

Review Article

The Effect of Women Co Entrepreneur Motivation, Role, and Obstacle, Training and Intellectual Capital in Developing Business Development Craft Industry in Juwana, Pati

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Abstract - The participation of women in supporting the family business is increasingly dominant in the sector of small and medium enterprises in the craft of the brass industry in Juwana, Pati. The aim of the research is to examine the influence of motivation, role, and obstacles, training efforts, and intellectual capital on business development services for women supporting the family business. Respondents consist of 32 women co entrepreneurs of the craft industry in Juwana, Pati. Data analysis with multiple linear regression using SPSS 21. The results showed that the role and obstacle, training, and intellectual capital of women co entrepreneurs significantly affect on business development of women co entrepreneurs. Instead, motivation showed an insignificant effect on business development of women co entrepreneur

Keywords - Motivation, Role and obstacle, Training, Intellectual Capital.

I. INTRODUCTION

Businesses looking for work are often oriented to be employees, both civil servants and private employees, but in reality, often not achieved achieving these goals. Life needs do not have to wait to become an employee, so they have to find alternative jobs for food, clothing, and shelter needs. Entrepreneurship is a job that is a difficult choice that must be endeavored to fulfill the necessities of life.

Entrepreneurship in the brass handicraft sector is a work of many metal casts cultivated in the Juwana community of Pati Regency. Many of these brass entrepreneurs have succeeded economically. Small and medium-sized businesses in the cast metal cage sector can be a characteristic of souvenirs from Juana Pati Regency, which can encourage the community's economy to be more advanced.

Micro and Medium Enterprises (MSMEs) as a strategic force can accelerate regional development. Based on the Central Bureau of Statistics in Central Java, the number of MSMEs in 2013 was 335,477 units and

contributed to the Gross Domestic Income (GDP) or by 56.53% and can absorb as much as 96.25% according to the Central Java Industry Office (2013). A brass handicraft business is a family business where the wife's role is important in the success of the family business in the type of brass handicraft business.

The work of wives to raise a family business is not easy because the role guides the family business, which includes his wife, children who work part-time. Lonesu (1999) states that the entrepreneurial portrait of women as co-worker women entrepreneurs is that women are family business managers.

Based on the results of the study of Jimenez (2009) that family companies have a higher level of these three qualities than non-family companies, and the level of trust, participation and organizational climate has a positive and significant influence on the performance of the family company. The results of the study can be understood as a consequence of the influence of the family on organizational social capital and family business performance. Muske et al. (2007) that the reason for copreneurial in business is to help the development of one's business in dealing with all forms of change such as changes in economic conditions and According to Brown (1989) in Eileen Drew (2012), the development of co-entrepreneurs today is one of the indicators that women have to start a business by collaborating with their husbands. Pablos (2003) states that human resources who are involved in every company's activity will do less physical work, which more often does work using the brain, which we know as intellectual capital.

The development of science will affect the development of the business environment, especially in management science, to make a difference to offer solutions for business organizations in achieving competitive advantage. The development section of science shows the birth of a new concept, namely the concept of intellectual management capital. The company's



success is related to changes in sharing business knowledge, namely consumer needs, new products, services, and even related to policies and procedures within the company.

Based on this background, the problems raised in this study are: What is the influence of motivation, role, and obstacle, training, the intellectual capital of women co-entrepreneurs on the business development of the Kuningan company in Juwana?

II. LITERATURE REVIEW

A. *The motivation for women to work as women co-entrepreneurs*

There are several drivers why women enter the workforce. These backgrounds include the level of education they have, the economic pressure of the family, the free time women have. The need for household economic improvement is one of the main reasons women leave their role as only housewives and enter the labor market.

According to Lewis (1996) in his book entitled "Developing Women's Potential," the development of the role of women in work is caused, among others, Changes that occur in the life of the farming community in the village to become a modern society, an industrial sector that is growing rapidly, resulting in a massive absorption of labor. Due to a shortage of labor, female workers are seconded, especially in jobs that do not require physical strength, the more advanced the world of work, so that working time can be shortened, which allows women to divide their time between household responsibilities and work properly, the advancement of women in the education sector.

