
SUCCESS FACTORS FOR FEMALE ENTREPRENEURS IN SMALL AND MEDIUM MICRO ENTERPRISES (SMES) - FISH CRACKERS BUSINESS

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ABSTRACT

This study aims to determine the success factors of female entrepreneurs in Small and Medium Enterprises (SMEs) of fish crackers in Moro District, Karimun Regency—data collection techniques using a questionnaire. The data analysis method used in this research is descriptive analysis and confirmatory factor analysis (CFA). The results of this study indicate that of the 28 indicators analyzed, eight factors can be formed, namely personality factors, family support, Technology, Education, Quality of Nature, Confidence, Government Support, and Gender Discrimination. At the same time, the most dominant factor in the success of women entrepreneurs in Moro District, Karimun Regency, is the Personality factor, with a variance value of 28.029%. This research has implications that emphasize encouraging and supporting women's participation in the SME sector. Identifying success factors for women entrepreneurs can help design targeted training and capacity-building programs. Raising awareness among local communities about the economic and social contributions of SMEs led by women can lead to greater support and appreciation for business.

Keywords: female entrepreneurs, entrepreneur success, factor analysis.

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INTRODUCTION

The economy's progress in a country, especially from the SME sector in the field of entrepreneurship, is now not only played by men, but women have also taken a role in increasing economic development growth in a country (Abdullah, 2020). The role of women in development and economic activity must be addressed. Especially in certain sectors that need patience, tenacity, diligence, and thoroughness, which are more owned by women. However, it cannot be denied that women's involvement in economic activities still experiences gender discrimination. This is because social attitudes and traditions are the main obstacles to the growth and progress of women entrepreneurs (Manembu, 2017). From a sociocultural point of view, society views that women entrepreneurs still have responsibilities for their families. Thus, women entrepreneurs have to carry a double burden where at the same time, they have to look after their families and manage their businesses (Huriani et al., 2021).

The success of women entrepreneurs cannot be measured from an economic perspective because many of the businesses owned by women are small-scale, and their growth is slower. This is consistent with the statement that although women entrepreneurs continue to increase, the number of successful women entrepreneurs remains relatively low (Indiworo, 2016). However, according to Fenwick and Huttons in their research that many women have described success subjectively, such as the freedom to choose daily activities, the ability to balance between work and

family, contribution to society, reputation, children, and the quality of life they achieve (Tiwari & Goel, 2017).

One of the Micro, Small, and Medium Enterprises (MSMEs) whose ownership is dominated by women is in Moro District, one of 12 sub-districts in Karimun Regency. Many women entrepreneurs are involved in the small fish cracker industry in that area.

The role of a wife and a mother still makes them choose to open a fish cracker processing business by utilizing the potential of natural resources and high work tenacity. The role of women entrepreneurs in the fish cracker processing industry creates employment opportunities. A strong desire to do something positive is a quality built by women who can contribute values to family and social life (Miftakhuljanah et al., 2016).

The explanation above motivated researchers' research by measuring the factors determining women entrepreneurs' success, especially small and medium enterprises. The research rationale is that women play a major role in economic growth through entrepreneurial endeavors through their attempts to make a place for themselves in the entrepreneurial world.

In social conditions, religion and social status are important to women's entrepreneurial decisions (Audretsch et al., 2013). Women have more access to informal networks and the resources that accompany these networks (Fauziah & Latief, 2021). Women can gain legitimacy in the eyes of customers because of their marital status and are therefore considered more prepared for entrepreneurship (Tlaiss, 2015).

Based on the desk, this research aims to analyze and determine the success factors of female entrepreneurs in Small and Medium Enterprises (SMEs) of fish crackers in Moro District, Karimun Regency, Riau Islands.

METHODS

This study examines the "Factors of success of women entrepreneurs in Micro, Small and Medium Enterprises crackers in Moro District, Karimun Regency, Riau Archipelago" with quantitative research. The research approach is carried out through several stages, starting by collecting data by distributing questionnaires to several research samples, determining the research instruments and methods used, analyzing the data collected, and then presenting it as a thesis.

The population in this study were women entrepreneurs who owned a fish cracker processing business in Moro District, Karimun Regency. The technique of determining the respondents in this study is non-probability sampling. The sample in this study was 107 women entrepreneurs in Moro District, which will be distributed to 2 sub-districts and ten villages in Moro District with regional divisions determined according to Moro District data.

Table 1. Number of Respondents

Village Name	Number of Samples
Moros Village	23
East Moro Village	26
Jang Village	10
Paul Village	5
Sugie Village	6
Keban Village	7
Mie Strait Village	8

Village Name	Number of Samples
Tanjung Pelanduk Village	4
Moro Island Village	7
Niur Permai village	4
Rawajaya village	4
Broken Reed Village	3
Total	107

Source: Moro District

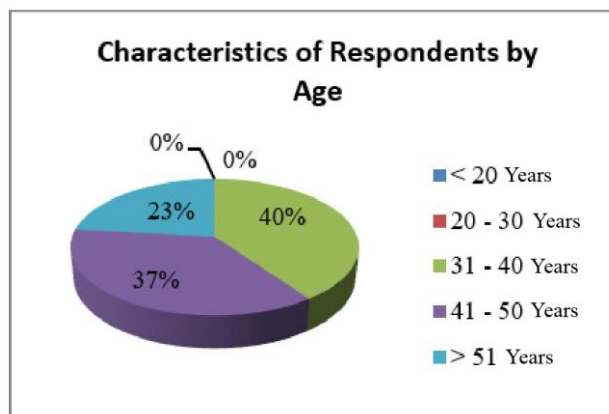
The types and data sources used in this study are primary and secondary. Data collection techniques used in this study were questionnaires and observation. Test this research instrument using validity and reliability analysis. The analytical method used to analyze the data obtained is descriptive analysis and inferential statistics. In this study, researchers used SPSS software which has provided facilities to assist the calculation process using confirmatory factor analysis.

