The Role of Self-Empowerment, Interest, and the Role of Husbands of Women's Motivation and Decision-Making as Entrepreneurs: A Conceptual Framework and Empirical Evaluation

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ABSTRACT

Background: In the realm of entrepreneurship, women's engagement has gained prominence, necessitating an exploration of the multifaceted factors that underpin their motivation and decision-making processes. This study seeks to develop a comprehensive conceptual framework and conduct empirical assessments to elucidate the contributions of self-empowerment, interests, and the role of husbands in shaping women's entrepreneurial motivation and decision-making dynamics. This study aims to examine the relationship between self-empowerment, interest, the role of husbands, motivation, and decision-making as women entrepreneurs. Method: The empirical analysis was conducted using a sample of 150 women entrepreneurs. This study used an online survey for data collection. After passing reliability and validity tests, the data were analyzed with partial least squares structural equation modeling. Results: The research results indicate that self-empowerment has a significant positive direct influence on motivation. Interest also has a significant direct positive influence on motivation. Furthermore, the role of husbands has no significant effect on motivation. Finally, motivation also has a significant positive influence on decision-making as an entrepreneur. Conclusion: This study has established a robust conceptual framework and conducted empirical evaluations that shed light on the intricate interplay of self-empowerment, interests, and the role of husbands in influencing women's motivation and decision-making as entrepreneurs. These findings provide valuable insights for policymakers, practitioners, and researchers, emphasizing the importance of tailored strategies to support and empower women in the entrepreneurial domain, ultimately fostering their success and contribution to economic growth.

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1. INTRODUCTION

In developing countries, all businesses are predominantly male-dominated, and women often experience discrimination at most stages, both in personal and professional life [1]. Nevertheless, it cannot be denied that women's entrepreneurship has grown rapidly in the last few decades, and the role of women in the business world has become increasingly vital. According to [2], female entrepreneurs have significant potential to contribute

positively to economic development. This research emerges as an effort to explore key factors shaping the motivation and decision-making processes of women pursuing careers as entrepreneurs. In this context, three main factors will be discussed: self-empowerment, interest, and the role of husbands in supporting women's entrepreneurship. These are crucial components influencing how women can take a strong role in the business world, maintain high motivation, and make strategic decisions.

Self-empowerment refers to an individual's ability to recognize and activate their potential, feel confident, and take control of their life and goals. In the context of women's entrepreneurship, self-empowerment can be the key to overcoming challenges and obstacles that often arise in business. How women feel about their abilities, how they face uncertainty, and to what extent they feel empowered to take entrepreneurial steps will play a crucial role in this research. Furthermore, interest is another factor that can motivate women to enter the business world. When someone has a strong interest in a field or industry, they are more likely to be enthusiastic about pursuing a career there. We will investigate how this interest influences the motivation to start and run a business, as well as how it contributes to better decision-making in business. The role of husbands in women's entrepreneurship is also an essential element in this research. Spousal support can significantly impact a woman's ability to run a business and keep her motivation high. We will explore whether husbands' support, both in the form of emotional and practical support, has a positive impact on women entrepreneurs' motivation and the decisions they make in business.

Several findings from previous research [3] [4] [5] have demonstrated the relationship between self-empowerment, interest, and the role of husbands in women's motivation and decision-making as entrepreneurs. However, contrary to the findings of research conducted by [6] [7], motivation does not significantly influence entrepreneurial interest. Based on the differences in the results of previous research findings, this study aims to determine the impact of self-empowerment, interest, and the role of husbands on women's motivation and decision-making as entrepreneurs.

