

---

## **The Independence of Woman Entrepreneurs in the Digital Era** **Afina Aurellya Kamal<sup>1</sup>**

<sup>1</sup>*Universitas Mataram, [afinaaurellyakamal@gmail.com](mailto:afinaaurellyakamal@gmail.com)*

---

### **ARTICLE INFO**

#### **Article History:**

*Received 12 September 2022*

*Revised 19 September 2022*

*Accepted 10 October 2022*

**Keywords:** *independence,  
woman entrepreneurs, digital era*

### **ABSTRACT**

*Entrepreneurship is currently one of the indicators that affect the economy of a country. Entrepreneurship is one of the jobs that many women do today. Independence is one of the success factors for women to do business or entrepreneurship in the digital era. This study aims to determine the effect of independence on entrepreneurship in the digital era. The object of this research is 30 woman entrepreneurs in the city of Malang. This research kind of explanatory research. The data analysis used is path analysis using the SmartPLS program. The results of this study indicate that independence has a positive and significant influence on women's entrepreneurship.*

---

### **Introduction**

The issue of gender equality which is quite rife in the last few decades has resulted in women also having a role in several aspects, one of which is in the economy. The concept of gender equality refers to the full equality of men and women to be able to enjoy various political, economic, social and cultural rights. Gender equality will strengthen a country's ability to develop and reduce poverty. Gender equality will also open many avenues for economic development (BPS, 2020).

Currently, many women are working or having a career as well as being financially independent without having to depend on their husband's income (Saputri et al., n.d.). One of the jobs that is developing and mostly done by women is entrepreneurship or building their own business (Novianty, 2012). Entrepreneurship is currently one of the indicators that affect a country's economy (Hapsari & Nurhajjah, 2020). Entrepreneurship has an important role in regional economic development because it is a source of job creation (Friar & Meyer, 2003).

As time goes by until today, more and more women are in business or

entrepreneurship. Entrepreneurship being part of the activity is very beneficial for women to earn personal income (Saputri et al., n.d.). The reasons for entrepreneurial women include wanting to be at the forefront of their own business, high income, satisfaction with career outcomes and having lots of time with family even at work.

One of the factors that influence women's entrepreneurship is the independence factor. Independence is the ability to manage all things including time, think independently, the ability to take risks and solve problems. Independence refers to the tasks and skills required to know how to do something to achieve something and how to manage something. (According to research from (Saputri et al., n.d.) states that independence has a significant influence on women's entrepreneurship. The research states that what affects the independence of women entrepreneurs are work experience and access to technology.

## Literature Review

### Woman Entrepreneurs

According to (Zhouqiaoqin, Ying, Lu, & Kumah, 2013) argues about women's entrepreneurship, that: "a woman entrepreneur can be defined as a confident, innovative and creative woman who is able to achieve economic independence on her own individually or in collaboration, generate job opportunities for others through starting, building and running a business by balancing life personal, family and social.

(Kalyani & Mounika, 2016) argues that woman entrepreneurs are enterprising people seeking opportunities and extraordinary vision, commercial acumen, with extraordinary perseverance and most importantly, women who are willing to take risks with the unknown because of her adventurous spirit. Indicators of woman entrepreneurship include: spending free time, having their own income, helping to meet family needs, proving that women can be the main breadwinners

### Independence

Independence is a person's ability to act according to his will. Fostering independence is an important part of the ability to develop policy decisions about behavior. Independence is the ability to make decisions, act on their own, and take responsibility for their actions. Independence is the ability to manage everything one has, know how to manage time, walk independently, think, take risks and solve problems. An independent individual does not need detailed and constant instructions on how to get the final product, he can rely on himself. Knowing how to do something and managing something to achieve something is an independent task and skill (Parker, 2005). Indicators of independence according to (Parker, 2005) include: responsibility, independence, autonomy and freedom.