RESULTS AND DISCUSSION

Characteristics of Respondents

By Age

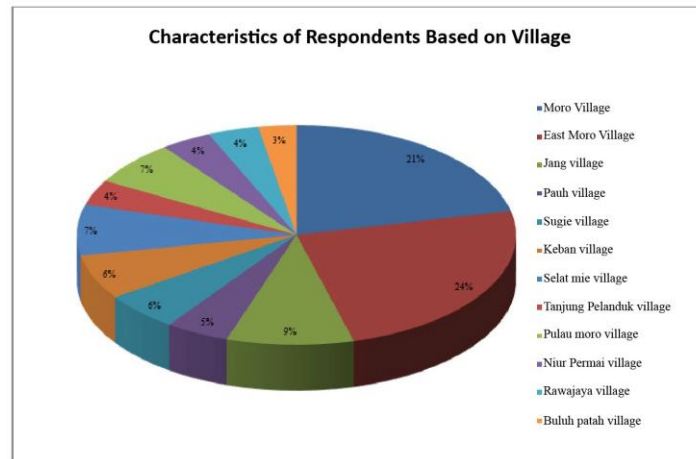
From a total number of respondents of 107 people, respondents with productive age, namely 31-40 years, were 43 respondents with a percentage of 40%. This age is a person's productive age. This age is said to be productive because, at that age, an individual still has fit energy, is free to move, and is free to express anything because strong physical abilities still support him.



Graphic 1. Characteristics of Respondents by Age

Based on Residence

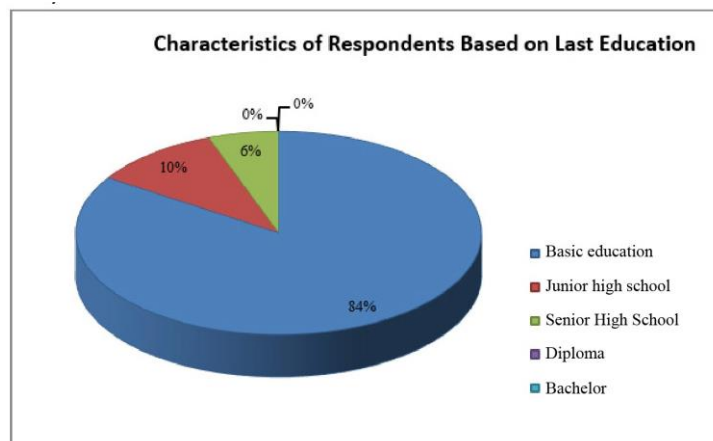
From a total number of respondents of 107 people, the respondents based on the whole were divided into two sub-districts and ten villages. The largest group of respondents was in East Moro Village, with 26 respondents with a percentage of 24% then, followed by Moro Village, with 21 respondents with a percentage of 23 respondents. This is because the East Moro Village and Moro Village are central areas in Moro District; there are more activities in the East Moro Village area than in other areas.



Graphic 2. Characteristics of Respondents by Kelurahan/Village

Based on Education Level

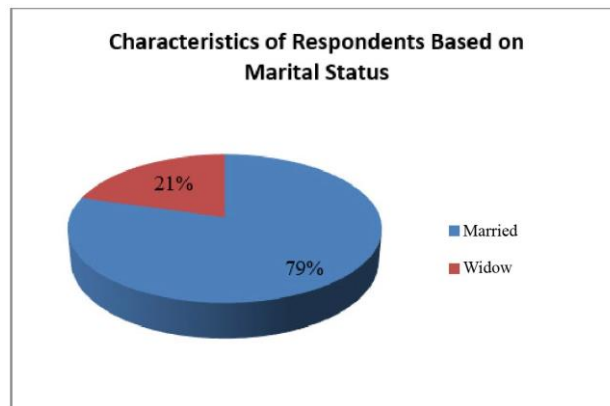
Of the total number of respondents, as many as 107 people, respondents with an elementary education level were 90 respondents, with a percentage of 84%. From this data, respondents in Moro District have a relatively very low level of education. Women have always been discriminated against by old customs, which have always prevented women from being free; even their access to education has always been restricted.



Graphic 3. Characteristics of Respondents Based on Last Education

Based on Marital Status

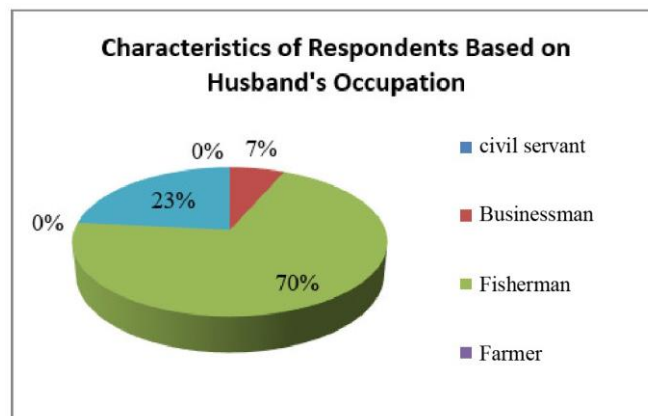
Of the total number of respondents, as many as 107 people, respondents with married status were 85, with a percentage of 79%. It can be seen that respondents married at a very young age; this is appropriate if we look at the relatively low level of education. Because parents think that women cannot provide for the welfare of their parents and younger siblings even though they have a high education, they will separate from their parents and live with their husbands when they marry.



