

The Perceptions of Women Tailor Owners Regarding Factors That Can Increase Business Success

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Abstract. In general, the efforts carried out by women in the creative industry are starting from weavers, sewing children or in managing businesses. Another reason is that the business of becoming a weaver, sewing, embroidery, embroidery, knitting and so on can be done at home because the majority of the time for doing business is done at home so many are done by women. Initially this business was mostly done as a side business and later became an entrepreneur. This is one of the reasons why the majority of businesses are carried out by women. Design/methodology/approach –Using confirmatory factor analysis and structural equation modelling (SPSS Version 16), responses from 148 148 owners of female tailors in Payakumbuh City, proposed research framework were analyzed and validated. The results values for the construct perception of the owner of the female tailor regarding human background, human capital, and female characteristics having relationship with an average value of 15.38%, 15.63% and 14.95%. While the perception of the owner of the female tailor in Payakumbuh regarding motivation is in the agree category with an average value of 17.20%. The implication is for women tailor owners in Payakumbuh City to pay more attention to family background, human capital, women's characteristics, and motivation to improve and strengthen the economy of each family.

Keywords: Business Owners Women's, Family Background, Human Capital, Motivation

1 Research Background

The development of the creative industry in Indonesia makes the government pay attention to being able to contribute to economic growth. Indonesia's creative industry has great potential in supporting the country's economy. The creative economy is believed to be able to answer the challenges of national short- and medium-term basic problems with its high contribution to national economic growth, employment in the midst of high unemployment, and having an active role in international trade (Elfindri & Tambunan 2018).

West Sumatra has various types and forms of handicrafts, all of which are heritages that have been passed down from generation to generation until now. Some areas that have been the place for creative industries in West Sumatra are Padang City, Pariaman City, Padang Pariaman Regency, Tanah Datar Regency, Agam Regency, Bukittinggi City, Payakumbuh City and Sawahlunto City. These regions have their own characteristics in their creative industry products which have almost the same development capabilities and problems both in terms of downstream and upstream (Elfindri & Tambunan 2018).

Regarding gender, the current situation encourages social change everywhere. This change occurs in women, as 62.4 percent of women in Indonesia run a business because they are driven by need. Women tend to be entrepreneurs in the informal sector which is not too technology-based, small-scale and self-employed (Merdeka.com, 2018). Some issues showed there are major factors that constrained women from business venture; mostly gender-based discrimination, lack of shared support, limited or no access to information, not enough education & training facilities, lack of trust in capabilities and access to resources.

Besides that, family background, education, desire to independent, motivation, economic factors maybe can be the trigger for women becomes entrepreneur. Kotler (2012, 2016) stated, Marketing Strategy is a plan for pursuing the firm's objective or how the company is going to obtain its marketing goals within a specific market segment. That a good marketing strategy in a business will gain more orders and will boost the productivity to produce products and services effectively and efficiently.

In general, the efforts carried out by women in the creative industry are starting from weavers, sewing children or in managing businesses. Another reason is that the business of becoming a weaver, sewing, embroidery, embroidery, knitting and so on can be done at home because the majority of the time for doing business is done at home so many are done by women. Initially this business was mostly done as a side business and later became an entrepreneur.

This is one of the reasons why the majority of businesses are carried out by women. The following are some of the factors that require women to choose to open a sewing business, namely wanting to help the family economy, channeling hobbies, wanting to continue the family business, having skills gained during education, for financing the family alone and so on (Alam, et al., 2011).

The objectives of this research are to identify:

- a. Key factors that motivate woman in Payakumbuh become entrepreneur.
- b. Problems and challenges that faced by woman entrepreneurs?

Research purposes

The objectives of this research are key factors that motivate woman in Payakumbuh become entrepreneur, Problems and challenges that faced by woman entrepreneurs? To determine the influence of family background, women's characteristics, human capital, motivational factors on the success of women's tailoring businesses in Payakumbuh.

Benefits of research

This research is expected to be able to help women's tailor businesses in Payakumbuh City to find out the important factors that influence the success of their business, as well as become a reference for owners in implementing and implementing the development of their sewing business.

Woman Entrepreneur

Women entrepreneurs are a group of women who start, manage and operate a business enterprise. The reasons for women to pursue the business sector are driven by factors such as wanting to show their ability to achieve, helping the household economy, being frustrated with their previous work and so on ((Zhouqiaoqin et al., 2013).. (Zhouqiaoqin et al., 2013).

