

The Effect of Entrepreneurial Competence and Family Support on the Success of Women's Microenterprises in Sindang Kasih Village

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Article Info :	ABSTRACT
Accepted: 22-04-2025	Background: Women's microenterprises in rural Indonesia play a significant role in fostering family economic resilience, but they face substantial structural and social challenges. Key barriers, such as limited entrepreneurial competence and insufficient family support, impede their success, particularly in Sindang Kasih Village. Objective: This study aims to analyze the impact of entrepreneurial competence and family support on the success of women's microenterprises in this context. Method: A quantitative approach using causal associative research design was employed, with a saturated sample technique, including 35 female micro entrepreneurs as respondents.
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Keywords: entrepreneurial competence, family support, microenterprise, women, business success.	Findings and Implications: Data was collected through structured questionnaires, limited interviews, and documentation, followed by analysis using multiple linear regression and classical assumption tests. The findings reveal that both entrepreneurial competence and family support have a positive and significant impact on microbusiness success, both independently and collectively. The coefficient of determination (R^2) of 0.629 indicates that these variables account for 62.9% of the variation in business success. Conclusion: This study offers valuable insights for the development of gender-sensitive microenterprise empowerment models. It provides a framework for future local policies and training programs aimed at empowering women entrepreneurs in rural Indonesia.

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INTRODUCTION

Microenterprises have become an essential pillar in supporting the economies of developing countries, including Indonesia. Women as microenterprise actors also play a central role in driving the economic resilience of households and local communities. According to data from the Ministry of Cooperatives and SMEs (2020), micro, small, and medium enterprises (MSMEs) account for approximately 60.34% of the national Gross Domestic Product (GDP) and employ more than 97% of the workforce. Within them, women's microenterprises make a contribution that cannot be ignored. However, their success in developing their businesses is often hindered by

limited resources, a lack of entrepreneurial competence, and inadequate support from their family environment.

Globally, women's economic empowerment through micro enterprises still faces significant challenges. According to a report from the World Bank (2021), women are 20% less likely to have access to finance than men, which leads to limitations in establishing and growing their businesses. In developing countries, nearly 70% of women micro entrepreneurs have no access to formal entrepreneurship training, while only 25% receive support from family members in the form of time, labor, or capital (UN Women, 2022). On the other hand, a study by Zhang and Ayele (2022) states that the success of women's businesses is not only determined by individual capabilities, but also by social support, including family, which provides emotional and practical support in running the business. The lack of synergy between competence and social support results in low success rates for women's businesses, particularly in rural areas.

In Indonesia, this phenomenon is also evident. Many women in rural areas possess an entrepreneurial spirit. Still, they often face challenges such as low business literacy, a lack of confidence, and inadequate support from their husbands or immediate family. According to a BPS survey (2022), more than 58% of women MSME players in rural areas have never participated in entrepreneurship training, while only 30% receive active support from family members, such as labor assistance or additional capital. In Sindang Kasih Village, for instance, most women micro-entrepreneurs operate household based businesses, such as food production, handicrafts, and small services, but still rely on conventional knowledge and are limited in terms of business management. These challenges hinder their business growth and long term sustainability.

Previous studies have emphasized the significance of entrepreneurial competencies and family support in influencing the success of women's microenterprises. For example, a study by Al Mamun, Mansori, and Abir (2019) suggested that competencies such as decision making, innovation, and leadership have a significant impact on the performance of microenterprises among women from low income groups. This finding was reinforced by Zainol and Al Mamun (2018), who showed that high entrepreneurial competencies can drive the achievement of competitive advantage, especially when combined with strong family support.

Another study by Fuad and Bohari (2022) also emphasized the critical role of women's psychological empowerment in the context of entrepreneurship. They found that emotional support from family can increase women's confidence in managing and developing their businesses. In

a more local context, Ibrahim, Mahmood, and Zahari (2024) noted that weak family support, despite adequate motivation and business capacity, is often a major limiting factor for women micro entrepreneurs to thrive. Furthermore, Tirumalaisamy and Vasudevan (2024) found in their study of women entrepreneurs in Malaysia that the success of women's micro enterprises is strongly influenced by the presence of social and logistical support from their families, including assistance with labor, time, and resources. In other words, the synergy between entrepreneurial competencies and family support affects not only the financial success but also the long term sustainability of microenterprises.

Furthermore, the interplay between entrepreneurial competence and family support is critical for the sustainability and success of microenterprises in rural areas. Although both factors have been individually studied, the unique synergy between them has not been fully explored in the Indonesian context, particularly in rural communities. In Sindang Kasih Village, the lack of entrepreneurial training and family support perpetuates a cycle of underdevelopment, as women entrepreneurs struggle to access the necessary resources to grow their businesses. This study aims to fill this gap by examining the contributions of both entrepreneurial competence and family support to business success in this rural setting. By focusing on this under researched area, the research aims to provide actionable insights that can help local stakeholders design more effective policies and programs for empowering women micro-entrepreneurs. This research will also help bridge the gap between theoretical models of entrepreneurship and the practical challenges faced by rural women entrepreneurs.