Graphic 4. Characteristics of Respondents Based on Marital Status

Ofd's Occupation

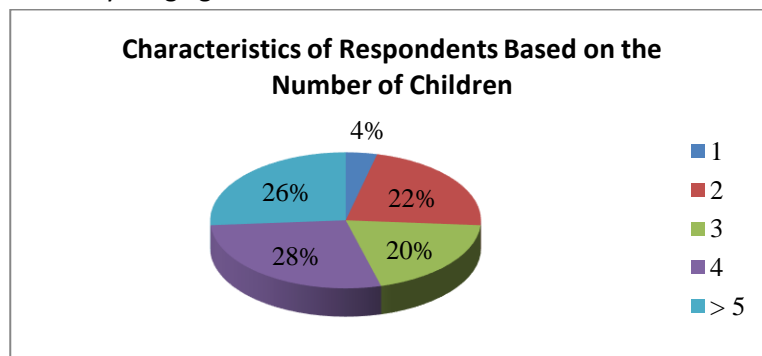
Of the 07 respondents, 75 work as fishermen, with a percentage of 70%. This is because the driving sector of the economy in Moro District is the fisheries sector. The results of these fisheries are then distributed to other areas and exported, as well as used as raw materials for local industries.



Graphic 5. Characteristics of Respondents Based on Husband's Occupation

Based on the Number of Children

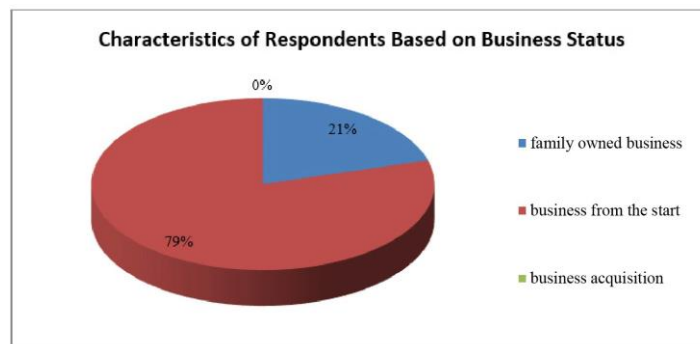
Of the total number of respondents of, 107 people, the number of respondents' children was four, as many as 30 respondents with a percentage of 28. This is because female entrepreneurs in Moro District married at a young age.



Graphic 6. Characteristics of Respondents Based on the Number of Children

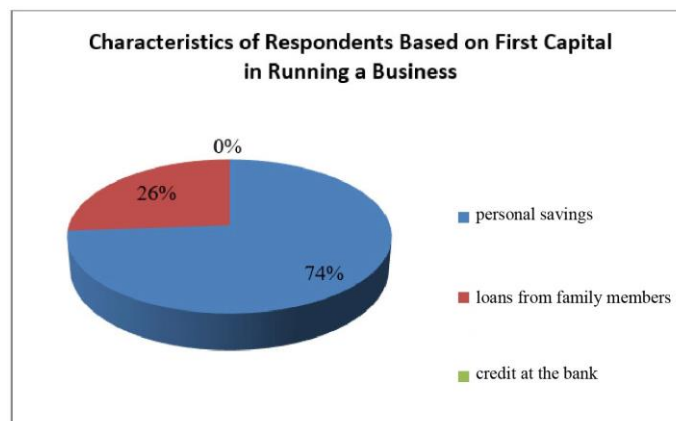
Based on Business Status

Of the total number of respondents, as many as 107 people, the business status of respondents is a business from scratch as many as 85 respondents with a percentage of 79%. This is due to economic and family factors that make women in Moro District become entrepreneurs from the start to help their husbands make ends meet.



Graphic 7. Characteristics of Respondents Based on Business Status

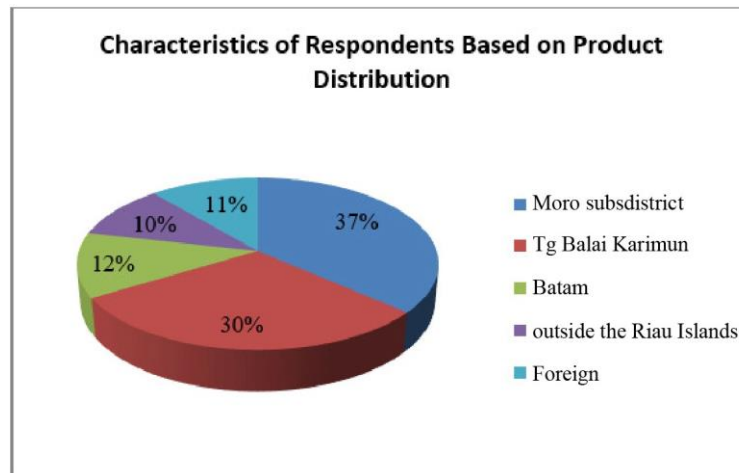
Of the total number of respondents, as many as 107 people, the first capital used by respondents in running their business was using personal savings as many as 79 respondents with a percentage of 74%. This is because women entrepreneurs find obtaining credit through official bodies difficult. After all, the requirements that women consider often need to be simplified and easier to fulfill.