Women and business are two words with different characteristics. The word woman is very feminine, while the word business tends to be more masculine. It is undeniable that gender issues also occur in the business world; this is reflected in the assumption that the business world is the world of men. Even though, in reality, the international community has guaranteed equal rights between men and women as part of human rights, in reality, women still continue to face gaps in society, both legally and de facto. These gaps arise as a result of stereotypical perceptions of the roles of men and women or gender. Women often face limited access to education, property ownership, finance, employment, and participation in economic activities. (Muller, 2006) in Setiawati & Paramitha (2011)

Women have a different business style from men. Women prefer a type of business that is still in their daily sphere and uses a heart-to-heart business style with their customers. Feelings that tend to be personal, know customers deeply, and an approach that involves emotion are the strengths of women's business (Danarti, 2008). Many women do business not to enrich themselves. In the course of their business, both naturally and with full awareness, sharing, devoted attention to social, a humanity, and the environment. Most of the women

entrepreneurs started their businesses with heart, based on pleasure or personal interest (Anonymous, 2009).

O'Corner et al. (2003) stated that the motivation of a woman to work as a woman co-entrepreneur is to improve family welfare. Marshack (1993) notes that if a husband and wife work together in running a business, the wife often does "women's work," such as working in administration and financial management, while the husband does work such as product development and marketing.

Entrepreneurs are people who are brave enough to take risks to open a business on various occasions. Having the courage to take risks means that they are mentally independent and have the courage to start a business, without fear or anxiety, even in uncertain conditions (Ade, 2009). An entrepreneur is motivated to carry out business activities for various reasons, namely independence, self-development, superior alternatives to unsatisfactory work, income, and security (Kristanto, 2009).

B. *Role and Obstacle of women co-entrepreneur*

They are starting a business or venture (Rinse). The main difficulty in becoming an entrepreneur or entrepreneur is not in planning but when to start. Starting a business is not as complicated as many people think. Many people want to always be perfect, so they over-prepare. In fact, many successful business people start their business or venture very simply.

What exactly is it that makes people firmly decide to start a business? Among them are circumstances or conditions of urgency, factors from the businessman's family, deliberately plunging into a businessman, taking a side job (for fun), or just trying. 2. Looking for business opportunities (Rianse: pp. 135-137). Sharpen your senses and see the opportunities that are around. Detecting business opportunities that match their potential, then the business field can be determined later. Opportunities often don't come in their original form. Only observant people can seize these opportunities and then take advantage of them. 3. Entrepreneurial capital (Rianse: p.140-141). Entrepreneurship is characterized by a person's ability to keep going with minimal capital.

An entrepreneurial spirit is a soul capable of creating added value from limitations. Essentially, capital does not have to be in the form of money. In fact, there is abundant intangible capital (form) in everyone. The biggest capital is ourselves. We are endowed with the maximum possible five senses; we have a brain, have eyes, have ears, have health, have intention or will, have passion, creativity.

It is undeniable that a housewife holds a very important position in the family. Housewives must do all household chores, ensure all family needs are met, take care of children and husbands, pay attention to children's growth and development, and educate their children to become human beings who are useful for their nation and religion. Routine duties as a housewife are actually quite draining of energy and energy. So it is understandable if a housewife does not think about the economic affairs of the family anymore and fully surrenders the responsibility to

meet the economic needs of the family to her husband. However, if there is a housewife who still has the energy and enthusiasm to run a business in between her routine of taking care of all the family's needs, this needs to be appreciated. While caring for children and husbands, housewives can generate very significant income, both for themselves and for their families.

C. Intellectual Capital.

New economic development is controlled by information and knowledge. This has brought increasing attention to intellectual capital (IC) (Stewart, 1997; Hong, 2007) in Dwi (2012). An area of concern for a number of academics and practitioners is the benefits of IC as a tool for determining firm value (Hong, 2007; Guthrei, 2001). IC research is a challenge that should be developed. Therefore, some authors suggest not establishing a management and reporting system.

Which will increase the lack of relevance of the system because the system cannot provide executives (directors) with information that is essential for the management process based on knowledge and intangible sources (Bornemann and Leitner, 2002)?

Intellectual capital has become a very valuable asset in the modern business world. This poses a challenge for accountants to identify, measure, and disclose it in financial statements. In addition, research on intellectual capital can help Bapepam and the Indonesian Institute of Accountants create better standards in intellectual capital disclosure. Haanes and Lowendahl (1997) in Hong (2007) classified a company's IC as a source of competence and a model.

Before and divide competency categories and relationships into two subgroups, namely individual and collective. Stewart (1997) classifies IC into three basic forms into human capital, structural capital, and customer capital. Techniques for measuring IC are still developing, and researchers are trying to apply the concept of competitive advantage. The classification and measurement model used in this study uses the Pulic model. Bontis (1998) states that IC is very important in improving organizational capabilities, and this research aims to develop models and measurements of IC.

