

Business Performance of Women Entrepreneurs in Iwapi City Bandung

Meci Nilam Sari

*Department of Business Administration Science
Faculty Social and Political Science University of Padjadjaran
Mecinilamsari@yahoo.co.id*

Muhamad Rizal, Margo Purnomo

*Department of Business Administration Science
Faculty Social and Political Science University of Padjadjaran*

Abstract

This paper contains about the performance of women entrepreneurs. The object studied is IWAPI Bandung. IWAPI Bandung city consists of 120 entrepreneurs consisting of 5 business sectors namely culinary, fashion, handicraft, services, and cosmetics. This study aims to determine how many business performance of women entrepreneurs in IWAPI Bandung out of 10 existing indicators according to (Malaya, 2006). The research method used in this research is quantitative with technical data analysis using Structural Equation Model (SEM). The data in this research is processed using AMOS program. The result of this research shows that business performance of business woman in IWAPI Bandung. Results of data processed in the study found that the cosmetic business sector is the highest performance of business women business entrepreneurs than other business sectors such as (fashion, handicraft, culinary, and services)..

Keywords: *Business performance, Women Entrepreneurs, IWAPI Bandung city*

1. INTRODUCTION

Business competition in various sectors began to emerge from large business companies up to small and medium enterprises. SMEs activity is one of the business fields that can grow and be consistent in the national economy. SMEs is a labor-intensive business, does not require certain requirements such as the level of education, skills (skills) of workers, and the use of business capital is relatively small. And the technology for the production department used tends to be simple to produce products / services quality in the sector of SMEs.

One example that has been able to open up employment opportunities in the field of SMEs is a woman entrepreneur or *Women Entrepreneur*. SMEs can also increase economic development because women entrepreneurs who open jobs for the unemployed in the city of Bandung. Women entrepreneurs consist of various levels of age, education, tribe, business sector and so on. Generally people know women entrepreneurs are women who have double activity, as entrepreneurs but also at the same time housewife who take care of the family (Erita, 2015).

Data found in IWAPI that is the number of UMKM in Indonesia 57 million UMKM, where almost 50% of them are micro business and 60% part of micro business is woman entrepreneur (IWAPI, 2017). The above facts explain that (UMKM) grow and develop thanks to the women entrepreneurs Indonesia. Women entrepreneurs are also able to take advantage of opportunities in business and this shows that women have more ambition about the business world. Women entrepreneurs also have a tenacious and persistent nature, have the creativity, motivation, and innovation that will be able to advance the business performance of women entrepreneurs Indonesia engaged in the sector of SMEs.

The motivation of women to open a business in the sector of UMKM is because they want to help the family economy better where the husband's income is still not sufficiently financially. Women entrepreneurs want to open a business is also motivated because they want to Mandiri Economically or financially where they can do the desire well without any dependence on other parties in making decisions or acting, including sufficient needs of his own life. The motivation of women to open a business because they want to excel by utilizing the talents and skills that exist in him. In addition to opening a business, women can maintain its existence in the current environment, where the status as a business owner or woman entrepreneur would certainly give pride of its own that is not felt if he worked with others as employees. The next motivation is frustration in previous work. Women feel restrained can not display his skills and develop the talents that exist in him. In addition to opening a business then this can also reduce unemployment by creating a productive field of business.

Women entrepreneurs IWAPI Bandung consists of 85% small and micro businesses, 13% medium enterprises, and 2% large scale business (IWAPI, 2017). Uniqueness in IWAPI is where this organization has diverse business sectors, namely culinary, fashion, services, handicraft, and cosmetics on the show in Table 1.1:

Table 1.1
Number of Members IWAPI Bandung

NO	Type Of Business	Members Of IWAPI	%
1	Culinary	48 Orang	40 %
2	Fashion	35 Orang	29.15 %
3	services	23 Orang	19,15 %
4	Handicraft	12 Orang	10 %
5	cosmetics	2 Orang	1,7 %
	Total	120 orang	100%

Source: IWAPI Bandung

The table above shows that women entrepreneurs who are members of IWAPI number 120 women entrepreneurs from various business sectors. The type of business most enthused by women entrepreneurs IWAPI Bandung is a culinary business that amounted to 48 people or by 40%. While in Table 1.2 shows that cosmetics business less enthused by women entrepreneurs IWAPI Bandung which amounted to 2 people or 1.7%. These findings indicate that women entrepreneurs IWAPI Bandung city members are able to utilize the talent and skills as an opportunity in running the business.

