Analysis of Womenpreneur Activities and Business Motivation on Competence and Performance of Small and Medium Enterprises (MSMEs) in Batam City

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Abstract: The purpose of this study was to determine the analysis results of womenpreneur activities and business motivation on the Competence and Performance of Small and Medium Enterprises (MSMEs) in Batam City. Research data collection was carried out by distributing questionnaires to respondents. The population of this research was women entrepreneurs at the scale of micro, small and medium enterprises in Batam City. The sample in this study consisted of 195 respondents. The analytical method used in testing the hypothesis was Structural Equation Modeling (SEM) using Partial Least Square (PLS). From this study, it was found that the activities of womenpreneurs and motivations, both had a significant effect on business competence with the T-statistic value of 9.649 and 2,142 respectively. In addition, it was also found that business competence had a significant effect on the performance of Micro, Small and Medium Enterprises with a T-statistic value of 2.824.

1 INTRODUCTION

The era of globalization that characterized by free trade cannot be avoided by any nation, including Indonesia. The development and intense business competition in today's business world has led to extraordinary changes in marketing, human resource (HR) management, handling of exchange transactions between companies and customers as well as against other companies, suppliers, shareholders, governments, and other stakeholders. Planning, control and decision making also contribute to providing more challenges for the business world today due to increased environmental uncertainty.

Data obtained from (batampos.co.id) states that many industrial companies in Batam City have gone bankrupt. Data from the Manpower Office added that in 2015, 54 companies were forced to stop operating, as many as 67 companies in 2016 and around 23 companies in 2017 also experienced the same thing. In total, there were 144 companies that closed during 2015 - 2017. The number of companies that closed would certainly increase the unemployment rate in

Batam City. The Batam City Manpower Office recorded the number of unemployed people at 40 thousand people.

According to an economic observer at the Maritime University Raja Ali Rasyid (2017), several factors causing the decline in industrial performance in Batam City are the weakening of global economic conditions due to the decline in crude oil prices and global mining prices. Other causes include tax incentives and the ease of investment offered by neighboring countries such as Vietnam and Johor Bahru Malaysia which also reduce the number of investors in Batam. From these data, it can be seen that job competition in Batam City continues to increase. The lack of employment has meant that the number of job seekers has never decreased, while the availability of existing jobs is in fact insufficient where the unemployment rate in Batam is still high.

The problem of unemployment and limited employment opportunities can be overcome by the role of MSMEs. One of the important roles of micro, small and medium enterprises (MSMEs) in supporting economic growth is their ability to create jobs which in turn can reduce poverty. Business

fields that can develop and be consistent in the current national economy are Micro, Small and Medium Enterprises (MSMEs). UMKM is a good place for creating productive jobs. The number of unemployment data according to data from the Central Statistics Agency (BPS) in 2017 was 7.01 million. The growth of MSMEs can be said to be very fast, so that the need for job creation can be met little by little. Thus, the unemployment rate can decrease with the existence of these MSMEs. According to Schiffer & Weder in Hermanto (2010), to help overcome the problem of unemployment, this small-scale industrial development will be of great help, especially in providing employment and business opportunities which in turn can encourage regional and rural development.

During 2018, there were more than 4 thousand Batam residents who were unemployed, where women dominated this unemployment rate. The causes are various, from failing the test to the existence of other policies from companies that require workers with certain conditions (batamnews.go.id).

According to Hati and Irawati (2015), at the age of 25, there will be termination or termination of employment according to the contract. Industrial companies consider that this age is no longer suitable to work in the manufacturing industry because of the problem of physical decline and decreased work productivity. This condition is a trigger to increase women unemployment in Batam. Therefore, it takes the efforts of all parties in Batam to encourage women to become entrepreneurs (womenpreneurs). Based on Online Data System (ODS) data at the Indonesian Ministry of Cooperatives and Small and Medium Enterprises (UKM), Batam has 81,486 MSMEs, where part of the data is women entrepreneurs (womenpreneur).

According to (Zimmerer and Scarborough) in Chistiana et al., (2014), it is explained that an entrepreneur is someone who creates a new business by taking risks and uncertainties in order to achieve profit and growth by identifying significant opportunities and combining the necessary resources. to set it up. Therefore, an entrepreneur must be able to create his own opportunities for the creation of something valuable and can be used to survive.

