
ENTREPRENEURSHIP IN A GENDER PERSPECTIVE IN INDONESIA SUB-URBAN

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ABSTRACT

Purpose: The purpose of this study is to analyze the interests and differences in entrepreneurship interests based on a gender perspective.

Design/methodology/approach: The research method was designed with a descriptive approach and different tests using primary data. Primary data were collected through distributing questionnaires to 100 respondents using purposive sampling technique with a linkert scale.

Findings: The results showed that the level of Adversity Quotients, Self-Efficacy, Need for Achievement, and Entrepreneurial Intention between men and women was quite high. In this study also found no differences in Adversity Quotients, Self-Efficacy, Need for Achievement, and Entrepreneurial Intention between men and women.

Research limitations/implications: The research sample was taken from the city of South Tangerang by random technique.

Practical implications: In a gender view or study, entrepreneurship has no influence or difference between men and women. That is, all people whether male or female have the same level of ability and ability in entrepreneurship.

Originality/value: This paper is original.

Paper type: This paper can be categorized as case study paper

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I. INTRODUCTION

Various efforts to encourage the increase of entrepreneurs, especially among young people, are continuing. Easy access to business capital, for example, is an ongoing effort by the government. This effort was made in addition to creating jobs, also in the context of increasing economic development (growth). While in academic circles, entrepreneurship improvement and development can be done through research. Research in the field of entrepreneurship according to Shane & Venkataraman (2000) is very relevant and promising. The reason is because entrepreneurship is able to create new jobs and accelerate economic development. Therefore, the academy has an important role in fostering an entrepreneurial spirit. According to Azwar (2013) fostering the entrepreneurial spirit of college students is believed to be an alternative to reducing the unemployment rate.

Attitudes, behaviors, and interests towards entrepreneurship of a student are influenced by consideration of various aspects regarding career choices as entrepreneurs. Considerations for career choices may vary depending on their preference for the risks they will assume later. Students who are afraid to take risks (risk averter) tend to choose to become a private employee, civil servant, or BUMN employee as a career choice while students who dare to take risks (risk takers) to leave the comfort zone will tend to choose to become an entrepreneur as their career choice (Lestari & Wijaya, 2012).

Even so there are many other factors that influence a person to become an entrepreneur. Various studies on entrepreneurship have been carried out, such as factors that influence entrepreneurial interest. This study is important to know the background or reason for someone to enter the world of entrepreneurship. These factors can be used as provisions in encouraging the development of entrepreneurship. Among them are educational factors (contextual factors), many studies that examine whether or how much entrepreneurship education carried out by tertiary institutions can encourage student interest in entrepreneurship. This research is not only to find out how much entrepreneurship education is in creating new entrepreneurs, but also as an evaluation of the effectiveness of learning entrepreneurship (education). Because according to (Alma, 2010) expertise and entrepreneurial skills are obtained from entrepreneurship education.

The results of Lestari & Wijaya (2012), as Negash & Amentie (2013) show that entrepreneurship education has a significant effect on entrepreneurial interest. Entrepreneurship education is intended as a learning process to change the attitudes and mindsets of students towards entrepreneurial career choices. Thus students who have taken entrepreneurship courses will have intrinsic values and entrepreneurial characteristics so that they will increase their interest and love for the world of entrepreneurship. While Azwar (2013) study concluded that academic support had a positive but not significant effect on student entrepreneurial intentions. Furthermore according to Azwar (2013) entrepreneurial intentions are more determined by environmental support (social support), such as motivation from close friends, people who are considered important and family. Like the research of Indarti & Rostiani (2008) shows that students with economic and business education backgrounds actually have lower entrepreneurial intentions.

In addition, many other variables that are widely studied are related to factors that drive interest in entrepreneurship. Such as business or financial capital Rahmadi & Heryanto (2016), Praswati (2014), family environment Yunilasari & Rahardjo (2016) Personality and family financial livelihood (Koranti, 2013), personality and (social) environment (Ginting & Yuliawan, 2015). The topic of entrepreneurship research that is no less important and interesting is related to gender or gender. Some studies reveal that someone's interest in entrepreneurship is influenced by gender or gender. Although other research studies find the opposite, that gender or gender does not affect a person's interest in entrepreneurship.

Wongnaa & Seyram (2014) revealed that gender is a factor that influences students' decisions to become entrepreneurs after they graduate. Also (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia, 2018) states that gender is positively correlated with entrepreneurial interest. Strengthened by Karimi, J.A. Biemans, Lans, Chizari, & Mulder (2014) which shows the results of his research, namely the role of gender moderation is seen real and meaningful on the influence of entrepreneurial knowledge on entrepreneurial interest. Gender also moderates the effect of subjective norms of entrepreneurship on entrepreneurial interest. In general, respondents with female gender respond to these influences more positively than men. While Israr & Saleem (2018) found that male students had a higher interest in becoming entrepreneurs than female students.