According to Widiyaningrum (2004), intellectual capital is a resource in the form of knowledge available to the company, which will ultimately bring profit to the company in the future, where this knowledge will become intellectual capital if it is created maintained and transformed and well regulated. According to practitioners, intellectual capital consists of three main elements (Stewart, 1998; Sveiby, 1997; Saint-Onge, 1996; Bontis 2000 in Sawarjuwono and Kadir, 2003), namely human capital (human capital), structural capital or organizational capital. Organization) and relational capital or customer capital (customer capital).

However, in traditional accounting, which is used as the basis for making financial reports, it is felt that it fails to provide information about intellectual capital (Sawarjuwono and Kadir, 2003). At the same time, financial reports have a decision-making function for stakeholders in making economic decisions. This

limitation of financial reporting in explaining firm value shows that the economic resources are not only physical assets but also the creation of intellectual capital. Therefore, the financial statements must be able to reflect the existence of intangible assets and the amount of their recognized value. The existence of a large difference between market value and reported value will make financial statements useless for decision making (Sawarjuwono and Kadir, 2003).

Kadir (2003) defines intellectual capital as the amount of what is produced by the three main elements of the organization (human capital, structural capital, customer capital) related to knowledge and technology that can provide added value to companies in the form of competitive organizational advantages.

Based on said definitions, intellectual capital is defined as the accumulated performance of the three main elements of the company (human capital, structural capital, and customer capital), which can provide added value in the future.

D. Business development.

There are several definitions of business development, according to experts, including:

Brown and Petrello in Sulaeman, Suhendar. (2004) Business development is an institution that produces goods and services that are needed by the community. If people's needs increase, then business institutions will also increase their development to meet these needs while making a profit. Mussleman and Jackson in - Nasution, Darma Putra. (2001) Business development is an activity that meets the economic needs and desires of the community, and companies are organized to be involved in these activities. Glos, Steady, and Lawry in Suhendar. (2004) Business development is the sum of all activities organized by people involved in commerce and industry who provide goods and services for the needs of maintaining and improving their standards and quality of life.

E. Research Framework

The motivation of women to help their husbands' business will encourage increased husband's business in increasing business income from the diversification of goods and services, customer service, business administration, finance, and increased knowledge in managing family businesses that will support the development of family businesses.

The role and obstacle to helping family businesses are new knowledge and experience in managing a business, which is the responsibility and credibility that encourages joint efforts so as to eliminate obstacles so that they can overcome for business development.

Training in order to support family businesses is a good thing because the development of the business world is growing in line with the business competition in society. Training in the form of courses to increase knowledge and skills. Training for family business assistants must be able to be done so that there is an increase in knowledge in

supporting business development, Intellectual ability can be pursued by diligently reading and following the development of information related to the family business as a form of belonging, competence, and innovation in accordance with intellectual abilities in order to support business development.

Hypothesis :

H1: women co entrepreneur motivation has a positive effect on business development

H2: Role and obstacle of women co entrepreneur has a positive effect on business development

H3: Training of women co entrepreneur has a positive effect on business development

H4: Intellectual capital of women co entrepreneur has a positive effect on business development

III. RESEARCH METHODE

This research was conducted in Juwana, Pati, Central Java, at 32 women co entrepreneurs of the craft industry. The analysis technique used linear regression with SPSS v. 23, while hypothesis testing using t-test and test-F at a significance level of 5%. The classical assumptions test used in this research include normality, multicollinearity, heteroscedasticity.

IV. RESULT AND DISCUSSION

A. Normality Test

According to Ghozali (2011), the normal probability plot method compares the cumulative distribution of real data with the cumulative distribution of the normal distribution. The results showed that the line followed the diagonal direction so that the regression model was normal.

B. Classical Assumption Test

In research using multiple linear regression analysis techniques, so it is necessary to test the classical assumptions first, including the following:

C. Multicollinearity Test

To detect the presence or absence of multicollinearity in the regression can be seen from the value of tolerance and the value of the Variance Inflation Factor (VIF). If the tolerance value > 0.10 and VIF value < 10 , then there is no multicollinearity (Ghozali, 2011). The results of multicollinearity testing show that all independent variables used obtained tolerance value > 0.10 and VIF value < 10 . So it can be concluded that the regression model does not occur multicollinearity. This means that the resulting regression model is good because there is no correlation between the independent variables used in the study.