Ropke, quoted by Suryana and Bayu (2011), stated that entrepreneurship is the process of creating something new (new creation) and making something different from what already exists (innovation). It aims to achieve individual welfare and added value to society. Thus, the presence of entrepreneurship will greatly influence economic progress and improve economic conditions in Batam. The existence of this entrepreneurship will be able to create jobs, increase income distribution, improve the quality of life of the community, utilize and mobilize resources to increase economic productivity, and increase government welfare.

Surya and Bayu (2011) explain that successful entrepreneurs are those who have high achievement motives (High n acr personal). The characteristics of high achievement motives are: (1) Having commitment and responsibility towards work, (2) Tending to choose challenges, (3) always being observant of seeing and taking advantage of opportunities, (4) Objective in every assessment, (5) Always needing feedback , (6) Always optimal in, unfavorable situations, (7) Profit oriented, and (8) Having the ability to manage proactively. Meredith et al., In Dhamayantie et al., (2017) states that entrepreneurship is someone who can act in accordance with entrepreneurial characteristics, including self-confidence, task and result orientation, risk taking, leadership, originality, and future orientation.

The benefit of this research is that it can provide additional useful information for womenpreneur entrepreneurs for consideration in improving business performance more efficiently and effectively so as to be able to develop their business. The research results will provide information and recommendations for the government in developing MSMEs. The results of this study provide information for steakholders in encouraging opportunities for women to continue to develop their businesses.

2 LITERATURE REVIEW

2.1 Women's Entrepreneurship Activities

Entrepreneurial activity is influenced by internal and external factors. Internal factors are entrepreneurial abilities and personal characteristics, while external factors consist of opportunities and resources (Bygrave and Zacharakis, 2010; Saragih, 2010). Kuratko and Hotgetts (2007) see the business activities of the establishment of a viable new business which can be specifically seen from its five activities, namely: (1) technical, related to the feasibility analysis of products and services; (2) market, relating to determining market opportunities and risks; (3) financial, relating to financial and

resource feasibility; (4) organizational, relating to organizational capabilities (owners and employees); (5) competitive, related to competitiveness. Thus, it can be concluded that entrepreneurial activities can be seen from marketing, organization, finance, competitiveness and production power. In line with Sari's research. Set, al (2015), it is known that the higher the activity of entrepreneurial characteristics possessed by entrepreneurial women, the more their entrepreneurial activities will tend to increase. However, in reality, women as entrepreneurs still face gender bias issues in society.

According to Ardhanari (in Widowati, 2012), women who are entrepreneurs in MSME have several obstacles in running their business. Among these obstacles are related to creativity, the ease of obtaining capital as working capital, and gender equality. Gender is not natural, can change and can be exchanged between people depending on the culture of a place (Puspitawati, 2013). There are several salient differences between women and men entrepreneurs. According to Alma (2001), women entrepreneurs are tolerant and flexible, realistic and creative, enthusiastic and energetic and able to relate well to the community and have a medium level of self-confidence. Meanwhile, the self-confidence possessed by men tends to be higher than most women.

2.2 Business Motivation

Hasibuan (2003) explains that the notion of motivation is the provision of a driving force that creates a person's enthusiasm for work so that they are willing to cooperate, work effectively, and are integrated with all their efforts to achieve satisfaction. According to Kreitner & Kinicki (2005), motivation is a psychological process that enhances and directs behavior to achieve goals.

Mc.Clelland in Hasibuan (2003) suggests the following types of motivation 1) Achievement Motivation is a desire to overcome or beat a challenge, for progress, and for growth; 2) Affiliation Motivation is the urge to make relationships with other people; 3) Competence Motivation is an encouragement to perform well by doing high quality work; and 4) Power Motivation is the urge to be able to control a situation and the tendency to take risks in overcoming the obstacles that occur.

According to Gemina D. et, al (2016) that through entrepreneurship, a person will be motivated to get minimal rewards in the form of profit, freedom, personal dreams that may come true, and independence, in addition to having opportunities for

business development and controlling their own destiny. According to the research results of Gemina D, et, al (2016), it is explained that business motivation has a significant effect on business ability, where the higher the business motivation will be followed by the business ability.

