CAPACITY OF RISILIENCE AND INNOVATIVE BEHAVIOR: ITS INFLUENCE ON THE PERFORMANCE OF WOMAN ENTREPRENEURS IN AMBON CITY

Nurul Maghifirah[1], Novalien Carolina Lewaherilla[2], Asiani Sijabat[3]
[1,2,3]Department of Management, Faculty of Economics and Business, Pattimura University, Indonesia

ARTICLEINFO	ABSTRACT
Keywords: *Capability of Resilience,* *Innovative Behavior,* *Performance of Woman* *Entrepreneurs*	The aim of this research is to analyze the influence between Capacity of Resilience and Innovative Behavior on the Performance of Woman Entrepreneurs in Ambon City, Nusaniwe District. This research design is an associative explanatory survey, namely a study that aims to reveal the correlation and contribution between the variables Capacity of Resilience and Innovative Behavior to the Performance of Woman Entrepreneurs. The object of the research is MSME actors in Ambon City. The sample in this study was 79 female MSME actors in Ambon City, Nusaniwe District. The research results show that Capacity of Resilience has a significant and positive effect on the performance of Woman Entrepreneurs, Innovative Behavior has a significant and positive effect on performance of woman entrepreneurs. The suggestions that can be put forward are to prioritize Capability of Resilience in optimizing the performance of Woman Entrepreneurs by encouraging improvements in quality and service to customers, quantity of business, responsibility, effectiveness and independence.
E-mail: fyramaghfirah93@gmail.com	

1. INTRODUCTION

The increasing number of unemployed shows that there is a need for handling measures which will have an impact on the country's economic growth. One effort that can be done is to create entrepreneurs who are able to create employment opportunities. Micro, small and medium enterprises (MSMEs) are considered very good and suitable as a business solution to increase economic growth. So it can be correlated that when MSMEs increase, the number of unemployed decreases. In other words, MSMEs contribute 56.7% of GDP based on all agricultural sector companies.

Indonesia has realized that the development of woman entrepreneurs must be an inseparable part of improving the economy. The development of women's entrepreneurship in developing countries like Indonesia has great potential as the main motor driving the process of empowerment and social transformation (Tambunan 2012). The development of women's entrepreneurship in developing countries like Indonesia has great potential as the main motor driving the process of empowerment and social transformation (Tambunan 2012).

MSMEs in Ambon City continue to grow after the Covid pandemic. to reach approximately 60,000. Almost all businesses in Ambon are included in the micro category, especially culinary businesses because the necessities of life are food first, clothing second, and shelter third. The current difficult conditions require Ambon City MSMEs to create innovations to be sustainable and develop.

Baron (2003) stated that entrepreneurial activities through the creation or expansion of economic activities by identifying and exploiting new products, processes or markets are often associated with high stress, various obstacles and uncertainty (Anugraheni, AR, Rahmani, AN, & (2020). As a result Resilience and innovation play an important role in the continuity of a business. The differences in basic characteristics of women and men allow for differences in the level of resilience in female and male entrepreneurs.

Resilience is a character that a woman entrepreneur needs. According to Linnenluecke, MK (2017). resilience is considered to be positively related to business success. Resilient entrepreneurs believe that they can be empowered, able to adapt to change well, can draw lessons from previous successes to face current challenges and use positive emotions to recover from traumatic experiences.

Resilience capacity is the entrepreneur's mental endurance/strength to carry on or improve their business. Resilience is also defined as an individual's capacity to surviveIn stressful situations, resilience is not a trait but a process. In line with the opinion of Reivich and Shatte (2002), resilience is the ability to overcome and adapt to serious events or problems that occur in life. Likewise, the opinion of Stefan Korber (2017) in his research states that resilience is the ability to survive and adapt to something that seems wrong or inappropriate. Indicators used; Ability to adapt business to changes in business conditions/environment, changes in transaction habits and other changes, face business/enterprise challenges in any form, overcome high pressure in running a business/enterprise, try again after experiencing bankruptcy/loss in business/enterprise, achieve business goals even though there are obstacles, stay focused under pressure, handle unpleasant feelings every time you run a business/enterprise.

Meanwhile, innovation requires a woman entrepreneur to do new things. In short, entrepreneurs succeed by thinking about and doing new things or old things in new ways. How important it is for an entrepreneur, especially women, to have resilience and innovative behavior in encouraging and increasing work performance, both individual and organizational. Innovating is the company's desire to obtain business performance and efforts to increase competitiveness (Gunday, Ulusoy, Kilic, & Alpkan, 2011). Likewise with research results (Syaiful, 2020)which shows that Management Skills have a significant positive influence on the success of SME businesses in Pekanbaru. However, this is different from the results of research (Permasih et al., 2014) which shows that managerial skills do not have a significant influence on the business success of female batik craftsmen in Surakarta. Research results (Fanos, Pradhan, Mansor, Yusoff, & bin Abdullah, 2018) in Iraq shows that Entrepreneurial Skills have an influence on Small Business Performance. The same is true of research results (Lambey, Karamoy, Lambey, & Kalangi, 2018) in Indonesia proves that ability entrepreneurship has a positive and significant effect on the performance of women's MSMEs in Menado City, which was marked by profit growth.