2. RESEARCH METHOD

In this research, a quantitative research approach is used. The population is the entirety of objects or subjects within a defined area that meet the established criteria related to the research problem. Then, conclusions are drawn from all individuals within the scope of the research [8]. The population in this study is all women entrepreneurs in North Luwu Regency, Indonesia. Considering that the overall sampling frame in this study is unknown, with the total number of respondents being challenging to identify, it is not possible to apply probability samples to this study to obtain a random and representative sample. With these considerations, in this study, we used non-probability sampling to collect data. [9] suggest the use of non-probability samples when the number of respondents is extensive and not counted. The sample size is determined based on the minimum sample size, which is ten times the number of measurement items specified in the research [10]. This study has 13 measurement indicators, so the minimum sample required is 10 x 15 = 150. Thus, the minimum sample size needed for this study is 150 samples. The total number of questionnaires returned in this study is 150 samples, which exceeds the minimum sample size requirement. Quantitative research has a core component that can impact research results, namely measurement items and scales. This study adopts measurement items from previous empirical studies (Table 1). In data collection, this research uses online questionnaires distributed to respondents through social media using the snowball sampling technique. The fifteen items related to self-empowerment, interest, role of husbands motivation, and decision-making entrepreneurs use a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Measurement Items

Construct	Loadings
Self-Empowerment (SE). Adapted from [11]; alpha = 0.810; CR = 0.821; AVE = 0.604.	
Self-assessment (SE1)	0.752
Self-reflective activities (SE2)	0.828
Self-development actions (SE3)	0.749
Interest (I). Adapted from [12] [13]; alpha = 0.824; CR = 0.831; AVE = 0.621.	
Don't depend on other people (I1)	0.815
Helping the social environment (I2)	0.783
The joy of being an entrepreneur (I3)	0.766
Role of Husbands (RH). Adapted from [3]; alpha = 0.897; CR = 0.910; AVE = 0.773.	
Emotional support (RH1)	0.973
Instrumental support, (RH2)	0.845
Appreciation support (RH3)	0.811
Motivation (M). Adapted from [14]; alpha = 0.796; CR = 0.808; AVE = 0.585.	

Construct	Loadings
Opportunity to increase income (M1)	0.823
Flexibility (M2)	0.696
Interest (M3)	0.770
Decision-Making Entrepreneurs (DME). Adapted from [15]; alpha = 0.842; CR = 0.871; AVE = 0.693.	
Future oriented (DME1)	0.785
Have the determination to start a business (DME2)	0.856
Leadership spirit (DME3)	0.855

3. RESULT AND DISCUSSIONS

3.1 Respondent Characteristics

Based on the characteristics of the research sample information (Table 2), for the type of business, culinary (41.33%) is more dominant compared to other types of businesses such as services (32%), manufacture (clothing) (14%), and basic trading (12.67%). The senior high school education level (47.33%) is more dominant compared to a bachelor of science degree (43.33%) and junior high school (9.33%). Furthermore, the most dominant age level of respondents was 21–30 years (56.67%), followed respectively by the age range 31–40 years (26.67%), the age range ≤ 20 years (10.67%), and the age range 41–50 years (6%). Finally, in terms of business turnover, the range of 1,000,000–5,000,000 million (48%) is the most dominant, comprising 72 women entrepreneurs participants.

Table 2. Description of respondents

Variable	Cases (%)	Variable	Cases (%)
Type of a business		**Education**	
Culinary	62 (41.33%)	Junior High School	14 (9.33%)
Manufacture (clothing)	21 (14.00%)	Senior High School	71 (47.33%)
Services	48 (32.00%)	Bachelor of Science	65 (43.33%)
Basic trading	19 (12.67%)	**Age**	
Business Turnover		≤ 20 Years	16 (10.67%)
< 500,000 thousand	19 (12.67%)	21 – 30 Years	85 (56.67%)
1,000,000 – 5,000,000 million	72 (48.00%)	31 – 40 Years	40 (26.67%)
6,000,000 – 10,000,000 million	44 (29.33%)	41 – 50 Years	9 (6.00%)
> 11,000,000 thousand	15 (10.00%)		

3.2 Outer Model

The criteria for assessing the structural model (outer model) using SEM-PLS are as follows: (i) convergent validity, which can be observed from factor loading values and average variance extracted (AVE); (ii) discriminant validity, which can be observed from the square root of AVE and correlations among latent constructs; and (iii) reliability testing, which can be assessed through composite reliability and Cronbach's alpha values.