2.3 Business Competence

According to Suryana in Sihombing et al., (2013) competence is defined as the knowledge, skills and abilities of individuals who have a direct influence on performance. According to Bird in Sihombing et al., (2013) Entrepreneurial competence is defined as basic characteristics such as general and specific knowledge, motivation, nature, self-image, social roles and skills that cause birth, business survival and business growth.

The importance of business competence is in accordance with the results of Darya's (2012) research which states that entrepreneurial characteristics have a positive and significant effect on business competence or vice versa. The results of a positive relationship indicate that the higher the business competence, the higher the positive effect on the performance of micro and small businesses and vice versa.

According to Suryana in Yullu Chistiana, et al., (2014), it is revealed that the competencies or abilities that must be owned by entrepreneurs are in real terms reflected in the ability and willingness to start a business (start-up), the ability to do something new (creative, willingness), and the ability to seek opportunities (opportunity) the ability and courage to bear risks (risk bearing) and the ability to develop ideas and pool resources.

2.4 Business Performance

According to Mulyadi (2007), business performance is the successful performance of personnel, teams or organizational units in achieving predetermined strategic goals using expected behavior. Mulyadi also explained that the success of achieving strategic goals needs to be measured. In forming the basis of performance measurement, a strategy is needed to determine the size and strategy of the initiative to achieve these goals. According to Gaspersz (2011), the Balance ScoreCard as a performance management system provides a balanced emphasis on the financial aspects from four perspectives, namely finance, customers, internal business processes and learning/ growth. MSMEs have the ability to exercise flexibility in facing various environmental

challenges. Among the strengths that exist in MSMEs, some are the flexibility to create, the ability to innovate and the ability to take actions that are not possible for large entrepreneurs. Every activity that is economically impossible to carry out by large companies basically becomes the strength of small businesses (Nitisusastro, 2009). However, from the number of strengths that MSMEs have, it turns out that small businesses cannot be separated from the existence of weakness factors, including: weak management skills, lack of competence in business, and limited resources. The criteria for MSMEs are regulated in article 6 of Law No. 20 of 2008 concerning business criteria based on two things, namely the amount of wealth or the amount of sales proceeds.

Ratundo & Sackett in Darya (2012) defines that performance is all actions or behaviors that are controlled by individuals and contribute to the achievement of the goals of the organization. There are 3 (three) major components of performance, namely: (a) task performance; (b) citizenship performance; and (c) counter-productive performance. According to Gibson (2003), performance refers to the level of success in carrying out tasks and the ability to achieve predetermined goals. In line with the research results of Gemina D. et, al (2014), it is also stated that business ability has a significant effect on business success, where the higher the business capacity, the higher the chances of achieving business success.

2.5 Hypothesis

H1: Womenpreneur activities have a significant effect on business competence at MSMEs in Batam City.

H2: Business motivation has a significant effect on business competence in MSMEs in Batam City.

H3: Business competence has a significant effect on business performance at MSMEs in Batam City
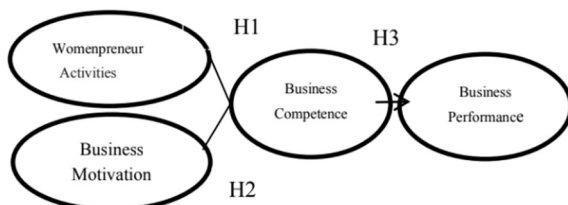
2.6 Framework

Figure 1: Framework

3 RESEARCH METHOD

The research design used in this study was explanatory research. According to Sugiyono (2009) quantitative research is a research method based on the positivism philosophy and is used to examine specific populations or samples where the sampling technique is generally carried out randomly with data collection carried out using research instruments, data analysis is quantitative statistics with the aim to test the hypothesis that has been determined previously.

The population in this study were women entrepreneurs in the scale of Micro, Small and Medium Enterprises assisted by the Department of Cooperatives and Micro Enterprises of the Batam City Government. The sampling technique used was purposive sampling, which is a non-random sampling technique where the researcher determined the sampling by determining special characteristics. The special characteristics of the sample in this research are women entrepreneurs who have been entrepreneurs for more than 2 (two) years. The number of samples in the study that fulfiled the criteria were 195 women entrepreneur respondents.

3.1 Research Variable

The exogenous variables of this study are Womenpreneur Activity (X1) and Business Motivation (X2). The endogenous variables are Business Competence (Y) and MSMEs Business Performance (Z).