2. METHODOLOGY

The method used in this study is a technical quantitative data analysis using *Structural Equation Model* (SEM). The data in this research is processed using AMOS program. Includes seven steps to evaluate the goodness of fit criteria, namely the level of Conformity between the reality of the results of research in the field supported by theoretical framework with research model developed by criteria - criteria that have been set. Respondents in this study are IWAPI Bandung city which amounted to 120 respondents. The data presented in this article will be analyzed using the business performance theory of entrepreneurs employed by women (Malaya, 2006):

3. RESULT AND DISCUSSION

Performance or *performance* is an overview of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision and mission of the organization which is poured through a strategic planning effort. Performance (performance) business can be seen from the level of sales, the rate of profit, return on capital, the level of *turnover* and market share were achieved (Arroyo *et al.*, 2012). The following explanation of women entrepreneurs (Malaya, 2006):

Table 3.1
Women Entrepreneurs

NO	FEMALE
1	Generating revenues/profits (F)
2	Providing quality product /service to customers (N)
3	Providing employment to people (N)
4	Being able to balance work/ family responsibilities (P)
5	Improving quality of life of employees (N)
6	Being able to continue operation of business (F)
7	Having a regular source of livelihood (F)
8	Being able to utilize my talents/skills (P)
9	Taking advantage of business opportunities (N)
10	Gaining financial Independence (F)

Note: F - Financial goal N - Nonfinancial goal P - Personal goal

Table 3.1 above explains that Women are more doing their business performance in accordance with the *personal goals* and *nonfinancial*. "Women Entrepreneurs in MSEs are important to almost all economies in the world, but especially to those in developing countries and, in that broad category, especially to those with major employment and income distribution challenges. On what we may call the "static" front, women entrepreneurs in MSEs contribute to output and to the creation of "decent" jobs; On the dynamic front they are a nursery for the larger firms of the future, are the next (and important) step up for the expansion of micro enterprises, they contribute directly and often Appropriate technology" (Wube,2010).

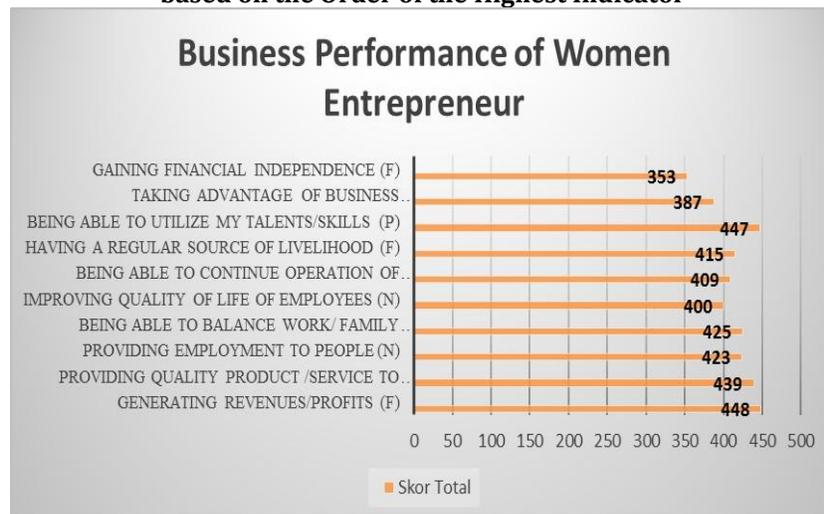
Women play an important role in the economic development of their families and communities but certain constraints such as poverty, unemployment, low household income and social discrimination especially in developing countries have hampered the performance and role of women. Thus, most of them start entrepreneurial activities to support their family life. Constraints that are often experienced by women entrepreneurs in improving business performance of women entrepreneurs:

Women entrepreneurship could be an effective strategy for poverty reduction in a country; Since women are the worst hit in such situation. However, it is found that women entrepreneurs, especially in developing countries, do not have easy access to microfinance factors for their entrepreneurial activity and whereas the rate of their participation in the informal sector of the economy is higher than the males, and microfinance factors could have a positive effect on enterprise performance(Ekpe et al., 2010).