3.2.1 Assessing the Outer Model with Convergent Validity and Discriminant Validity

Convergent validity is related to the principle that measures (manifest variables) of a construct should have high correlations. Convergent validity is tested by examining the factor loading values and comparing them to the rule of thumb (> 0.60). Additionally, the average variance extracted (AVE) values are considered, and they should surpass the rule of thumb (> 0.50). To test discriminant validity, one looks at the square root of AVE and compares it to the correlations among latent constructs, following the rule of thumb that the square root of AVE should be greater than the correlations among latent constructs [16]; [17]. Based on the results of the convergent validity test (Table 1), the factor loading values for each construct are as follows: selft-empowerment, consisting of three measurement indicators with values of (SE1 = 0.752; SE2 = 0.828 and SE3 = 0.749); interest (I1 = 0.815; I2 = 0.783 and I3 = 0.766); role of husbands (RH1 = 0.973; RH2 = 0.845; and RH3 = 0.811); motivation construct (M1 = 0.823; M2 = 0.696; and M3 = 0.770); and decision-making entrepreneurs construct (DME1 = 0.785; DME2 = 0.856; and DME3 = 0.855), all of which have values greater than the rule of thumb (> 0.60). The average variance extracted (AVE) values for each construct, selft-empowerment = 0.604; interest = 0.621; role of husbands = 0.773; motivation = 0.585; and decision-making entrepreneurs = 0.871, are also greater than the rule of thumb (> 0.50).

We employed two criteria to evaluate discriminant validity. First, we applied the [18] criterion, where the square root of the AVE (average variance extracted) for a variable should be higher than its correlation

with other variables. Second, we assessed the heterotrait-monotrait ratio (HTMT) of correlations. According to [19], HTMT is more sensitive to the lack of discriminant validity compared to other criteria. To demonstrate discriminant validity, the HTMT between two constructs should be less than 0.90. Both of these criteria support discriminant validity for all our variables (Table 3).

Table 3. Reliability, Convergent and Discriminant Validity

Constructs	1	2	3	4	5
Selft-empowerment (1)	**0.777**	0.124	0.226	0.112	0.332
Interest (2)	0.226	**0.788**	0.134	0.325	0.456
Role of husbands (3)	0.314	0.146	**0.879**	0.172	0.235
Motivation (4)	0.126	0.318	0.024	**0.765**	0.426
Decision-making entrepreneurs (5)	0.326	0.281	0.211	0.446	**0.933**

Note: The values on the diagonal in bold are the square root of the Average Variance Extracted (AVE) of each factor. The values below the diagonal are correlations between the factors, and the values above the diagonal are the HTMT ratios

1 Heterotrait-Monotrait; the criteria confidence interval does not include 1; HTMT90 – [19].

3.2.2   Assessing the Outer Model with Reliability

Furthermore, the outer model is evaluated through reliability testing with the aim of demonstrating the accuracy, consistency, and precision of the instruments in measuring constructs. Reliability testing is conducted by examining the values of composite reliability (Table 1) and then comparing them to the rule of thumb (> 0.70) [16]. The results of the reliability testing for the composite reliability values of each construct are as follows: selft-empowerment = 0.821; interest = 0.831; role of husbands = 0.910; motivation = 0.808; and decision-making entrepreneurs = 0.871. These values are found to be greater than the rule of thumb (> 0.70), indicating the ability of the measures to produce reliable results.

3.1   Structural Model (Inner Model)

The criteria for evaluating the structural model (inner model) using SEM-PLS include (i) R-square for dependent constructs and (ii) assessing significance values through the bootstrapping procedure (t-value 1.96, significance level = 5%). The results of the evaluation of the structural model (inner model) through the bootstrapping procedure for testing the hypotheses proposed in this study are presented in Table 4.

3.1.1   Evaluation of R Square and Q2 Values

The structural or inner model is evaluated by examining the percentage of variance explained, specifically by looking at the R Square and Q2 values for the latent dependent constructs. According to [16], the rule of thumb values for R square are categorized as follows: 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. As for the rule of thumb values for Q2, a value greater than 0 indicates that the model has predictive relevance, while a value less than 0 suggests that the model lacks predictive relevance. From the analysis results (Table 4), the R square value for the motivation construct is 0.491, indicating that 49.1% of the variability in motivation can be explained by the variables selft-empowerment, interest and role of husbands in the model, placing it in the weak model category. Furthermore, the R square value for the decision-making entrepreneurs construct is 0.394, meaning that 39.4% of the variability in personal financial management can be explained by the motivation variable in the model, also falling into the weak model category. The Q2 values for the motivation construct (0.368 > 0) and the personal decision-making entrepreneurs construct (0.285 > 0) indicate that the model possesses predictive relevance.