3.2 Data Collection Techniques

Primary data in this research was obtained through distributing questionnaires to respondents. Data collection techniques are carried out by giving a set of questions or written statements to respondents to answer them (Sugiyono, 2013).

3.3 Data Analysis Method

The data analysis technique used in this study was PLS-SEM (Partial Least Squares-Structural Equation Modeling) analysis. PLS is used as a prediction model, does not assume a certain distribution to estimate parameters and predict the causality relationship. Therefore, the parametric technique for testing the significance of the parameters is not required, and the evaluation model for prediction is non-parametric. The evaluation of the PLS model is carried out by evaluating the outer model and innet model (Jogiyanto, 2011).

Table 1: Validity Test Parameters in the PLS Measurement Model.

Validity Test	Parameter	Rule of Thumbs
Convergent	*Loading factor*	More than 0,7
	Average variance extracted (AVE) *Communality*	More than 0,5
		More than 0,5
Discriminant	Root of AVE and latent variable correlation of Cross loading	Root of AVE > Latent variable correlation
		More than 0,7 in one variable

4 RESULTS AND DISCUSSION

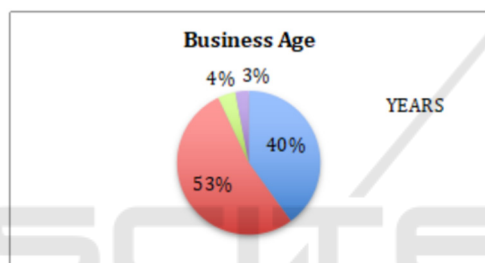### 4.1 Characteristics of Respondents

Figure 2: Busines Age

Based on the research data presented in Figure 2 related to the characteristics of women entrepreneur respondents based on the length of time the business was established, it can be seen that the average business <3 years has a percentage of 40%, w hile for MSME businesses that have been operated for 3 - 9 years has a percentage of 53%, 9 - 16 years have a percentage of 4% and 16-22 years have a 3% percentage and there is no business that has been operated for> 22 years. The conclusion that can be obtained is that the MSME business for women in Batam City is dominated by the age of MSMES with an age of 3 - 9 years.
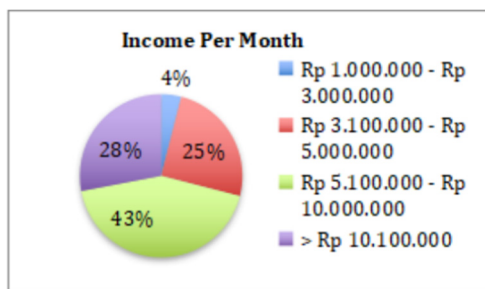

Figure 3: Income Per Month

Based on the research data presented in Figure 3 above, regarding the income of MSMEs of food-processed in Batam City, it can be seen that MSMEs with an income of IDR 1,000,000 – IDR 3,000,000 have a percentage of 4%. Meanwhile, MSMEs with an income of IDR 3,100,000 – IDR 5,000,000 have a percentage of 25%. Income IDR 5,100,000 - IDR 10,000,000 has a percentage of 43%, and income > IDR 10,100.00 has a percentage of 28%. Thus, it can be concluded that the income per month of MSMEs is dominated by income ranging from IDR 5,100,000 - IDR 10,000,000.

4.2 Measurement Model (Outer Model) Evaluation

4.2.1 Construct Validity Test

The construct validity test in general can be measured by the loading score parameter in the research model (Rule of Thumbs > 0.7). However, if there is a value that is above 0.5 or 0.6 for research at an early stage, then this value is still considered adequate and can be used (Ghozali, 2014) by using the parameter Average Variance Extracted (AVE)> 0.50 and Communality> 0.50.

From the table 2, it can be seen that all AVE and Communality scores have values above 0.50. Thus, it can be concluded that the construct has good convergent validity.

Table 2: Convergent Validity Test.

CONSTRUCT	AVE	COMMUNALITY
Womenpreneur (X1) Activities	0,731	0,806
Business Motivation (X2)	0,808	0,670
Business Performance (Z)	0,766	0,751
Business Competence (Y)	0,684	0,786

Based on the table 3, it can be concluded that the root value of AVE is almost entirely higher than the correlation value between constructs and other constructs. These results indicate that all the constructs in the estimated model meet the criteria for discriminant validity. After testing the outer model, the results show that all statement items are valid, namely loading factor> 0.50, AVE> 0.50, and Communality> 0.50 so that these results can be analyzed further.