Says four types of entrepreneurs are based on the criteria of women entrepreneurs, namely:

- a. Forced to do business because of economic needs.
- b. Engage in activities aimed at seeking self-acknowledgement and personal expression.

- c. Innovators are professional women who hold fast to entrepreneurial ideals in achieving success in business.
- d. Declaring itself as a women's movement and doing business to improve the status of women in society.

Female Entrepreneur Success

Business success is an increase in profit or turnover, an increase in the variety of products or services, an increase in the amount of investment, and an increase in the number of employees owned by entrepreneurs (Chowdury,2013). According to Zulkosky, 2009) business success is a business condition that is better than before so that the desired goals are achieved.

The measuring tool used for the entrepreneurial success variable is the business success used by Ardiyanti and Mora., (2019):

- a. Ability and will
- b. Strong determination and hard work
- c. Chances and opportunities dan

Family's Background

Married entrepreneurs, they have less time to do business and face more problems balancing work and family. Family and household ties make women have less time to spend on growing and expanding their businesses (Zhouqiaoqin et al., 2013). Someone who has a business family background or already has a business, will make that person interested in a job that has a high degree of flexibility and independence.

The measuring instrument used for the family background variable is the indicator used by Zhouqiaoqin et al., (2013):

- a. Family support
- b. Conflict in the family
- c. Obligations to family
- d. Continuing the family business

Human Capital

Human capital is a further social determinant, to obtain human capital is not without costs, human capital requires scarce resources (Zhouqiaoqin et al., 2013). Human capital is a combination of a person's traits from birth into work, intelligence, energy, positive general attitude, reliability and commitment (Sriyani, 2010).

The measuring instrument used for the human capital variable is the indicator used by Zhouqiaoqin et al., (2013):

- a. Vocational education and training
- b. Technical skills
- c. Knowledge and experience
- d. Profit management

Female Characteristics

According to Zhouqiaoqin et al., (2013), female characteristics are the character or personality of a woman. According to Miftakhuljanah et al., (2016), the psychological characteristics of entrepreneurial women are hardworking, independent, visionary, responsible and positive thinking.

The measuring instrument used for the variable of human characteristics is the indicator used by Zhouqiaoqin et al., (2013):

- a. Self-commitment
- b. Never give up
- c. Optimistic
- d. Have a leadership spirit

Female Characteristics

Motivation is a person's desire to be professional and have the ability to carry out business activities. These desires include the desire to contribute in creating jobs, developing business skills and getting awards.. According to Ardiyanti and Mora (2019); (Sembiring, 2016) says business motivation is a desire that can encourage someone to run a business with enthusiasm, creativity, innovation and courage to take risks in the form of profit and self-satisfaction.

The measuring instrument used for the motivation variable is the indicator used by Zhouqiaqion et al., (2013):

- a. Hard worker
- b. Loving work
- c. Have a goal for success
- d. Motivation from family

2 Research Methods

Research Design

This study was conducted to determine the success factors of women's tailor entrepreneurs in Payakumbuh. The method used in this research is an explanatory survey using quantitative methods. This research was conducted in Payakumbuh from Mey –July 2021. And this research regarding the woman entrepreneurs as the formant.

Data Source

Sources of data used in this study consisted of primary data and secondary data. The primary data used in this study was obtained by going directly to the field, such as directly visiting female tailors in Payakumbuh City, then conducting interviews and giving questionnaires to the owner to find out the response from the owner regarding the questionnaire statement related to business success. While secondary data is data obtained or obtained from sources that have existed before. Secondary data obtained from the Department of Manpower and Industry Payakumbuh by requesting data directly to the relevant agencies.

Population and Sample

The population of this study were all women's tailoring businesses in Payakumbuh. The reason the researcher chooses the population of women-owned tailors in Payakumbuh is because to see the success of a business, the owner of the business itself plays an important role. Sampling in this study was conducted by non-probability sampling method, because not all members of the population have the probability or probability of the subject to be sampled. The criteria for this research sample are women's tailoring businesses in Payakumbuh which have been established for at least 1 year so that later researchers can further analyze the factors that influence the success of women's tailor businesses in Payakumbuh City.

Data processing and analysis

The data that has been collected is then processed using SPSS 16.0 Software, the data that has been obtained from the previous field is inputted into Microsoft Excel 2007 and coding the characteristics of respondents and respondents' opinions on statement items. The data that has been collected, grouped by variables, tabulates data based on variables from all respondents, presents data on the variables studied, performs calculations to answer the formulation of the problem, and performs calculations to test hypotheses. Data analysis consists of validity test, reliability test and classical assumption test (Ghozali, 2013).