### Literature Study

*Table 1 Literature Study*

No	Author	Location	Study Focus	Sample Size	Variables	Result
1	(Surahman et al., 2019)	Banten, Indonesia	Faktor-Faktor Determinan Kemandirian Wanita Dalam	193	Woman Entrepreneurs in Banten	The results from this research has showed the access to technology as a part of

No	Author	Location	Study Focus	Sample Size	Variables	Result
			Berwirausaha Untuk Wilayah Banten			digital economic also has been proven can motivate the odds of women entrepreneur to become independent.
2	(Tambrin, 2019)	Madura, Indonesia	Faktor yang mempengaruhi kesuksesan wirausahawan wanita Madura	70	Women Interpreneurs in Madura	The results of this study illustrate that Innovative, Future-Oriented, Daring to take risks, and Confidence, have a significant effect and positively related to business success, whereas, Task-Oriented, and Leadership are not significant predictors of business success.
3	(Hapsari & Nurhajjah, 2020)	Semarang, Indonesia	Apakah wirausaha wanita siap dalam menghadapi era digital?	4	Women Entrepreneurs (3 Pengusaha Batik dan 1 pejabat pemerintahan terkait pemberdayaan digital UMKM)	The finding revealed that digital media literacy competencies namely access, analyze & evaluate, create, reflect, and act remain low due to lack of opportunities in digital marketing training.
4	(Vanomy & Harris, 2021)	Kepulauan Riau, Indonesia	Analisis Peran Wanita Generasi Milenial pada Usaha Mikro Kecil Menengah di dalam Era Ekonomi Digital di Kepulauan Riau Indonesia	110	Women entrepreneurs in Riau Islands	The results of the study of discrimination factors, motivation, demographics had a significant positive effect on Capabilities, Commitment Factors, Financial Access Factors had a positive insignificant effect on Capabilities. Capability has a significant positive effect on MSME's

No	Author	Location	Study Focus	Sample Size	Variables	Result
						Human capital, MSME's Human capital has a significant positive effect on the Digital Economy.
5	(Anggraini et al., 2022)	Indonesia	Penggunaan media digital untuk womenpreneurs di masa pandemi Covid-19 (Literatur review sumber daya manusia)	10	Penelitian dengan metode Literature Review	The result of this study is that social media is very useful for increasing sales turnover during the Covid-19 pandemic
6	(Saputri et al., n.d.)	Medan, Indonesia	Pengaruh Kemandirian Dan Dukungan Keluarga Terhadap Kewirausahaan Wanita Dengan Pendidikan Sebagai Variabel Moderating	100	Women entrepreneur	The results of this study indicate that the variables of independence and family support have a significant effect on women's entrepreneurship. The education variable is able to moderate the influence of independence and family support significantly on women's entrepreneurship

## Method

The type of research that will be used in this research is the type of explanatory research that is included in the quantitative method. Explanatory research is to test a hypothesis, where in the hypothesis explains the relationship between variables (Sugiyono, 2018). This research also uses survey methods with data collection in the form of questionnaires as a data collection tool. Variable collection technique using a likert scale of 1-5. The use of the likert scale aims to facilitate measurement because the likert scale has a diversity of scores in terms of statistics (Sekaran & Bougie, 2017). Objek penelitian ini adalah 30 woman entrepreneurs in Malang. Data analysis techniques using Partial Least Square are carried out with several test stages, namely the measurement model or outer model test and the structural model or inner model test and hypothesis test by bootstrapping.

## Result and Discussion

### Descriptive Statistic

This study involved 30 total woman entrepreneurs which will be shown in the bar chart below. Based on the chart, it is stated that the majority of respondents are aged between 31-40 years with a percentage of 50%, respondents who are married have the largest percentage, namely 60% and respondents from college graduates have a percentage of 72%.

Table 2 Descriptive Statistic

Profile	Frequency	Presentase (%)
Age		
21-30	12	40%
31-40	15	50%
41-50	3	10%
Status		
Married	18	60%
Single	12	40%
Education		
S1	22	73%
SMA	8	27%

### Measurement Model

In the measurement model test phase, there are two stages, namely validity and reliability tests. The first stage of the validity test / convergent validity is a measurement of the validity of the indicator as a measure of the variable that can be seen from the value of the loading factor. According to (Ghozali & Latan, 2015) it is said that the loading factor is said to be valid if the value is more than 0.7, but the value of 0.5 to 0.6 is considered quite valid. AVE (Average Variance Extracted) is also carried out in this test to determine whether the discriminant validity requirement is met. The AVE value is said to be valid if it is more than 0.5 (Ghozali & Latan, 2015)

Table 3 Convergent Validity

Variable	Indicator	Factor Loading	AVE	Evidence
X			0.659	Valid
	X1.1	0.756		Valid
	X1.2	0.803		Valid
	X1.3	0.880		Valid
	X2.1	0.992		Valid
	X2.2	0.906		Valid
	X2.3	0.867		Valid
	X3.1	0.74		Valid