Table 3: AVE Root Comparison and Latent Variable Correlation.

CONSTRUCT	ROOT OF AVE	LATENT VARIABLE CORRELATION			
		(X)	(Y)	(Z)	(Y)
(X1)	0,902	1,000			
(X2)	0,864	0,155	1,000		
(Z)	0,877	0,123	0,096	1,000	
(Y)	0,832	0,653	0,203	0,170	1,000

4.2.2 Reliability Test

The reliability test is carried out by looking at the Cronbach Alpha and the Composite Reliability value. A construct can be said to be reliable when the Cronbach Alpha value is > 0.6 and the Composite Reliability value must be > 0.7 (Ghozali, 2014). The comparison of the Cronbach Alpha and Composite Reliability values can be seen in the table 4.

In the table 4, it can be seen that the Cronbach Alpha value for all constructs is more than 0.6 with the lowest value of 0.969 on the business motivation variable (X2) and the highest value is 0.986 on the womenpreneur activity variable (X1). Meanwhile, the value of the business performance variable (Z) is 0.967 and the business competency variable value (Y) is 0.969. The Composite Reliability value for all constructs is more than 0.7 which indicates that all constructs in the estimated model meet the criteria of being reliable. The lowest Composite Reliability value is 0.967 in the business performance variable (Z). While the highest value is 0.987 in the womenpreneur activity variable (X2) and the business competency variable (Y) of 0.973.

Table 4: Comparison of Cronbach Alpha and Composite Reliability

CONSTRUCT	CRONBACH' ALPHA	COMPOSITE RELIABILITY
Womenpreneur Activities(X1)	0,986	0,987
Business Motivation (X2)	0,969	0,972
The performance of MSME business (Z)	0,964	0,967
The business competence (Y)	0,970	0,973

4.3 The Structural Model (Inner Model) Evaluation

The testing of the structural model (inner model) aims to see the relationship between the constructs, the significance value, and the R- Square of the research model. Structural models are evaluated using R Square for the dependent construct, while the path coefficient or t-values for each path are used to test the significance of the constructs in the structural model. Assessment of the structural model with PLS begins by looking at R- Square for each dependent latent variable. The results of the R Square estimation of the dependent latent variable obtained can be seen in the table below:

Table 5: Value of R Square.

CONSTRUCT	R-SQUARE
BUSINESS PERFORMANCE	0,029
BUSINESS COMPETENCE	0,438

The table 5 shows that the R Square value in the business performance variable (Z) is 0.029. This shows that 2.7% of the business performance variable (Z) may be affected by the business competency variable (Y), while the remaining 97.1% is influenced by other variables outside the one under study. The value of R Square for the business competency variable (Y) is 0.438 which means that 43.8% of the business competence variable (Y) can be influenced by womenpreneur activity (X1) and business motivation (X2), while the other 56.2% was affected by variables outside this research variables.

4.4 Hypothesis Results

The significance of the estimated parameters provides very useful information regarding the correlation of the research variables. The basis used in testing the hypothesis was the value that has the following path coefficient output.

Table 6: Result of Path Coefficient and T-Statistics.

EXPLANATION	T-STATISTIC	RESULT
Aktiftas Womenpreneur (X1) -> busifness competence (Y)	9,649	Supported
Business Motivation (X2) -> Business Competence (Y)	2,142	Supported
Business competence towards (Y) -> Business performance (Z)	2,824	Supported

The conclusion obtained based on the table above is that the first hypothesis is supported by a T- statistic value of 9.649, which is more than the t- table value of 1.96. These results indicate that womenpreneur activities have a positive effect on business competence. The second hypothesis is supported by the t-statistic value of 2.142 where this value is more than the t-table which reflects that business motivation positively affects business competence. Furthermore, the third hypothesis is also supported by the t-statistic value of 3.105, which is above the t-table value. Thus, it can be interpreted that business competence positively affects the business performance of MSMEs.