Increasing the number of MSMEs managed by women in Maluku can absorb energy employment, and reduce the unemployment rate. For this reason, increasing. The number of female MSMEs must also be accompanied by an increase in their performance so that His business can continue to grow and last a long time, which in the end can be achieved accelerate economic recovery and increase its contribution to GDP. When women entrepreneurs succeed, they can become changemakers in the world family and community levels, thereby contributing to the growth of the country overall (Shah & Saurabh, 2015). The focus of this research is to see the relationship between Capacity of Resilience and Innovative Capability on the performance of Woman Entrepreneurs

2. METHOD

Research location in Ambon City with data collection techniques through observation, in-depth interviews and literature study. The population in this study was 149 MSMEs in Ambon City, Nusaniwe District. The samples taken were based on Non Probability Sampling with Puposive Sampling Technique (Sugiyono, 2014), namely determining the number of samples based on certain considerations and objectives, namely 79 female MSME actors in Nusaniwe District. Data were analyzed using Multiple Regression Analysis to see the influence of Capacity Resilience and Innovation Behavior on the Performance of Woman Entrepreneurs.

3. RESULTS AND DISCUSSION
Data Validity and Reliability Test

The validity test is used to measure whether a questionnaire is valid or not.If the questions in the questionnaire reveal what the questionnaire measures, then the questionnaire is considered valid (Gozhali, 2011). To measure validity, this can be done by comparing the score of the question item with the total score of the construct or variable. Meanwhile, to determine whether the score for each question item is valid or not, statistical standards are set as follows:

- If r count > r table and is positive, then the variable is valid
- If r count < r table, then the variable is invalid.

Table 1
Validity test

Variable	Items	R count	R Table	Information
Capacity of Resilience (X1)	X1.1	0.722	0.232	Valid
	X1.2	0.581	0.232	Valid
	X1.3	0.627	0.232	Valid
	X1.4	0.636	0.232	Valid
	X1.5	0.767	0.232	Valid
	X1.6	0.617	0.232	Valid
	X1.7	0.772	0.232	Valid
	X1.8	0.705	0.232	Valid
	X1.9	0.692	0.232	Valid
	X1.10	0.705	0.232	Valid
Innovation Behavior (X2)	X2.1	0.535	0.232	Valid
	X2.2	0.618	0.232	Valid
	X2.3	0.502	0.232	Valid
	X2.4	0.636	0.232	Valid
	X2.5	0.489	0.232	Valid
	X2.6	0.387	0.232	Valid
Woman Entrepreneur Performance (Y)	Y.1	0.640	0.232	Valid
	Y.2	0.612	0.232	Valid
	Y.3	0.606	0.232	Valid
	Y.4	0.669	0.232	Valid
	Y.5	0.798	0.232	Valid
	Y.6	0.056	0.232	Valid
	Y.7	0.732	0.232	Valid

Based on table 1 above, it can be concluded that with the results of the validity test of all the statement indicators contained in the questionnaire as a measuring tool for the influence of Capacity of Resilience and Innovation Behavior on the performance of Woman Entrepreneurs, the results of all statement items submitted by researchers in the questionnaire were declared valid. This proves that the calculated r value is greater than the r table value (calculated r value > table r value), where the r table value is 0.232 with a sample size of 79 female business actors.

The aim of the reliability test is to determine the level of consistency of the instruments being measured. Reliability is a prerequisite for a questionnaire to be effective for a particular purpose. Reliability testing is carried out jointly on all question items in a questionnaire. A reliable instrument will provide correct data and correspond to actual conditions. A variable is said to be reliable or reliable if it provides a Cronbach's Alpha value ≥ 0.60 (Ghozali, 2011). The following table shows the results of reliability testing:

Table 2
Reliability Test

Variable	Cronbach's alpha	Standard Tilapia	Information
Capacity Of Resilience	0.809	0.60	Reliable
Innovation Behavior	0.743	0.60	Reliable
Performance of Woman Entrepreneur	0.878	0.60	Reliable

Source: primary data processed by SPSS version 26

Based on table 2 above, it can be concluded that the reliability test results of all indicators in the statement items contained in the questionnaire for each variable have a standard value of 0.60. Thus, it can be concluded that the questionnaire data used in this research is reliable or acceptable.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of the Capacity of Resilience and Innovation Behavior variables on the Performance of Woman Entrepreneurs. Complete statistical calculations in multiple linear regression analysis are in the appendix and are further explained in table 4 below:

Table 3.
Results of Multiple Regression Analysis

Variable	Unstandardize Coefficient	Standardize Coefficient	t count	Significant	Information
Capacity of Resilience (X1)	. 804	,786	11,819	0,000	Significant
Innovation Behavior (X2)	,288	,140	2,106	0.39	Significant
constant value					

Dependent Variable: Performance of Woman Entrepreneur

Based on the table above, the calculation analysis of the T test is as follows:
a. The calculated value for the Capacity of Resilience variable is 11.89 with a significance level of 0.000. Because the significance value is 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, namely that there is a positive and significant influence of Capacity of Resilience on the performance of Woman Entrepreneurs in MSMEs in Ambpn City, District. Nusaniwe. The calculated value of the Organizational Citichenzhip Behavior variable is 2.820 with a significance level of 0.006 <0.05 so it can be concluded that the second hypothesis is accepted, namely that there is a positive and significant influence of Innovation behavior on the performance of Woman Entrepreneurs in MSMEs in Ambon City, Nusaniwe District.