3.1.2   Evaluation of Significance Values (t-value 1.96, and significance level = 5%)

The evaluation of significance values involves observing the path coefficient values obtained from partial least squares (PLS) testing with bootstrapping calculations (Table 4). From the path coefficient results, it can be determined that for (H1), self-empowerment has a significant positive influence on motivation, with a significance value of 0.001 < the 5% alpha level, as also indicated by a T statistic value of 3.621 > 1.96. For (H2), interest has a significant and direct positive influence on motivation, with significance values and T statistic values for each direct influence being 0.001 < the 5% alpha level and 4.028 > 1.96, respectively. For (H3), the husband's role has an insignificant influence on motivation, with a significance value of 0.753 > 5% alpha level; this is also indicated by a statistical T value of (-0.351) < 1.96. Furthermore, for (H4), motivation has a significant and direct positive influence on decision-making entrepreneurs, with significance values and T statistic values for each direct influence being 0.001 < the 5% alpha level and 8.211 > 1.96, respectively.

Table 4. Hypothesis testing

Hypotheses	Relationships	Path coefficients	t-Statistic	R2	Q2	p-Values	Decision
Direct effect							
H1	SE - M	0.346	3.621			0.001	Supported
H2	I - M	0.441	4.028			0.001	Supported
H3	RH - M	-0.020	0.351			0.753	Not Supported
H4	M - DME	0.624	8,211			0.001	Supported
M				0.491	0.368		
PFM				0.394	0.285		

Based on the hypothesis testing results, it was found that self-empowerment has a significant influence on motivation. This finding suggests that self-empowerment enhances self-confidence and responsibility, helps women understand themselves and their goals, overcome obstacles, develop skills, achieve economic empowerment, and positively contribute to the community, significantly impacting women entrepreneurs' motivation. This study is consistent with the findings of previous studies [5]. The following findings demonstrate that interest significantly influences motivation. A strong interest in the business field not only guides business selection but also creates sustained motivation, enriches creativity, provides personal satisfaction, enhances resilience to obstacles, and expands networks, significantly impacting the motivation of women entrepreneurs. The result of this finding is able to support the previous results [5]. However, the results indicate that the role of the husband has a non-significant influence on motivation. The findings of this study imply that entrepreneurial motivation often stems from individual desires and ambitions. Women with a clear vision and goals in the entrepreneurial world may be less influenced by the role of their husbands. These findings are not in line with the results of previous research [5]. Finally, this research yields findings that motivation significantly influences decision-making as entrepreneurs. Motivation plays a crucial role in decision-making for women entrepreneurs, as high levels of motivation can drive perseverance, creativity, and resilience to challenges. Strong motivation also affects the risk evaluation process and strategic decisions, assisting women entrepreneurs in running their businesses with the determination and steadfastness needed to overcome obstacles and achieve long-term success. The results of these findings align with previous research [4].

4 CONCLUSION AND RECOMMENDATION

This study has established a robust conceptual framework and conducted empirical evaluation that shed light on the intricate interplay of self-empowerment, interest, an the role of husbands in influencing women's motivation and decision-making as entrepreneurs. These fidings provide valuable insights for policymakers, practitioners, and researchers, emphasizing the importance of tailored strategies to support and empower women in the entrepreneurial domain, ultimately fostering their success and contribution to economic growth. There are several weaknesses in this study. First, our study was exclusively carried out in a single nation, limiting its applicability to different regions. To address this, future investigations propose expanding the scope of this research area to include other regions, such as the island of Java, as well as other developing countries, including countries in Southeast Asia, such as Malaysia. Second, the R-square and Q2 values remain within the low range, which presents an opportunity to investigate additional influential factors like social support and self-confidence.

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