These findings generally indicate that women's business success is influenced not only by internal and external factors separately, but also by a combination of both. The following illustration shows how the combination of entrepreneurial competence level and family support affects the success rate of women's micro businesses:

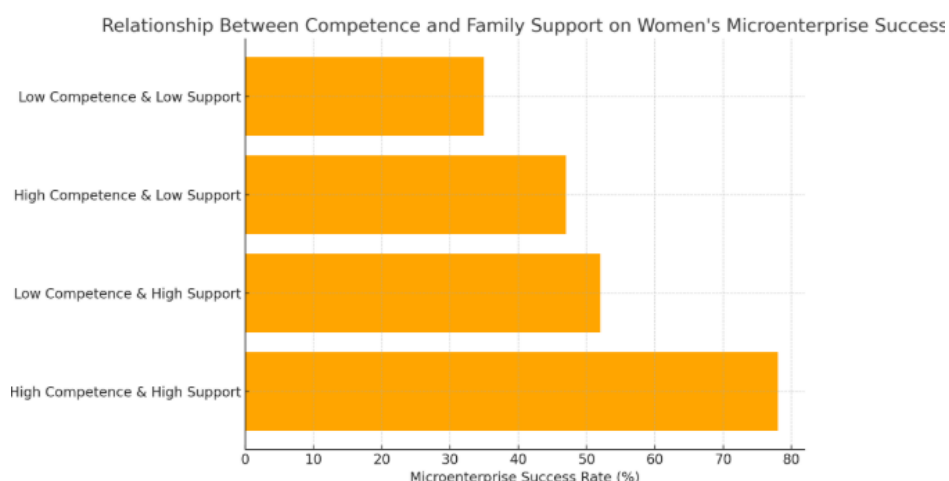


Figure 1. Relationship between Competence and Family Support to Women's Microenterprise Success

Figure 1 above illustrates the relationship between the entrepreneur's level of competence and family support, as well as the success of women's microenterprises. It can be seen that:

1. Groups with low competence and family support only achieved 35% success.
2. High competence alone (without family support) drives success by 52%.
3. High family support, but low competence, also showed a moderate impact of 47%.
4. The combination of high competence and high family support showed the most optimal results, with a 78% success rate.

Given the findings above, there remains a lack of research that simultaneously examines these two critical variables, entrepreneurial competence and family support, especially in the local context of rural Indonesia. This research is essential for filling the gap in the literature and providing a more contextualized understanding of the dynamics of women micro entrepreneurs in rural areas. By conducting a study in Sindang Kasih Village, this research can give a real picture as well as recommendations that local stakeholders can directly implement.

The uniqueness of this study lies in its integrated approach, which combines internal (entrepreneurial competence) and external (family support) aspects in a single model of influence on microenterprise success. Unlike previous studies that focus solely on one aspect, this study examines the synergy of both elements in the specific context of rural women. In addition, this study will also map how these variables interact with the unique local social and economic setting in Sindang Kasih Village.

Based on the above background, this study aims to analyze the effect of entrepreneur competence and family support on the success of women's micro businesses in Sindang Kasih Village. This research is expected to provide practical and theoretical benefits. Practically, the results of this study can serve as a basis for village governments and assisting institutions in designing gender and family based entrepreneurship training programs. For academics, this research can add new insights into the importance of a holistic approach in empowering women micro entrepreneurs. Ultimately, this research is anticipated to make a tangible contribution to efforts to enhance the welfare of women and families in rural Indonesia.

RESEARCH METHOD

Research Design

This research employs a quantitative approach with a causal associative research design, which aims to determine the effect or relationship between two or more variables. This research was conducted to analyze the impact of entrepreneurial competence and family support on the success of women's microbusinesses in Sindang Kasih Village. With a quantitative approach, the data collected is processed statistically to test the hypothesis that has been determined.

Population and Sample

The population in this study was all female micro entrepreneurs in Sindang Kasih Village. Based on data from the local village government in 2024, the total number of active female micro entrepreneurs is 35. Because the population is relatively small, the sampling technique used is the saturated sample technique, which involves using all members of the population as research samples. Thus, the study used 35 respondents as the sample size.

Data Collection Technique

The data collection techniques used in this study consisted of:

1. Questionnaire: The main instrument used to collect primary data. The questionnaire was structured on a 1 5 Likert scale and included questions related to three main variables: entrepreneurial competence, family support, and business success.
2. Limited interviews: To strengthen the validity of the questionnaire data, the researcher also conducted brief interviews with a select group of respondents.
3. Documentation: Secondary data collection from village reports, MSME records, and other supporting documents related to socioeconomic conditions and women's business activities in Sindang Kasih Village.