Graphic 8. Characteristics of Respondents Based on First Capital in Running a Business

Based on Distributing Products

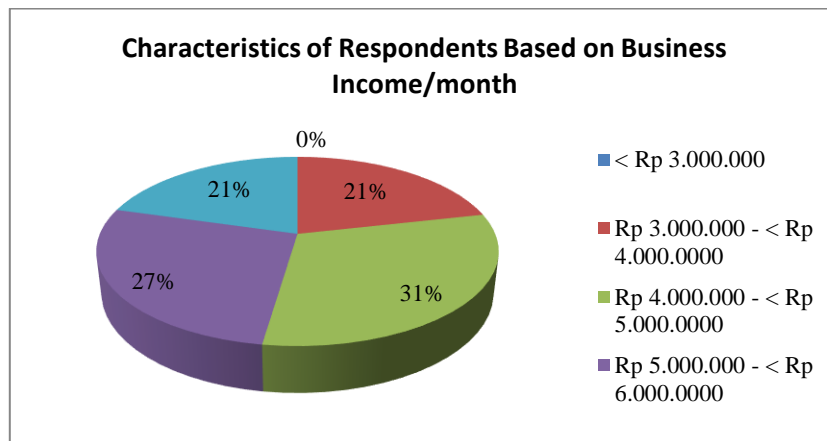
Out of a total number of 107 respondents, 39 respondents marketed their products in Moro District with a percentage of 37%. This is due to the distribution of fish cracker products directly to retailers. These fish crackers' marketing area includes shops at the port, minimarkets, and supermarkets, which are used as typical souvenirs in Moro District.



Graphic 9. Characteristics of Respondents Based on Product Distribution

Based on Business Income/month

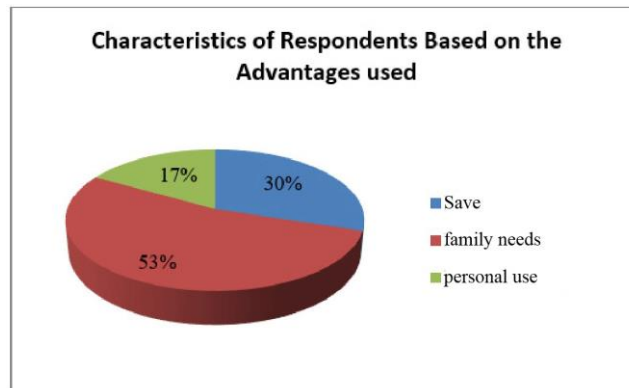
Of the total number of respondents of, 107 people, the income earned by respondents was IDR 4,000,000 - < IDR 5,000,0000 for 33 people with a percentage of 30%. This is because fish crackers are produced stably, so the income or profit earned increases.



Graphic 10. Characteristics of Respondents Based on Business Income/Month

Based on the profit used

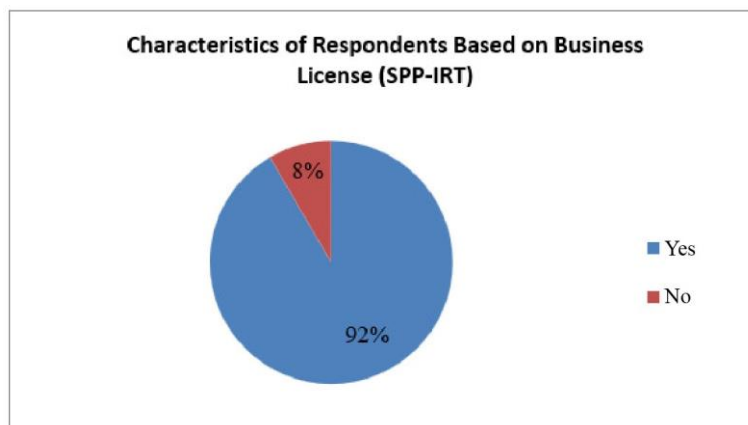
Of the total number of respondents, as many as 107 people, the advantage obtained by respondents was to meet the needs of 57 families with a percentage of 53%. This is because most of the female entrepreneurs in Moro Subdistrict open businesses to help their husbands meet their family's needs.



Graphic 11. Characteristics of Respondents Based on Benefits Used

Based on Business Permit (SPP-IRT)

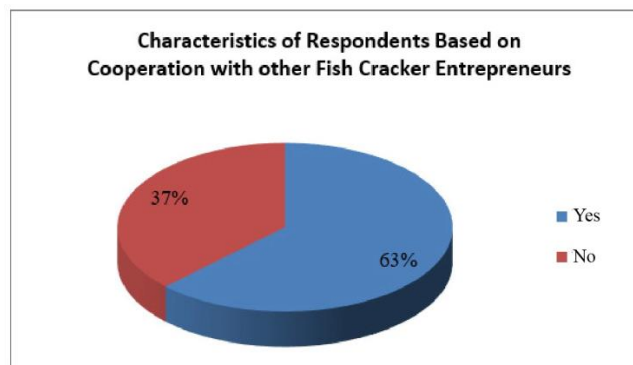
Out of the total number of respondents, as many as 107 people, respondents who have a business license as many as 98 with a percentage of 92%. This is because, with a business license (SPP-IRT), entrepreneurs can calmly distribute and process production widely in an official manner.



Graphic 12. Characteristics of Respondents Based on Business Licenses

Based on Joining the Fish Cracker Entrepreneurs Association

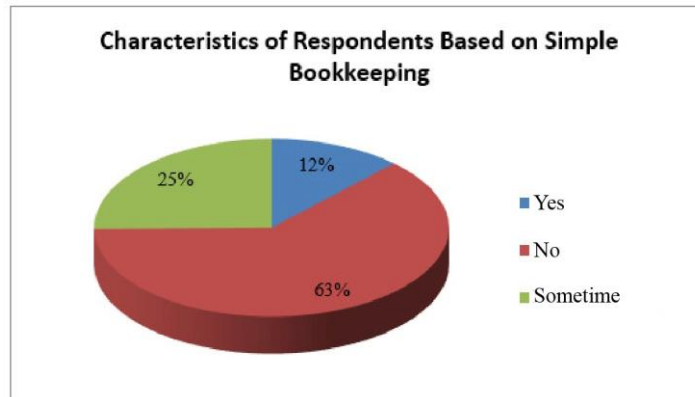
Sixty-three respondents joined the fish cracker entrepreneur association, with a percentage of 59%. This is because joining this association can benefit women entrepreneurs in Moro District.