Instead Yunilasari & Rahardjo (2016) found that gender had no effect on student entrepreneurial interest. Similarly, the research findings of Alsos & Ljunggren (2017) explained that there is no gender relationship with interest in entrepreneurship. Also Nasrullah (2016) which states that there is no gender influence on the interests of entrepreneurship. Reinforced by Azwar (2013), according to him there was no significant difference between the entrepreneurial intentions of students and college students. This can be an indication that educated prospective young entrepreneurs are not limited by gender. Complementary data obtained in this study showed that most female respondents had practiced entrepreneurship while studying.

The existence of the gap in the results of the study encourages researchers to conduct similar research with different time and object of research, namely entrepreneurship in a gender perspective in the City of South Tangerang as Sub Urban Indonesia. This research will simultaneously confirm one of the conflicting research results. This research is important to direct and treat prospective entrepreneurs, both for the university itself as an institution that runs an entrepreneurial curriculum, and for the government in making policies to grow entrepreneurs. Also for financial institutions as a guide in channeling venture capital.

The purpose of this study is to analyze the interests of entrepreneurship based on gender in South Tangerang City as a sub-urban in Indonesia, and analyze the differences in interest in entrepreneurship in the City of South Tangerang, Indonesia based on gender.

II. METHODOLOGY

A. Research design

The design of this research is descriptive-quantitative. According to Kindy, Shah, & Jusoh (2016) descriptive methods are research methods that focus attention on actual problems or phenomena at the time the research is conducted, then describe the facts about the problem being investigated as they are accompanied by rational and accurate interpretation. While research with a quantitative approach according to Jilcha Sileyew (2020) is used to examine specific populations or samples, sampling techniques are generally carried out by random means, data collection using research instruments, quantitative / statistical data analysis with the aim to test the hypotheses that have been applied.

B. Research data

The data used in this study are primary data, i.e. data obtained directly from the source. In this study data were obtained from respondents directly, namely men and women in the City of South Tangerang. Data obtained through the distribution of questionnaires with linkert scale measurement instruments.

C. Research Sample Determination Techniques

The study population was male and female in the City of South Tangerang, Indonesia. The research sample is determined by referring to Roscoe in Jilcha Sileyew (2020), which is a decent sample size in the study is between 30 to 500. In this study the sample was determined to be 100 people.

D. Research variable and Indicators

The variables in this study consisted of Advertising Quotions, Self Efficacy, Need for Achievement, and Entrepreneurial Intention. With operational definitions and indicator variables as follows:

Table 1. Operational Definitions and Indicators of Research Variables

Variables	Definition	Indicators
<i>Advertisy Quotien</i>	A person's ability to face problems (Leman, 2007)	Ready to accept the risk Has the potential to innovate Able to do something independently Able to solve the problem at hand Always think creatively Always think positive Turning problems into opportunities Can respond well to problems
<i>Self Efficacy</i>	Self-confidence to know their abilities so they can exercise some form of control over the benefits of the person himself and the events in the surrounding environment (Greogory, 2011)	Confident of being able to overcome the difficulties of developing entrepreneurship It is not easy to give up if my business is less in demand Always excited in facing challenges in business Having confidence will get what you want as long as accompanied by hard work Receive criticism from other parties
<i>Need for Echievment</i>	Efforts to achieve success or succeed in competition with a measure of excellence that can be in the form of other people's achievements and their own achievements. (Mc Clelland, 1987)	Take responsibility for what you do Thorough in doing something Always consider the risks Creative and innovative suck Have a strong desire to be better
<i>Entrepreneurial Intention</i>	The desire of individuals to try to apply behavior, which consists of three determinants: attitudes toward behavior, subjective norms, and control of conscious behavior. (Fishbein dan Ajzen,1975)	Interested in entrepreneurship Being an entrepreneur is the main goal Deciding to become an entrepreneur

E. Test Research Instruments

To get primary data through a questionnaire with a good linkert scale must meet several testing instruments. The test instrument used in this study is the validity and reliability test. Validity test is done to measure the accuracy and accuracy of measurement instruments in carrying out their functions. According to Bolarinwa (2015), a measurement instrument or questionnaire is considered valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Testing is done using SPSS software. Question items are said to be valid if they have a correlation value (r) of more than 0.3.

While the reliability test according to Bolarinwa (2015) is used to measure the reliability or level of internal consistency of the research instrument or questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time. The reliability test was carried out using the Cronbach Alpha technique with the help of SPSS. Taber (2018) states that the Cronbach Alpha value can be said to be reliable if the value is > 0.70.

F. Data Analysis Technique

Data analysis techniques besides descriptive analysis were also performed different tests. Different tests were conducted to determine differences in entrepreneurial interests between men and women. Different test in this study was conducted by paired test if the data were correlated. If the data in this study are not correlated, then the Independent Sample t test or Mann-Whitney U-Test will be tested differently. Different tests and determination of correlations between groups were carried out using SPSS software.