Multiple Regression Analysis

Multiple linear regression analysis was used to analyze the effect of several independent variables (X) on the dependent variable (Y) together. In this study, the independent variables are family background (X1), human capital (X2), female characteristics (X3), motivation (X4) so that the multiple regression equation estimates:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_x X_x + e$$

From the results of Table 2, the regression equation from this study can be written as follows:

$$Y = 4,978 - 0,127X_1 + 0,000X_2 + 0,256X_3 + 0,360X_4 + e$$

Based on the above equation, it can be seen that the coefficient value of each independent variable (X), namely the human background variable (X1) has a coefficient of -0.127, the human capital variable (X2) has a coefficient value of 0.000, the female characteristic variable (X3) has the coefficient value is 0.256, and the motivation variable (X4) has a coefficient value of 0.360. These results indicate that the motivational variables are independent variables that have a greater influence on the dependent variable (the variable of business success).

Partial Test (T Test)

To test the effect of the independent variable on the dependent variable separately, a partial test (T test) was conducted. Researchers formulate as follows:

- Create a hypothesis for the t-test test case above, namely:
 - H0: $\beta_i = 0$, meaning that there is no effect of X1, X2, X3, and X4 on Y.
 - Ha: $\beta_i \neq 0$, meaning that there is an effect of X1, X2, X3, and X4 on Y.
- Determine T count

This study uses a confidence level of 95% or a significance level of 5%. A significance of 0.05 (5%) is a generally accepted conventional level in social scientific research (Ghozali, 2013; Sekaran, 2017). With a confidence level of 95% or a significance level of 5%, then if T count has a significance less than 0.05, the independent variable has a significant effect on the dependent variable.

Table 1. Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1						
	(Constant)	4.978	1.206		4.126	.000
	LatarBelakangKeluarga	-.127	.058	-.162	-2.186	.030
	ModalManusia	.000	.044	.001	.007	.994
	KarakteristikWanita	.256	.057	.339	4.460	.000
	Motivasi	.360	.070	.422	5.175	.000

Source: Results of primary data processing (2021)

The table 3 show based on the df value, then by looking at the t table list, the ttable value in this study was 1.97669. The hypothesis will be accepted when tcount is greater than 1.97669 (tcount > 1.97669) and rejected when tcount is more than that value (tcount < 1.97669). Based on Table 3, the results of hypothesis testing can be described as follows:

Coefficient of Determination Analysis (Adjusted R Square)

The analysis of the coefficient of determination (Adjusted R Square) aims to determine the percentage contribution of the influence of the independent variables, namely family background, human capital, women's characteristics and motivation together or as a whole on the dependent variable, namely business success. The results of the analysis of determination in this study are shown in Table 5 below:

Table 2. Results of the Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.328	1.08808

Source: Results of primary data processing (2021)

Based on the results in Table 5, it can be seen that the Adjusted R Square value is 0.328 or 32.8%, meaning that the influence of the independent variables, namely family background variables, human capital, female characteristics and motivation on the business success variables used in this study is 32.8%, or the variation of the independent variable used is only able to explain 32.8% of the variation of the dependent variable while the rest is influenced by other variables not included in this study.

3 Discussion

The results of the data analysis described above; it can be concluded that the effect of each independent variable on the dependent variable in the form of hypothesis testing is described in Table 6 below:

Table 3. Hypothesis Test Results

Independent Variable (X) to Dependent Variable (Y)	T table	T count	Sig. Level
Family Background → Business Success	1,97669	-2,186	Significant
Human Capital → Business Success	1,97669	0,007	Not significant
Characteristics of Women → Business Success	1,97669	4,460	Significant
Motivation → Business Success	1,97669	5,175	Significant

Source: Results of primary data processing (2021)

The Effect of Family Background on Business Success

The results of hypothesis testing in Table 6 above, it can be seen that the value of T count on the family background variable is greater than the value of T table (T count = -2.186 > T table = 1.97669), meaning that hypothesis 1 is accepted. This shows that respondents who have an age range of >40 years with a percentage of 57.4% of the total respondents, then respondents who have run a sewing business for >10 years are 59.5% with the last education level of 60.1% being high school /SMA/SMK and earn monthly income in the range of Rp.