Graphic 13. Characteristics of Respondents Based on the Fish Cracker Entrepreneurs Association

Based on Simple Bookkeeping

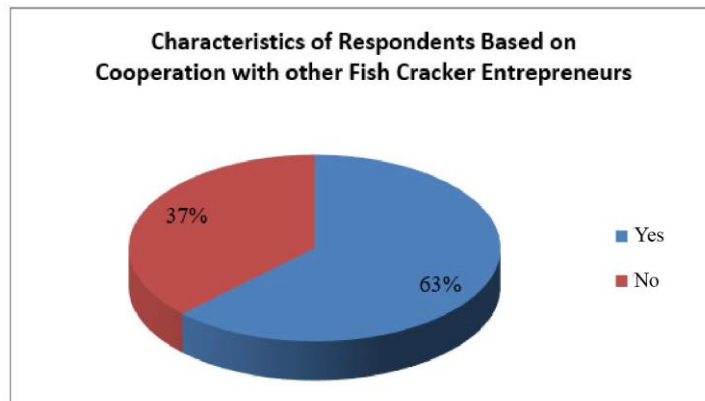
Sixty-seven respondents kept simple bookkeeping records, with a percentage of 63%. This is because most entrepreneurs only focus on developing products and marketing activities. Almost all women entrepreneurs in the Moro sub-district only sometimes focus on managing their finances.



Graphic 14. Characteristics of Respondents Based on Simple Bookkeeping

Based on Respondents Working together with other Fish Cracker Entrepreneurs

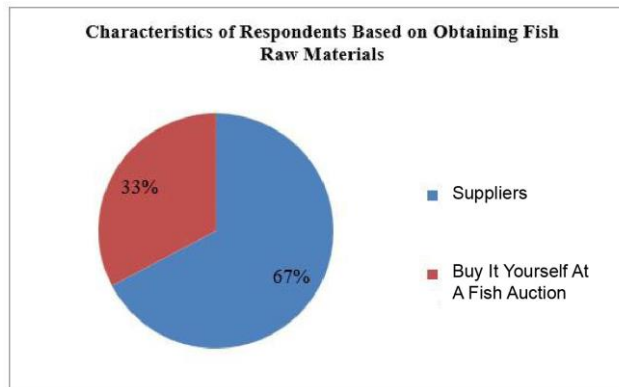
Of the total number of respondents, as many as 107 people, respondents who collaborated with other fish cracker entrepreneurs were 67, with a percentage of 63%. Cooperation among entrepreneurs is an important thing to do in order to support business activities and strengthen friendly relations.



Graphic 15. Characteristics of Respondents Based on Collaboration with Other Fish Cracker Entrepreneurs

Based on Obtaining Fish Raw Materials

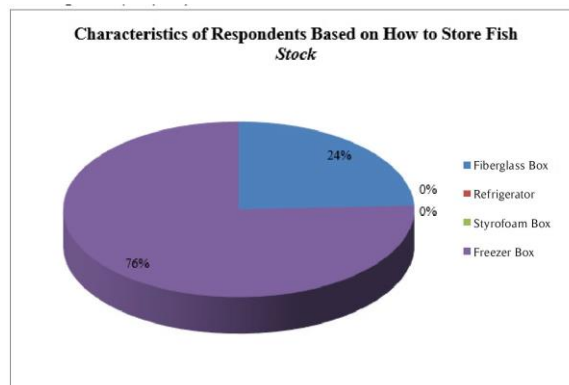
Of the total number of respondents, as many as 107 people, respondents obtain raw materials by buying from suppliers as many as 72 with a percentage of 67%. Several entrepreneurs conveyed this because having a *steady* supply of goods is safer because it will minimize the occurrence of vacancies in the stock of goods in the storage warehouse. Besides that, having *a supplier* will still be more efficient regarding raw materials.



Graphic 16. Characteristics of Respondents Based on Obtaining Fish Raw Materials

Based on How to Store Fish Stock

Of the total number of respondents, as many as 107 people, in storing fish stock, 81 respondents chose to use freezer boxes, with a percentage of 76%. This is because storing fish in the freezer box keeps it fresh and durable. Usually, when making fish crackers, it is often stored in the freezer box for a long time (2-3) days.



Graphic 17. Characteristics of Respondents Based on How to Store Fish Stock

Results of Confirmator Factor Analysis

Validity testing is carried out using factor analysis which refers to the results of the Keiser-Meyer Olkin (KMO) Measure of Sampling Adequacy calculations. Testing is carried out in several stages until all statement items are found to be invalid conditions or have a KMO value of more than 0.5. The following presents the output of SPSS version 20.0 on validity testing using KMO and Bartlett's Test values.

Kaiser-Meyer-Olkin Measure of Smapling Adequacy		.768
	Approx. Chi Square	2670.685
Bartlett's Test of Sphericity	Df	378
	Sig.	.000

Based on the table above, it can be seen that the KMO and Bartlett Test numbers are 0.786 (>0.5) with a significance level of 0.000. This means the sample is adequate for further analysis, or these factors can explain 76.8% of the variance. Therefore, the existing variables and samples can be analyzed further.

