METHOD

The type of research used in this study is descriptive research with quantitative methods. The research design used in this study is a causal type explanatory research that seeks to test the influence of independent variables on dependent variables. The scope of this study is to analyze the factors that influence the motivation of women in entrepreneurship through online business in Cikarang. There are 18 indicators on the dependent variable and 1 independent variable.

Based on the method, this research uses the survey research method. This survey method is a study that can be carried out on large or small populations, but the data studied is data derived from research samples. The data collection technique in this survey method is to make a questionnaire. The population in this study was female entrepreneurs around North Cikarang who opened an online business through a Facebook group of 100 respondents with a total sample taken of 100 respondents. The sampling technique uses simple random sampling.

The analysis method used is factor analysis. Factor analysis aims to find relationships between a number of variables that are mutually independent of each other and also to examine the correlation between the observed actions. Research. As for the steps in conducting factor analysis in this stage, there are two things that need to be done so that factor analysis can be carried out, namely: determining the magnitude of the Barlett Test of Sphericity value, Keiser-Meyers-Okin (KMO) Measure of Sampling Adequacy (MSA) measurement.

## 3. RESULT AND DISCUSSION

The validity test in this study was by pretesting 30 respondents who had been processed using the SPSS program. Based on the results of the analysis carried out, the validity test results are obtained as follows:

Table 1. Validity Test Results

Statement No	Corrected Item-Total	r Tabel	Result	Statement No	Corrected Item-Total	r Tabel	Result
1	.494	0,361	Valid	10	.411	0,361	Valid
2	.407	0,361	Valid	11	.622	0,361	Valid
3	.433	0,361	Valid	12	.480	0,361	Valid
4	.523	0,361	Valid	13	.612	0,361	Valid
5	.589	0,361	Valid	14	.480	0,361	Valid
6	.671	0,361	Valid	15	.403	0,361	Valid
7	.495	0,361	Valid	16	.474	0,361	Valid
8	.563	0,361	Valid	17	.537	0,361	Valid
9	.498	0,361	Valid	18	.681	0,361	Valid

The magnitude of  $df$  can be calculated as  $30-2 = 28$ , with  $df = 28$  and alpha 0.05 then in the table  $r = 0.361$ .  $r$  count greater than  $r$  table and positive value, then the grain or statement is declared valid.

The higher the reliability of a measuring instrument, the more stable the measuring instrument is to be used. The level of reliability of a construct or research indicator can be seen from the statistical results of the cronbach alpha ( $\alpha$ ) theory. An indicator can be said to be reliable if the Cronbach Alpha value is greater than 0.70 and if the Alpha value is smaller than 0.70 then the indicator is not reliable.

Cronbach's Alpha	N of Items
.838	18

Based on the results of the reliability test conducted using the SPSS program, it can be concluded that the overall research indicators are declared reliable. This appears at cronbach alpha values greater than 0.60,  $0.838 > 0.60$ .

Table 3. Recapitulation of respondents' responses to factors

No	Statement	Amount	Presentase
1	Berwirausaha karena ingin mandiri secara Ekonomi	467	7.5 %
2	Berwirausaha karena tidak puas dengan pekerjaan yang ada	301	4.8 %
3	Berwirausaha karena pengangguran	213	3.4 %
4	Berwirausaha karena mencari tantangan	410	6.5 %
5	Berwirausaha karena keinginan pribadi	464	7.4 %
6	Berwirausaha karena kebanggaan diri	376	6.0 %
7	Berwirausaha karena usaha turun temurun	255	4.1 %
8	Berwirausaha karena ingin membuka kesempatan kerja bagi orang lain	431	6.9 %
9	Berwirausaha karena adanya bantuan usaha modal	283	4.5 %
10	Berwirausaha karena memiliki kemampuan dalam bidang usaha yang di geluti	417	6.7 %
11	Berwirausaha karena dorongan keluarga	376	6.0 %
12	Berwirausaha untuk mengalihkan dana yang tidak terpakai	312	5.0 %
13	Berwirausaha karena adanya insfrastruktur yang memadai dalam mengembangkan usaha	365	5.8 %
14	Berwirausaha karena adanya pengalaman dibidang kewirausahaan	367	5.9 %
15	Berwirausaha karena adanya potensi pasar	424	6.8 %
16	Berwirausaha karena keinginan keluarga	252	4.0 %
17	Berwirausaha karena ingin memperoleh status sosial	275	4.4 %
18	Berwirausaha karena latar belakang keluarga	277	4.4 %
<b>Total</b>			<b>100%</b>

Based on the table above, it is stated that it describes respondents' responses regarding 18 indicators that motivate women to entrepreneurship. Based on the results of data processing presented in the table above, it can be seen that statement 1 "Entrepreneurship because you want to be economically independent" gets the highest percentage of total score of 7.5% while statement 3 : Entrepreneurship due to unemployment " gets the lowest total score percentage of 3.4%.