1,000,000-Rp. 3,000,000 or 48.6% and do not have employees by 75.7% stated that family background has a significant and negative effect on the success of the tailor business owned by women in Payakumbuh City.

This is evidenced by the respondents' answers where problems that occur in the family will affect their atmosphere and attitude at work, so this allows the human background variable to have a significant effect but provide an inversely proportional value to the increase in the success of women's tailoring businesses in Payakumbuh City. This means that the role and support given by the family to the owner of a women's tailor business in Payakumbuh City will reduce the success rate of women's tailoring business in Payakumbuh City.

The Effect of Human Capital on Business Success

Based on the results of hypothesis testing in Table 6 above, it can be seen that the value of T count on the human capital variable is smaller than the value of t table ($t \text{ count} = 0.007 < T \text{ table} = 1.97669$), meaning that hypothesis 2 is rejected. The variable of human capital is supported by indicators of vocational training, technical skills, knowledge and experience, earnings management is a motivating factor for respondents to start a business as a tailor. However, these driving factors do not have a significant effect on the success of women's tailoring businesses in Payakumbuh.

This means that there are other things that are more influential in the success process of women's tailors in Payakumbuh City, so that the human capital variable in this study only has a positive influence but does not significantly affect the success of women's tailor businesses in Payakumbuh City. The results in this study are in line with research conducted by Sriyani (2010) which states that the human capital variable has no significant effect on business success and is contrary to research conducted by Zhouqiaoqi et al., (2013), Chowdury, S. M.(2013) which states that human capital has a significant effect on the success of women's businesses.

The Influence of Women's Characteristics on Business Success

Based on the hypothesis test in Table 6 above, it can be seen that the tcount value on the female characteristic variable is greater than the ttable value ($t \text{ count} = 4.460 > t \text{ table} = 1.97669$), meaning that hypothesis 3 is accepted. Variable characteristics of women are supported by indicators of self-commitment, optimism, confidence and psychological factors which are factors driving the success of women's businesses. This means that the higher self-commitment, optimism, confidence and strong leadership will make it easier for respondents to develop the business they run. This study is in line with research conducted by Zhouqiaoqin et al., (2013), Apriliana & Widiyanto (2018),

The Effect of Motivation on Business Success

Based on the results of hypothesis testing in Table 6 above, it can be seen that the value of tcount on the motivation variable is greater than the value of ttable ($t \text{ count} = 5.175 > t \text{ table} = 1.97669$), meaning that hypothesis 4 is accepted. The motivation variable has a significant influence on business success. This shows that many respondents like working hard, love work, have a goal to succeed and the motivation from their family in running a business, it increasingly encourages respondents to succeed in their business. This study is in line with research by Zhouqiaoqin et al., (2013), Ardiyanti, D.A., & Mora, Z. (2019) which state that motivational variables have a significant effect on women's business success.

4 Conclusion

Based on the results of data testing using SPSS 16.0 software, it can be concluded as follows:

- a. Family background variables have a significant effect on the success of women's tailoring businesses in Payakumbuh. The results showed a negative relationship, meaning that the family background obtained by the female tailor business owner in Payakumbuh City was increasing, so the success of the sewing business would decrease.
- b. The human capital variable has no significant effect on the success of women's tailoring businesses in Payakumbuh. The results of the study show a positive relationship, meaning that when human capital is handled well by women sewing business owners in Payakumbuh, the success of the business will increase but will not have a significant effect.
- c. Variable characteristics of women have a significant effect on the success of women's tailoring businesses in Payakumbuh City. The results of this study indicate a positive relationship, meaning that when the characteristics of women owned by women's tailor business owners in Payakumbuh City are increasing, the success of the business will also increase.
- d. The motivation variable has a significant effect on the development of women's tailoring businesses in Payakumbuh. The results of this study indicate a positive relationship, meaning that when the motivation of a woman tailor business owner in Payakumbuh City is higher, the success of the business will increase.

Implications and Suggestions

For the people of Payakumbuh, especially for women who run sewing businesses, pay more attention to aspects of family background, women's characteristics and motivation, because these are interconnected and affect the success of the business being run. Related parties such as the government, educators and the community are expected to provide and develop programs that can improve business performance in the sewing sector in Payakumbuh City. One thing that is needed is motivation and support.

Seeing the potential of the people of Payakumbuh, it is hoped that the city government or related parties provide support that is not in the form of advice only because it is not so influential. It is hoped that in the future it can provide more structured business capital assistance, guidance and technical training.

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