The next analysis examines the determination of Sampling Adequacy (MSA). This aims to t whether the sampling process is adequate, as seen from the Anti-Image Correlation (...^a). MSA value in the validity test stage 1 can be seen in the following table:

Table 3. Value of Measure of Sampling Adequacy (MSA)

Variable	Indicator	The measure of Sampling Adequacy (MSA)
Education (X ₁)	X _{1.1} I got business skills from my parents	0.728
	X _{1.2} I obtained entrepreneurship knowledge from formal education (School)	0.695
	X _{1.3} I get business skills from attending training/courses.	0.735
	X _{1.4} I got business skills from working part-time	0.775
Nature Quality (X ₂)	X _{2.1} Want to use your abilities and skills better	0.635
	X _{2.2} More willing to lead than to be led	0.650
	X _{2.3} You can control your own working time	0.770
	X _{2.4} Work and live in the same location.	0.674
Personality (X ₃)	X _{3.1} Providing a source of income for families and communities	0.765
	X _{3.2} Want to improve social status?	0.884
	X _{3.3} Want to improve the welfare of life	0.870
Confidence (X ₄)	X _{4.1} I can manage a business	0.671
	X _{4.2} I can lead other people / human resources.	0.546
	X _{4.3} I have unlimited working power	0.624
Family Support (X ₅)	X _{5.1} My family assists in the form of energy assistance	0.822
	X _{5.2} My family supports being an entrepreneur.	0.841
	X _{5.3} husband and children play a role in running the business	0.824
Social Environment (X ₆)	X _{6.1} In the neighborhood where I live, many work as cracker entrepreneurs	0.721
	X _{6.2} I get support from the community.	0.942
	X _{6.3} There is no difficulty in interacting in my environment	0.894
Gender Discrimination (X ₇)	X _{7.1} I am the backbone of the family	0.658
	X _{7.2} I opened a business because it was difficult to get a job.	0.690
Technology (X ₈)	X _{8.1} Using technology makes it easier for me to run a business	0.690
	X _{8.2} Information technology can expand my business network.	0.685

Variable	Indicator	The measure of Sampling Adequacy (MSA)
Government Support (X ₉)	X _{8.3} The use of technology reduces costs in running a business	0.851
	X _{9.1} I received capital assistance from the government	0.680
	X _{9.2} I get facility assistance from the government	0.723
	X _{9.3} The government provides empowerment through training to improve my performance	0.729

In Table 3 above, it can be seen that the Measure of Sampling Adequacy (MSA) value for all indicators is above 0.5 (MSA > 0.5), meaning that the 28 indicators can be further analyzed.

Indicators of success for women entrepreneurs in Moro District, Karimun Regency

Based on the instrument test results, the data obtained is valid and reliable so that further analysis can be carried out; the following will present confirmatory factor analysis. The following will present things that need the confirmatory factor analysis.

Communalities

Communalities are the total variance explained by the extracted factors. In the confirmatory factor analysis, only the common variance is extracted, so it is not wrong if the common variance value is less than one. The following shows the output of SPSS version 20.0 for communalities.

Table 4. Communalities

	Initial	Extraction
X1.1	1,000	.721
X1.2	1,000	.663
X1.3	1,000	.686
X1.4	1,000	.588
X2.1	1,000	.830
X2.2	1,000	.571
X2.3	1,000	.520
X2.4	1,000	.836
X3.1	1,000	.976
X3.2	1,000	.945
X3.3	1,000	.932
X4.1	1,000	.700
X4.2	1,000	.829
X4.3	1,000	.724
X5.1	1,000	.938
X5.2	1,000	.877
X5.3	1,000	.941
X6.1	1,000	.938
X6.2	1,000	.821
X6.3	1,000	.836
X7.1	1,000	.804
X7.2	1,000	.799

	Initial	Extraction
X8.1	1,000	.849
X8.2	1,000	.912
X8.3	1,000	.787
X9.1	1,000	.633
X9.2	1,000	.645
X9.3	1,000	.603

Extraction Method: Principal Component Analysis

Based on the table above, it can be seen as follows:

1. The indicator of getting business skills from parents ($X_{1.1}$) is 0.721. This shows that 72.1% of the variance of the indicator of getting business skills from parents can be explained by the factors formed
2. The indicator of obtaining entrepreneurship knowledge from formal education ($X_{1.2}$) is 0.663. This indicates that 66.3% of the variance of the indicator of obtaining entrepreneurship knowledge from formal education can be explained by the factors formed and so on

Total Variances Explained

In Total Variance Explained, what needs to be considered is an eigenvalue that is more than 1 (> 1); this is because an eigenvalue that is less than 1 is not significant. After extracting or reducing the nine factors used by the previous author, they become eight factors with each variance as follows:

$$\text{Varians faktor 1} = \frac{\text{Total loading}}{28} \times 100\% = \frac{7.848}{28} \times 100\% = 28.029\%$$

$$\text{Varians faktor 2} = \frac{\text{Total loading}}{28} \times 100\% = \frac{3.902}{28} \times 100\% = 13.934\%$$

$$\text{Varians faktor 3} = \frac{\text{Total loading}}{28} \times 100\% = \frac{2.603}{28} \times 100\% = 9.298\%$$

$$\text{Varians faktor 4} = \frac{\text{Total loading}}{28} \times 100\% = \frac{2.252}{28} \times 100\% = 8.043\%$$

$$\text{Varians faktor 5} = \frac{\text{Total loading}}{28} \times 100\% = \frac{1.545}{28} \times 100\% = 5.519\%$$

$$\text{Varians faktor 6} = \frac{\text{Total loading}}{28} \times 100\% = \frac{1.469}{28} \times 100\% = 5.247\%$$

$$\text{Varians faktor 7} = \frac{\text{Total loading}}{28} \times 100\% = \frac{1.226}{28} \times 100\% = 4.378\%$$

$$\text{Varians faktor 8} = \frac{\text{Total loading}}{28} \times 100\% = \frac{1.060}{28} \times 100\% = 3.785\%$$