D. Heteroscedasticity Test

The heteroscedasticity test in this study was carried out using a statistical test that is the glacier test. If the p-value of significance > 0.05 , then heteroscedasticity does not occur. If the p-value is significant < 0.05 , then heteroscedasticity occurs. Heteroscedasticity test results

using the Glejser test showed that the significance value of each independent variable used was greater than 0.05 (sig. > 0.05). These results can be concluded that the regression model produced in the study did not occur heteroscedasticity, so it can be said that the resulting regression model is good.

E. The goodness of Fit Model

a) Coefficient of Determination

The coefficient of determination essentially measures how far the model's ability to explain the variation of the independent variable (X) in explaining the variation of the dependent variable (Y).

Based on the results of the study, the value of the coefficient of multiple determination (Adjusted R Square) is 0.977. This means that the variable women co entrepreneur motivation, women co entrepreneur role and obstacle, women co entrepreneur training, woman co entrepreneur intellectual capital on business development (Y) amounted to 0.977, (97.70%) while the remaining 2.30% is explained by other variables outside the variables studied.

F. F Test

Based on the results of the F test, obtained a significance value of F of 0,000, where the value is smaller than 0.05, it can be concluded that the resulting regression model is fit so that the regression model is significant and feasible to be used for research.

G. t-Test

Based on the results of the study, the effect of each variable women co entrepreneur motivation, women co entrepreneur role and obstacle, women co entrepreneur training, woman co entrepreneur intellectual capital on business development can be explained as follows:

Hypothesis 1: Significant value of women co entrepreneur motivation on business development is 0,71, which means that it does not have a positive and significant effect on business development (H1 rejected)

Hypothesis 2: Significant value of women co entrepreneur role and obstacle on business development is 0.000, which means that women co entrepreneur role and obstacles have a positive and significant effect on business development (H2 accepted)

Hypothesis 3: Significant value of women co entrepreneur training on business development is 0.002, which means that women co entrepreneur training has a positive and significant effect on business development (H3 accepted)

Hypothesis 4: The significant value of intellectual capital on business development is 0.000, which means that intellectual capital has a positive and significant effect on business development (H4 is accepted)

V. DISCUSSION

Based on the ANOVA calculation, the results of F count $301.607 > 0.00$, it can be concluded that simultaneously there is a significant influence between intellectual capital, role, and obstacle, motivation, and training on business development. Regarding business development in this study, it is in line with Marshack's (1993) opinion that if a husband and wife work together in running their business, the wife often does women's work such as working in administration and financial management, while the husband does work such as product development and marketing.

The motivation of women co-entrepreneurs in this study cannot prove that women do not have entrepreneurial motivation for brass handicraft products at Juwana. In the role and obstacle variables of women co-entrepreneurs on business development partially, there is a significant influence between the role support and barriers of women co-interpreter on business development. In terms of support for business development, the role and obstacle of women entrepreneurs of brass handicrafts in Juwana support business development as life support together. In line with the research results of Buines and Wheelock (1992) that cooperation and trust between husband and wife in managing a business in a small industry already exists, but the wife also works hard to develop a business that lacks experience and training that supports the role of the wife.

Partially, the women co-entrepreneur training on business development is not significant between the motivational variables of women co-entrepreneur for business development. In line with the research results of Buines and Wheelock (1992) that the cooperation and trust of husband and wife in managing a business in a small industry already exists, but the wife also works hard to develop a business that lacks experience and training that supports the role of the wife.

Intellectual capital on business development partially has a significant influence on intellectual capital support for business development, in line with Harrisn and Sullivan (2000) that the company's success is strongly influenced by the company's routine efforts to maximize the values of intellectual capital owned by the company.

VI. CONCLUSION

Based on the results of the discussion, it can be concluded that the research results are as follows:

The motivation of women co-entrepreneurs in this study cannot prove that women do not have entrepreneurial motivation for brass handicraft products at Juwana.

Support for business development, the roles and obstacles of women entrepreneurs of brass handicrafts in Juwana, support for business development as a support for life together

Women co-entrepreneur training on business development is partially insignificant between the motivational variables of women co-entrepreneur for business development. Women already exist in managing businesses in small industries, but their wives also work hard to develop the business but lack the experience and training to support business and business development.

Intellectual capital on business development partially, there is a significant influence between intellectual capital support on business development. The company's success is greatly influenced by the company's routine efforts to maximize the values of the intellectual capital the company has.

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