4.5 Discussion

4.5.1 The Effect of Womenpreneur Activities on Business Competence

Based on the path coefficient table, it shows that the relationship between the womenpreneur activity variable on business competence is significant, where the t-Statistics value obtained is 9.649. This value is greater than t-Table 1.96. Thus, the first hypothesis in this study which states that "Environmental Uncertainty has a significant effect on Business Competence" was accepted. The activity of womenpreneurs in Batam City is a characteristic of entrepreneutship.

The results of this study are in line with research conducted by Darya (2011) which concluded that entrepreneurial characteristics have a significant effect on business competence. In addition, the results of the study are also in line with Sari, S. et al (2015) research which shows that the activities of women entrepreneurs are influenced by internal factors of entrepreneurial characteristics. The entrepreneurial activities of women entrepreneurs can be seen from marketing, organization, finance, competitiveness

and production power. Therefore, it can be concluded that womenprneur entrepreneurial activities can increase the competency skills in managing their business.

4.5.2 The Effect of Business Motivation on Business Competence

Based on the path coefficient table, it is known that the relationship between the variables of business motivation and business competence is significant, with the t-Statistics being above the value of 1.96, which is 2.142. These results indicated that the relationship between entrepreneurial characteristics and business competence is positive. Thus, it can be concluded that the second hypothesis in this study which states that business motivation has a significant effect on Business Competence" was accepted. The results obtained are related to the research of Nurani, H et al (2013) which explains that business motivation has been the background for MSME business managers to open their businesses, with the hope of getting a better future life and can provide benefits. This research is in line with research by Gemina, D et al (2016) which concluded that business motivation has a significant and positive effect on business ability.

4.5.3 The Effect of Business Competence (Y) Variables on Business Performance (Z)

Based on the results of tests carried out on the third hypothesis (H3), it shows that H3 is accepted. This means that business competence affects business performance. This shows that the t-statistic obtained is 2.824 which is greater than the t-table (1.96). Thus, the hypothesis is accepted, or in other words, there is a significant effect of the business competency variable on the performance variable. A positive relationship shows that the higher the business competence, the higher the business performance or vice versa. In other words, business competence in the form of ability (Ability) is defined as being able to manage time efficiently and manage existing resources well, where MSMEs that have run their businesses with good business planning will be able to improve their own business performance.

This research is in line with research conducted by Dhamayantie et al., (2017) in the title Influence of Entrepreneurial Characteristics and Competencies to Improve MSME Performance, which states that business competencies consist of knowledge, skills, and abilities has a significant effect on business performance. These results are in line with the results of research conducted by Darya (2012) which states

that business competency variables have an influence on business performance. Apart from that, the results of this study are the same as the results of research conducted by Gemina, D et al (2016), which states that business ability has a significant effect and is directly proportional to business success. In this case, the higher the business capacity, the higher the business success will be.

5 CONCLUSIONS

5.1 Conclusion

From the results of the research and discussion that has been explained, the conclusions obtained are as follows:

1) Womenprneur activities on business competence had a positive and significant effect, which was evidenced by the T-statistic value of 9.649.
2) Business motivation on business competence had a positive and significant effect as evidenced by the T-statistic value of 2.142.
3) Business competence on business performance had a positive and significant effect, which was evidenced by the T-statistic value of 2.824

5.2 Suggestion

Based on the conclusions and limitations of this study, the following suggestions are proposed for future research:

1) Womenpreneurs must improve their competence in a sustainable manner to cope with environmental changes that occur so rapidly, among others, by increasing their knowledge, skills, and abilities so that business competencies will increase. Besides they need also to always be up to date regarding changes in government regulations.
2) The government or the stakeholders can provide stimulus in the form of assistance and support in the form of capital and training so that womenpreneurs can continue to be motivated to improve their competence in entrepreneurship.
3) In running a business, entrepreneurs should pay attention to business competence. Business competence can be developed by following trainings provided by the Office of Cooperatives and Micro Enterprises, in addition to developing businesses with creative ideas.
4) More research variables and indicators should be added so that the research conducted can provide useful information for Batam City's Micro, Small

and Medium Enterprises (MSMEs) so that the performance of MSMEs in this case can increase.
5) It is recommended for womenpreneurs to gather with a community or entrepreneur association, so that their enthusiasm and motivation for entrepreneurship will always grow. The gathering of womenpreneurs into a business community is expected to create a collaboration and partner together in developing their business.

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