Table 4. KMO dan Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling		.604
Adequacy. Bartlett's Test of Sphericity	Approx. Chi-Square	
	df	443.954
	Sig.	.000

The results of the KMO and Bartlett's test showed that the KMO MSA was more than 0.50 which was 0.604 and the value of the Bartlett's test with Chi-Square = 443,954 and was significant at 0.000. Value shows that this study is allowed to use factor analysis as a method of analysis because the resulting value above is more than 0.5.

The discovery of many factors is based on the eigenvalue value of the correlation matrix between variables. From the 18 variables analyzed, it turned out that the extraction results became 5 factors that had an eigenvalue value of > 1, where:

First factor eigen value 3.612 and was able to explain 20.06% variation;

Second factor eigen value 2.315 and able to explain 12.86 % variation;

Third factor eigen value 1.591 and able to explain 8.83 % variation.

Fourth factor eigen value 1.433 and able to explain 7.96 % variation;

Fiveth factor eigen value 1.169 and able to explain 6.49 % variation

And the five overall factors are able to explain 56.2 % variation.

## DISCUSSION

Based on the results of statistical calculations above, the results of this study were obtained in the following discussion:

Factors that motivate women in entrepreneurship through online business in facebook groups. The results of the motivational factor analysis of 100 female entrepreneur respondents studied formed 5 motivational factors, namely: Family Factor, Personal Growth Factor, Need for achievement Factor, Unemployment Factor, Use of idle funds Factor.

This research supports research that has been conducted by Aam Bastaman and Riffa Juffiasari in 2019. The results showed that the decision to become a female entrepreneur was driven by several internal (individual) factors, such as: interests supported by skills and motivation. Meanwhile, external factors that influence the decision to become an entrepreneur are husband/family support, capital, family environment/descendants and opportunities for entrepreneurship. Husband support becomes the deciding factor, while heredity is not the only influencing factor in the decision to become an entrepreneur. This research can be used as a reference in an effort to grow the number of entrepreneurs, especially female entrepreneurs in the country.

Factors that positively influence entrepreneurial women through online business in facebook groups. Factors that positively influence entrepreneurial women through online business in a facebook group in North Cikarang. By distributing the questionnaire to 100 female entrepreneur respondents studied, namely: Entrepreneurship because of family desires on the Family factor (Family factor), Entrepreneurship because you want to be economically independent on the Personal Growth Factor (Self-Development Factor), Entrepreneurship because of personal desire on the Need for achievement Factor (Factor of need to achieve), Entrepreneurship because of unemployment on unemployment factor, Entrepreneurship to divert unused funds to Use of idle funds.

This research supports the research that has been carried out by Gian Fitralisma in 2019. The results showed that the independence variable had a positive and significant effect on the factors that affect entrepreneurial women in Wanatawang village. The capital variable has a positive and insignificant effect on the factors that affect entrepreneurial women in Wanatawang village. Family variables have a positive and insignificant effect on factors that affect entrepreneurial women in Wanatawang village. Educational variables have an effect but are not significant on the factors that affect women in Wanatawang village. The results of the second study prove that the variables of independence, capital, family, and education simultaneously have a positive and significant effect on factors that affect women in entrepreneurship.

## 4. CONCLUSION

Based on the results of the motivational factor analysis of 100 female entrepreneur respondents studied, 5 motivational factors were formed, namely Family Factor, Personal Growth Factor, and Need for achievement Factor, Unemployment Factor and Use of idle funds Factor.

The most dominant variable on each factor. Namely: Entrepreneurship because of family desires on the Family factor, Entrepreneurship because you want to be economically independent on the Personal Growth Factor (Self-Development Factor), Entrepreneurship because of personal desire for achievement Factor (Factor of need for achievement), Entrepreneurship because of unemployment (Unemployment factor), Entrepreneurship to divert unused funds to Use of idle funds.

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