III. RESULTS AND DISCUSSION

Before further processing, the data obtained is first tested. This test is conducted to determine the validity and reliability of each question item in the questionnaire. The results of the validity and reliability of the instrument using the SSPSS tools can be seen in the following table:

Table 2. Validity and Reliability Test Results

Variables	Correlations	Explanation
<i>Advertisy Quotien</i>	0,841	Valid
<i>Self Efficacy</i>	0,877	Valid
<i>Need for Echievment</i>	0,914	Valid
<i>Entrepreneurial Intention</i>	0,845	Valid

Source: data processed, 2018

The results of the validity and reliability of each question item in the questionnaire can be seen in the Table above. The correlation value of each variable is above 0.8 which means that the question items in the questionnaire are valid. The reliability test results also showed that the questions in the questionnaire were reliable because they had a Cronbach's Alpha value (reliability value) above 0.9.

Advertisy Quotien score for respondents with male gender is 3.8 or in the high category. This shows that the ability of respondents to deal with problems is quite high. Semantara for an average Self Efficacy score of 3.8 also shows the level of Self Efficacy or the ability of himself in entrepreneurship is also quite high. Likewise with the Need for Achievement and Entrepreneurial Intention scores of 3.8. These data show both the level of need for achievement and interest in entrepreneurship is quite high. The level of uniformity in each variable shows the distribution of answers that are relatively equal or homogeneous, that is equal to 0.8 or close to one.

For respondents with female gender, the level of Advertisy Quotien or ability to deal with problems is quite high with a score of 3.9. Likewise, the score or level of Self Efficacy, Need for Achievement, and Entrepreneurial Intention has a fairly high level that has an average score of 3.9. This indicates that although women, respondents have a high level of ability to deal with problems, beliefs, the need for achievement, and interest in entrepreneurship. The level of uniformity in each variable shows the distribution of answers that are relatively equal or homogeneous, that is equal to 0.8 or close to one, not much different. The following are differences in the levels of advertisements, self-efficacy, need for achievement, and entrepreneurship between men and women based on chat.

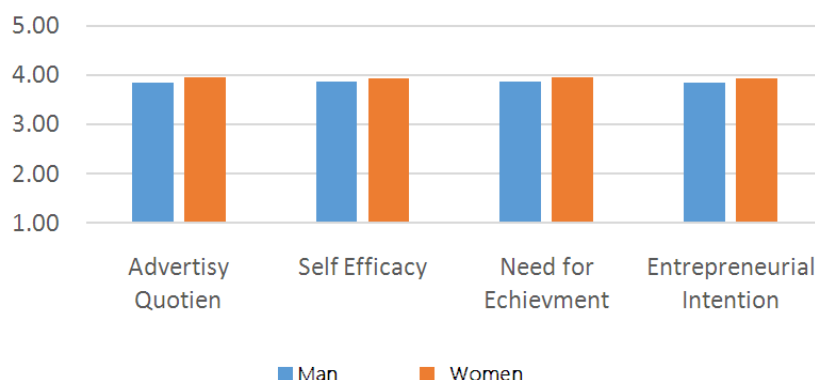


Figure 1. Level of Adversity Quotient, Self Efficacy, Need for Achievement, and Entrepreneurial Intention between men and women

To compare the level of advertisements, self-efficacy, need for achievement, and entrepreneurship between men and women, in this study different analysis was carried out. Different test is done to find out whether there are differences in advertisements, self-efficacy, need for achievement, and entrepreneurship between men and women.

Sig value 0.623 (the results of calculations with SPSS) is greater than 0.05. This shows that there are no differences between advertisements, self-efficacy, need for achievement, and entrepreneurship between men and women. The results of this study are not in line with Wongnaa & Seyram (2014), Kementerian Pemberdayaan Perempuan dan Perlindungan Anak Republik Indonesia (2018), The results of the previous study of gender or gender correlated positively and influenced entrepreneurship.

However, this study is in line with Yunilasari & Rahardjo (2016) finding that gender has no effect on student entrepreneurial interest. Also the results of the study of Alsos & Ljunggren (2017), Nasrullah (2016) and Halvorsen & Chen (2019) explained there was no gender relationship with entrepreneurial interests, which found that there was no gender or gender relationship or influence on entrepreneurship. Similar to the Azwar (2013), according to him there was no significant difference between the entrepreneurial intentions of students and college students.

IV. CONCLUSION

This study concludes that the level of Adversity Quotient, Self-Efficacy, Need for Achievement, and Entrepreneurial between men and women is quite high. In this study also found no differences in Adversity Quotient, Self-Efficacy, Need for Achievement, and Entrepreneurial between men and women.

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