Men and women have different priorities in building their business networking relationships. Male motives are more instrumental while women have more affective considerations in social relationships. Their management style is not considered relevant and as such, women are often excluded from the male business network. Women do not have equal access, assets, and opportunities than men in UMKM. When dealing with business issues, women entrepreneurs first seek help from family, then of close friends and business from a knowledgeable source, while male entrepreneurs seek advice from their network (Omwenga *et al.*, 2013). Where according to experts there are Four determinants that can affect the performance of women entrepreneurs; (1) microcredit as financial capital; (2) entrepreneurial competence; (3) social capital, and (4) the entrepreneurial self-efficacy / efficiency increase (Zahirah *et al.*, 2016).

Performance or performance is a description of the level of achievement of the implementation of a business activity in realizing the goals, goals, vision, and mission of the business. The success or failure of a business can be seen from the business performance of the business itself whether it increases annually or just static running place. With the IWAPI organisasi can improve business performance of women entrepreneurs later. From the results of processed research data looks how business performance women IWAPI Bandung city in running its business:

Figure 3.2
Business Performance of Women Entrepreneurs
based on the Order of the Highest Indicator



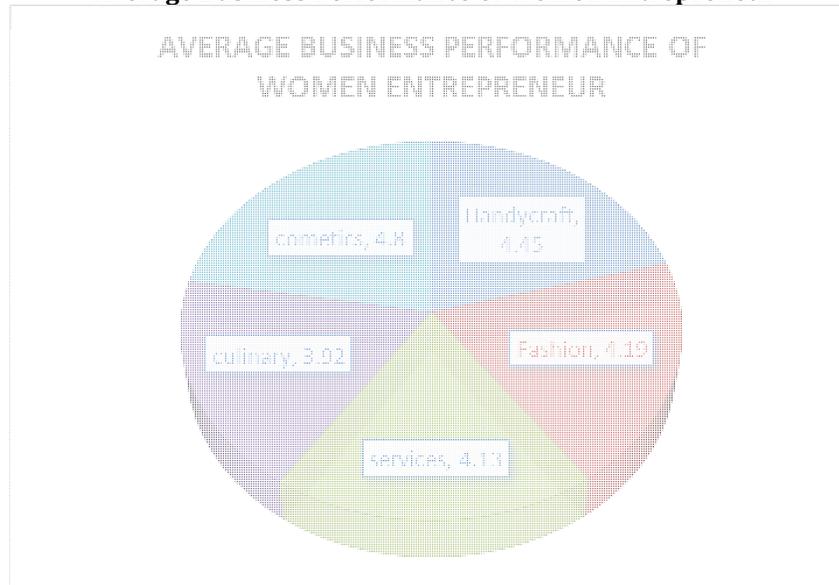
Note: F - Financial goal N - Nonfinancial goal P - Personal goal

Figure 3.2 above explains that the business performance of women entrepreneurs IWAPI Bandung, where from 5 rows of the highest score above more done in personal goals and nonfinancial goals. The results of research data processing in accordance with the opinion (Malaya, 2006) that explains that women are more doing their business performance in accordance with personal goals and nonfinancial. The main purpose of women entrepreneurs IWAPI Bandung is indeed to generate income or profit. By opening a business indirectly will help the family economy for the better. The second highest indicator is where women entrepreneurs are able to utilize their talents and skills in doing business.

The lowest indicator is in terms of obtaining financial access. In addition to the factor of some women entrepreneurs do not want to borrow money to the bank but also other factors namely where lending to banks is considered complicated by women entrepreneurs. Therefore, getting this financial access is the lowest indicator of 10 indicators in the business performance of IWAPI businesswoman bandung city. The

average value of Business Performance of Women Entrepreneurs in 5 business sectors studied, presented in the picture below:

Figure 3.3
Average Business Performance of Women Entrepreneur



Source: Research Data is processed 2017

The picture above illustrates the Average Business Performance of Women Entrepreneurs based on 5 Business Sectors studied. The highest business sector is cosmetics which are 4.80, and the lowest business sector is Culinary which is 3.92.

4. CONCLUSION

In general, this study has proven to provide significant support to the concepts and findings of previous research results stating that the business performance of women entrepreneurs is an important factor for SMEs business entrepreneurs in IWAPI Bandung to be more optimal. Results of data processed in the study found that the cosmetic business sector is the highest performance of business women business entrepreneurs than other business sectors such as (fashion, handcraft, culinary, and services). Therefore, the business performance of women entrepreneurs increases can be seen from the income or income they earn from the business undertaken.

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