Scree Plots

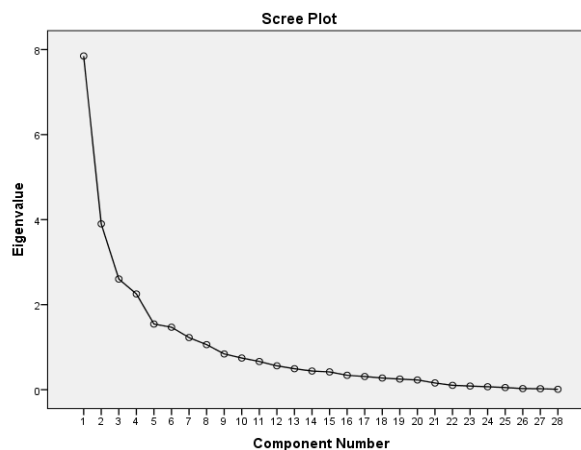


Figure 1. Scree Plot Result of Eigenvalue Relationship with Factor

Figure 1. The vertical lines show the eigenvalues, while the horizontal lines show the number of indicators. If you zoom in, you can see more clearly how many indicators have an eigenvalue of more than 1. 8 points have an eigenvalue above 1; this means that eight indicators will be formed.

Component Matrix

The next step in confirmatory factor analysis is to define the component matrix. The Component matrix explains the distribution of the 28 indicators into the eight formed factors. Absolute component matrix value because it shows the correlation

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Interpretation of Formed Factors.

From the research results, the reduced 28 indicators consist of only eight factors which are reduced and changed in the composition of the success of women entrepreneurs.

1. Factor 1 Personality consists of Providing a source of income for the family and community, Wanting to improve social status, Wanting to improve the welfare of life; and In the environment where I live, many work as cracker entrepreneurs.
2. Factor 2 Family support consists of: My family assists in the form of labor assistance, My husband and children play a role in running the business, My family supports being an entrepreneur, and there are no difficulties in interacting in my environment.
3. Factor 3 Technology consists of: Technology makes it easier for me to run a business, Information technology can expand my business network, The use of technology reduces costs in running a business, and I get support from the community.
4. Factor 4 Education consists of: i.e., I got business skills from my parents, I got entrepreneurship knowledge from formal education, I got business skills from attending training/courses, and I got business skills from part-time jobs.

5. Factor 5 Quality Traits consist of Wanting to use better one's abilities and skills, being more willing to lead than being led, Can control the time of one's working hours, and working and living in the same location.
6. Factor 6 Confidence consists of the following: I can manage a business, lead other people/human resources, and have unlimited work power.
7. Factor 7 Government Support consists of: I receive capital assistance from the government, facility assistance from the government, and the government provides empowerment through training to improve my performance.
8. Factor 8 Gender Discrimination consists of the following: I am the backbone of the family, and I open a business because it is difficult to get a job.

Formation of New Factors

Personality Factor

Personality factor, which is the main factor in the success of women entrepreneurs, with a variance of 28.029%. About the research, namely women entrepreneurs in Moro District, Karimun Regency, women entrepreneurs have a personality in their success, including providing a source of income for the family and community ($X_{3.1}$), wanting to improve social status ($X_{3.2}$), wanting to improve welfare ($X_{3.3}$) and in the environment where I live many work as cracker entrepreneurs ($X_{6.1}$). According to Levent et al., personality traits such as the desire for freedom and economic motives push women into entrepreneurial ventures (Tiwari & Goel, 2017). In research, women want autonomy in making business decisions, and it is this autonomy that encourages them to become self-employed entrepreneurs and ultimately gives them a sense of accomplishment and self-fulfillment (Ramadani, 2015). Personal characteristics (self-efficacy) greatly influence success (Yuhendri, 2014). Success can also be achieved because connectivity on digital channels is going well (Kaur & Gera, 2017).

Family Support Factor

The family support factor is also very important in the success of women entrepreneurs, with a variance of 13.934%. With the research object, namely, my family assists in the form of labor assistance ($X_{5.1}$), my husband and children play a role in running the business ($X_{5.2}$), my family supports being an entrepreneur ($X_{5.3}$), and there are no difficulties in interacting in my environment ($X_{6.3}$).

This study's results align with previous research, which revealed that support in the family can be emotional, providing useful information, giving awards, and instrumental or financial support (Periera et al., 2017). The support provided by the family will give a feeling of comfort and that family members care about one another. Research conducted by previous studies revealed that family support can determine the level of individual intentions in entrepreneurship (Periera et al., 2017). Individuals intending to become entrepreneurs need the family's blessing and support as strength, courage, and encouragement to carry it out. The results of this study are also in line with the previous ones that family support factors strongly encourage more women to run entrepreneurship (Setiani & Indrawijaya, 2019). Women often start their businesses to supplement their family income. However, in the end, their businesses become the main source of income for the family. These businesses most often take place at home. This can be seen that many entrepreneurial activities are carried out at home with the excuse of being close to family. This can be explained primarily through

women's struggle to combine family and business responsibilities, which is easier to achieve when their businesses are closer to home.