The regression equation model can be obtained by looking at the unstandardized coefficients in the table above, then the regression equation can be formulated:

$$Y = 11.146 + 0.804X1 + 0.288X2$$

Based on the results of the regression equation, it was found that 1) The constant value of 11.146 shows that if the capacity of resilience and Innovation behavior value is 0 then the performance of woman entrepreneurs increases by 11.146. 2) The variable Capacity of Resilience (X1) gives a positive value of 0.804, meaning that every change in Capacity of Resilience (X1) experienced by female MSMEs will influence efforts to improve the performance of female entrepreneurs by 11.146. 3) In the variable (X2), the result is a positive value of 0.288. This means that every change in Innovation behavior (X2) will affect the increase in the performance of the woman entrepreneur (Y) by 11.146

Table 4.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,820	,677	,668	0.376

a. Predictors: (constant) X2, X1...
b. Dependent Variable: Y

As can be seen in the model summary table, the value in the R Square column is 0.677, meaning that the contribution made by Capacity of Resilience and Innovation Behavior to the Performance of Woman Entrepreneurs in Ambon City, Nusaniwe District is 67.7%, while the remaining 33.3% is influenced by factors. -other factors outside the research model.

Capacity of resilience explains that resilience is the ability to overcome and adapt to serious events or problems that occur in life. (Reivich and Shatte 2002) Stefan Korber (2017) in his research stated that resilience is the ability to survive and adapt to something that seems wrong or inappropriate. Indicators used; According to Georgoulas-Sherry, V., & Kelly, DR (2019). In the entrepreneurial spirit there are beliefs and attitudes in facing any situation, and one of the things they do is resilience, by daring to take risks and being able to predict future situations, this is what makes them resilient. High resilience, showing more stability in facing difficulties (tenacious, not afraid to take risks). This research explains that for MSME woman entrepreneurs in Ambon City, Nusaniwe District, the ability to survive is contained in the personal ability to survive in difficult times, self-confidence, adaptation, self-control and high spiritual values. If things related to capability of Resilience are well owned, then performance will increase as measured by quality and service to customers, quantity of effort, responsibility, effectiveness and independence. The results of this research are supported by research by Tugade & Fredrickson, (2004), which states that the higher the resilience, the greater the ability to organize, be dynamic and precise. Likewise, research by Dwi Retno Wilujeng (2021) on the resilience of tofu MSME actors in facing the impact of the COVID-19 pandemic in Kediri Regency found that resilience had a positive impact on the performance of MSMEs. Also Winda Chan's (2023) study on the resilience of MSMEs in Indonesia found that resilience capability is an important factor in the success of MSMEs, especially in facing crises.

Innovation behavior is one of the most important characteristics of entrepreneurship. Without innovation, companies will not be able to survive for long. This research confirms the findings of subsequent studies which found that innovation ability greatly influences the performance of business actors. Rita (2010) analyzed the influence of innovation strategies on the operational performance of the manufacturing industry in Sulawesi. Innovating is a company's desire to obtain business performance and efforts to increase competitiveness (Gunday, Ulusoy, Kilic, & Alpkan, 2011). For entrepreneurs who want to be successful, the ability to innovate is realized through thinking about and doing new things or old things in new ways. Having a great idea is not enough; turning an idea into a tangible product, service or business venture is an essential next stage. For female entrepreneurs in Ambon City, Nusaniwe District, this research found that the ability to innovate or innovative behavior has an influence on increasing their performance, which includes the ability to create new ideas and techniques for working on those ideas (idea generation), the ability to ask for support from business partners to support ideas. (idea promotion) and applying new ideas to subscriptions and evaluating the new idea (idea realization). The results of this study are supported by researchAgie Agung Pratama (2023), Zulkarnain Matandra (2023) who found that there is an influence of innovation, creativity and information and that information influences the performance of MSMEs

4. CONCLUSION

Several conclusions that can be put forward based on these findings can be stated as follows: 1) Capacity of resilience has a positive and significant effect on the performance of Woman Entrepreneurs in Ambon City, Nusaniwe District. 2) Innovation behavior has a positive effect on the performance of Woman Entrepreneurs in Ambon City, Nusaniwe District. 3) The findings of this research provide strengthening Capacity of resilience and Innovation behavior which has implications for the performance of Woman Entrepreneurs in Ambon City, Nusaniwe District.

The suggestion that can be made is to prioritize Capacity of resilience. In optimizing the performance of women entrepreneurs by encouraging increased quality and service to customers, quantity of business, responsibility, effectiveness and independence. In addition, the output from the results of this research can be developed and used as a model of capacity of resilience and innovation behavior as a follow-up to operationalization. woman entrepreneur in Ambon City, Nusaniwe District

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