Variable	Indicator	Factor Loading	AVE	Evidence
	X3.2	0.695		Valid
	X3.3	0.690		Valid
Y			0.640	Valid
	Y1.1	0.795		Valid
	Y1.2	0.878		Valid
	Y1.3	0.817		Valid
	Y2.1	0.750		Valid
	Y2.2	0.913		Valid
	Y2.3	0.685		Valid
	Y3.1	0.850		Valid
	Y3.2	0.816		Valid
	Y3.3	0.662		Valid

From the table above, the results of the factor loading value above 0.5 are said to be valid, which means that there is a correlation between the indicator and the construct. Meanwhile, the AVE (Average Variance Extracted) value above 0.5 is said to be valid, which means that it has reached the discriminant validity requirement..

The second stage of the reliability test was carried out to measure the reliability of the latent variable construct. The reliability test can be seen through the Composite Reliability value and Cronbach Alpha with a value above 0.6 is considered reliable.

*Table 4 Cronbach's Alpha & Composite Reliability*

Variable	Cronbach's Alpha	Composite Reliability	Evidence
X	0.933	0.945	Reliabel
Y	0.928	0.941	Reliabel

The table shows that the value of Composite Reliability and Cronbach Alpha of the two variables is more than 0.6 which means that both variables are considered reliable.

### **Structural Model**

The structural model can be measured using bootstrapping test. At this stage of testing is done to see the influence and significance between variables. The value of R Square will show how much independent variable will affect dependent variable.

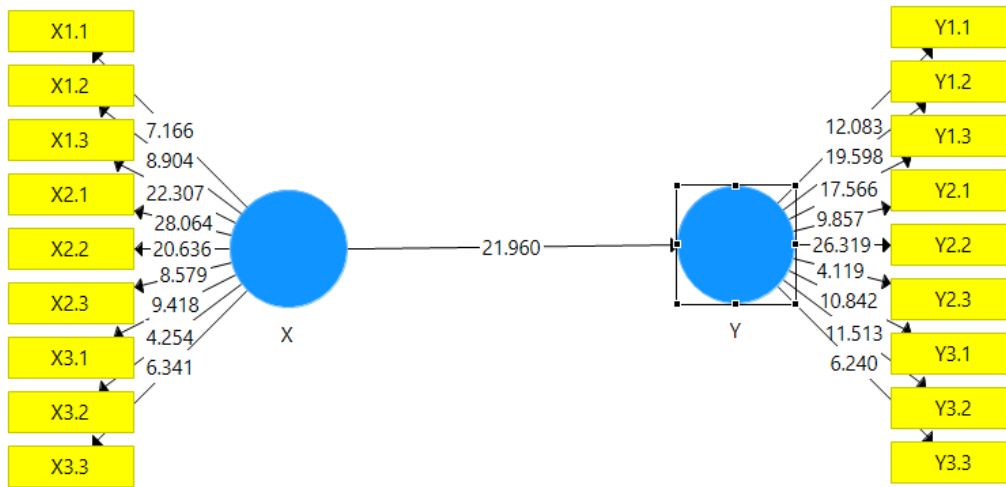


Figure 1 Bootstrapping

R Square aims to see how much influence variable X has on Variable Y. The value of R Square in this study can be shown in the table below;

Table 5 R Square

Variable	R Square	R Square Adjusted
X -> Y	0.741	0.732

The table above shows that the value of R Square is 0.741 or 74%. This means that the independence variable has an influence of 74% on the success of woman entrepreneurs. This value is categorized as substantial, which means the ability of the independent variable to influence the dependent variable is very strong. This shows that the high success of woman entrepreneurs can be explained by the independence variable. As for the rest, which is 23%, it is influenced by other variables that are not in this study.

Boostrapping methods, it is carried out to see the value of the original sample (O) and the value of T-Statistics to assess the level of significance of the relationship variables. It can be said to be positive if the significance value > 1.96 with a significance level 5%.