Technology Factor

The Technology factor is the third factor in the success of women entrepreneurs, with a variance of 9.298%. To the research object, namely, the use of technology makes it easier for me to run a business ($X_{8.1}$), information technology can expand my business network ($X_{8.2}$), the use of technology reduces costs in running a business ($X_{8.3}$), and I get support from the community ($X_{6.2}$). Women entrepreneurs already have mobile phones connected to the internet, making it easier for them to carry out effective marketing, sales, and promotional communications; besides that, with information technology, the public can find out about their business activities digitally. According to Mathew, information, communication, and technology (ICT) can help and support various women's activities in running their businesses. This is consistent with previous research that the internet, social media, and information technology facilities expand networks. Information technology reduces the business costs of Muslim women entrepreneurs in the South Tangerang region in promoting (Fatimah, 2015). In line with previous research, information technology has a positive and significant effect on innovation, meaning that more and more technology is used in a business, it will increase the innovations carried out and, of course, will improve the performance of a company (Alfulailah, 2020).

Educational Factors

The Education factor is the fourth factor in the success of women entrepreneurs, with a variance of 8.043%. Concerning the research object, namely, I got business skills from my parents ($X_{1.1}$), I got entrepreneurship knowledge from formal education ($X_{1.2}$), I got business skills from attending training/courses ($X_{1.3}$), and I got business skills from part-time work ($X_{1.4}$). Research on entrepreneurship education in South Africa, shows that high enough parental involvement can affect children's entrepreneurial skills (Fatoki, 2014). Education is the knowledge possessed by a person in a particular skill. Education will play an active role if there is experience and skills that a person has in every activity.

Nature Quality Factor

The quality factor is the fifth factor in the success of women entrepreneurs, with a variance of 5.519%. About the research object, namely wanting to use better one's abilities and skills ($X_{2.1}$), being more willing to lead than being led ($X_{2.2}$), being able to control one's working hours ($X_{2.3}$), and working and live in the same location ($X_{2.4}$). The study's results also show that the quality of traits leads to entrepreneurial personality. Entrepreneurial personality is the dominant variable in determining entrepreneurial intentions (Setiabudi, 2019). According to reserach the most important factor for women as homemakers having the responsibility to start their own business is the belief that entrepreneurship is the only way to make a sustainable life together by managing their household chores (Tiwari & Goel, 2017). The abilities one must have in entrepreneurship are the ability to formulate business goals, the ability to motivate oneself, the ability to take initiative, the ability to innovate, the ability to form material, social, and intellectual abilities, the ability to manage time, mental abilities based on religion, and the ability to get used to taking lessons from good or painful experiences (Munfaqiroh, 2018).

The Confidence Factor

The Confidence factor is the sixth factor in the success of women entrepreneurs, with a variance of 5.247%. About the research object, namely, I can manage a business ($X_{4.1}$), I can lead other people/human resources ($X_{4.2}$), and I have unlimited work power ($X_{4.3}$). According to Lauster, self-confidence is an attitude or belief in one's abilities so that in his actions, he is not too anxious, feels free to do things according to his wishes and is responsible for his actions, is polite in interacting with others, has an achievement drive and can recognize his strengths and weaknesses. In previous research, to successfully develop a business, women must have certain skills, qualities, and self-confidence (Ramadani, 2015).

Government Support Factor

The Government Support factor is the seventh factor in the success of women entrepreneurs, with a variance of 4.378%. To the research object, namely, I received capital assistance from the government ($X_{9.1}$), I received facility assistance from the government ($X_{9.2}$), and the government provided empowerment through training to improve my performance ($X_{9.3}$). In previous studies of societies where women faced various obstacles, the government had to provide the necessary encouragement directly or indirectly by empowering them with policies and programs (Ramadani, 2015). According to previous research, credit provision accompanied by empowerment programs through training for women entrepreneurs resulted in increased business knowledge, managerial skills, and income (Karlan & Valdivia, 2011). Efficacy, such as self-confidence, contributes greatly to women's success in entrepreneurship. In line with the results of previous studies, self-confidence is an internal factor originating from within the female entrepreneur of MSMEs, significantly affecting a female entrepreneur's success (Fauziah & Latief, 2021).

Gender Discrimination Factors

The Gender Discrimination Factor is the seventh factor in the success of women entrepreneurs, with a variance of 3.785%. About the object of research, namely, I am the backbone of the family ($X_{7.1}$), and I open a business because it is difficult to get a job ($X_{7.2}$). Previous studies have explained that gender discrimination and job segregation lead to dissatisfaction, encouraging them to start their own business (Tiwari & Goel, 2017). This is in line with Zimmerer and Acarborough's statement that more and more women realize that becoming entrepreneurs is the best way to break through male domination, which hinders career advancement to the organization's top through their own business (Setiani & Indrawijaya, 2019).

CONCLUSION

In summary, this study highlights that among the 28 indicators examined, eight key factors significantly contribute to the success of female entrepreneurs in the Moro District of Karimun Regency. These factors, including Personality, Family Support, Technology, Education, Environmental Quality, Beliefs, Government Support, and Gender Discrimination, collectively influence their achievements. Particularly noteworthy is the dominant role of Personality, accounting for 28.029% of the variance, underscoring its crucial influence on entrepreneurial success. The study underscores that personal attributes like determination, risk-taking, creativity, leadership, and resilience are pivotal in driving success in Moro District's business landscape. While Personality stands out, the interplay of all factors should not be underestimated, forming a complex framework that fuels the achievements of women entrepreneurs in the region. These insights

provide a valuable guide for policymakers, business organizations, and aspiring female entrepreneurs, offering a pathway to tailor interventions, programs, and resources that foster the growth of women-led businesses not only in the Moro District but also in broader contexts..

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