Table 6 Bootstrapping Recapitulation

Variable	Original Sample	T-Statistic	P Values	Evidence
X -> Y	0.861	22.272	0.000	Significant

The table above shows that independence on the success of woman entrepreneurs has a positive and significant effect with Original sample values of

0.861, T-Statistics of 22,272 > 1.96 and P Values of 0.000 < 0.05. The results of this study which indicate a positive and significant influence of the independence factor on the success of woman entrepreneurs are supported by research (Saputri et al., n.d.) which revealed that independence and family support factors had a positive and significant influence on woman entrepreneurs. On research (Surahman et al., 2019) also explained that the determinants of independence have a significant influence on woman entrepreneurs.

According to descriptive statistics in this research shows that 60% of these woman entrepreneurs are married women. This means that these women still work and have a career to be able to earn their own income but do not limit them to gathering with their families. This is in accordance with the opinion (Saputri et al., n.d.) that currently many women are working or having a career as well as being financially independent without having to depend on their husband's income (Gordob, 2007) also argues that women who are entrepreneurs have reasons to be in their own line of business, have a career and have their own income but still have plenty of time to spend with their family.

In this study, it can also be seen that the majority of woman entrepreneurs are women with a bachelor's degree with a percentage of 73%. Which means that education has a significant role in its influence on the success of women entrepreneurs. This is also in line with the results of research from (Saputri et al., n.d.) that education mediates the effect of independence on woman entrepreneurs. Through education, not only skills or knowledge will be obtained as a provision to start a business but also extensive relationships so that it will help entrepreneurs in developing their business.

### **Conclusion**

Entrepreneurship is currently one of the indicators that affect the economy of a country. With many entrepreneurs, it will have an impact on improving the country's economy due to the creation of jobs. Women are one of the potential resources in supporting the development of entrepreneurship in Indonesia. This is because women dominate most of the population in Indonesia. This research was conducted to see the effect of independence on women's entrepreneurship in Malang City, Indonesia. The results show that independence has a positive and significant effect on women's entrepreneurship.

### **Limitations and future research potential**

This study does not discuss several other factors that influence the success of woman entrepreneurs besides the independence factor. For this reason, further researchers can discuss various other factors to complete this research

### **Bibliography**

- Anggraini, A., Aprian, V. L. Y. A., & Putra, R. S. (2022). PENGGUNAAN MEDIA DIGITAL UNTUK WOMENPRENEURS DI MASA PANDEMI COVID-19 (LITERATUR REVIEW SUMBER DAYA MANUSIA) Alifiya. *Paper Knowledge . Toward A Media History Of Documents*, 2(Agustus), 28–33.
- BPS. (2020). *Mencapai Kesetaraan Gender Dan Memberdayakan Kaum Perempuan*.
- Friar, J. H., & Meyer, M. H. (2003). An Example Of The First Activity's Use In Regional



- Policy In The. *Small Business Economics*, 21(1), 145–152.
- Hapsari, N. R., & Nurhajjah, S. (2020). Apakah Wirausaha Wanita Siap Dalam Menghadapi Era Digital? *Jurnal EBI*, 2(2), 20–24. <https://doi.org/10.52061/Ebi.V2i2.19>
- Saputri, F., Murwani, A., & Pitono, M. (N.D.). *Pengaruh Kemandirian Dan Dukungan Keluarga Terhadap Kewirausahaan Wanita Dengan Pendidikan Sebagai Variabel Moderating*. 222–232.
- Sekaran, U., & Bougie. (2017). Metode Penelitian Untuk Bisnis Pendekatan Pengembangan-Keahlian. In *Metode Penelitian Untuk Bisnis Pendekatan Pengembangan-Keahlian*.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif Dan R&D. In *Ke-26*.
- Surahman, A., Arifianto, C. F., & Hapsari, A. (2019). Faktor-Faktor Determinan Kemandirian Wanita Dalam Berwirausaha Untuk Wilayah Banten. *Jurnal Mandiri : Ilmu Pengetahuan, Seni, Dan Teknologi*, 3(2), 257–267. <https://doi.org/10.33753/Mandiri.V3i2.86>
- Tambrin, M. (2019). FAKTOR YANG MEMPENGARUHI KESUKSESAN WIRAUSAHAWAN WANITA MADURA. *Eco Entrepreneur*, 5(2), 108–119.
- Vanomy, A. E., & Harris, I. (2021). Analisis Peran Wanita Generasi Milenial Pada Usaha Mikro Kecil Menengah Di Dalam Era Ekonomi Digital Di Kepulauan Riau Indonesia. 8(2), 300–310.