Data Source

The data sources in this research consist of:

1. Primary data: Obtained directly from respondents through questionnaires and interviews.
2. Secondary Data: Obtained from village government documents, data from the local Cooperative and SME Office, as well as relevant literature and previous research.

Data Analysis Technique

Data analysis was carried out using statistical software, SPSS, with the following stages of analysis:

Classical Assumption Test

1. Multicollinearity Test: To see if there is a strong relationship between the independent variables.
2. Heteroscedasticity Test: To determine whether there is inequality of variance of the residuals in the regression model.

Multiple Linear Regression Analysis

Used to determine how much influence the independent variables (entrepreneur competence and family support) have on the dependent variable (micro business success).

Regression model equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Description:

Y = Micro business success

X1 = Entrepreneur competence

X2 = Family support

β_0 = Constant

β_1, β_2 = Regression coefficient

ϵ = Error

Coefficient of Determination (R^2)

To determine how much of the variation in the dependent variable can be explained by the independent variable.

Hypothesis Test

1. The t test: To determine the partial effect of each independent variable on the dependent variable.
2. F test: To determine the simultaneous effect of both independent variables on the dependent variable.

RESULT AND DISCUSSION

Respondent Characteristics

To further contextualize the findings, the integration of Boyatzis' (1982) Entrepreneurial Competency Model and House's (1981) Social Support Theory underscores the holistic nature of women's entrepreneurial success. Boyatzis emphasizes that managerial success stems from a set of learned and inherent competencies, while House asserts that supportive social environments shape psychological well being and performance. In this study, these theoretical lenses converge competencies such as decision making, innovation, and communication are catalyzed by a supportive family environment, resulting in higher business sustainability. This interaction reflects a synergistic framework where internal capability and external support co act to enhance performance outcomes, offering a more nuanced understanding of women's entrepreneurial pathways in rural Indonesia.

Table 1. Respondent Characteristics

Respondent Characteristics	Frequency	Percentage (%)
Gender		
Male	0	0.0
Female	35	100.0%
Age (Years)		
18-30	6	17.1%
31-40	14	40.0%
41-50	10	28.6%
51+	5	14.3%
Educational Background		
SD	10	28.6%
SMA/SMK	17	48.6%
Diploma/Bachelor's Degree	8	22.9%

Table 1 above shows the demographic characteristics of the 35 respondents. All respondents were female, in line with the research focus on female micro entrepreneurs. Most respondents were in the age range of 31-40 years (40.0%), followed by 41-50 years (28.6%), 18-30 years (17.1%), and 51 years and above (14.3%). In terms of educational background, most respondents had a high school or vocational school education (48.6%), followed by an elementary school education (28.6%), and a diploma or graduate degree (22.9%). This distribution indicates that most respondents have a secondary education background, which could potentially influence their perceptions of entrepreneurial competencies and family support.

Multicollinearity Test

Table 2. Multicollinearity test

Independent Variable	VIF
Entrepreneur Competencies	1.29
Family Support	1.24

The multicollinearity test is conducted to determine whether there is a very high relationship between the independent variables. The VIF values for the variables "Entrepreneur Competence" and "Family Support" are 1.29 and 1.24, respectively. Since all VIF values are <10, it can be concluded that there are no symptoms of multicollinearity in this regression model. This means that the independent variables are free from high correlation relationships that may interfere with the estimation of regression coefficients.

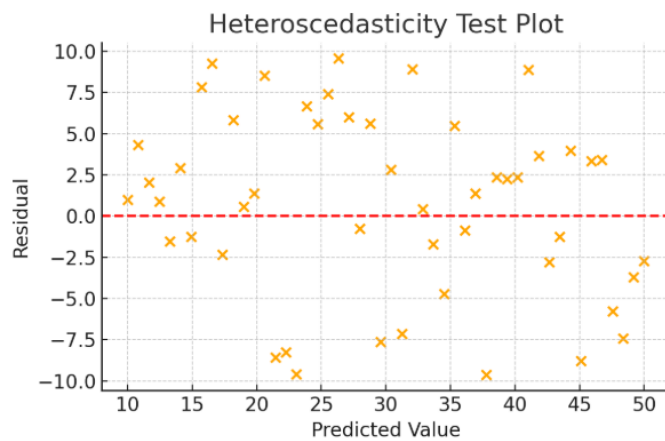


Figure 2. Heteroscedasticity Test

Heteroscedasticity test

Figure 2, the scatterplot above, illustrates the relationship between predicted values and residuals. It can be seen that the residual points are scattered randomly and do not form a specific pattern, either conical or spread out. This indicates that there are no symptoms of heteroscedasticity, and the regression model meets the basic assumption of homoscedasticity, making it valid for further analysis.

Multiple Linear Regression Analysis Test

Table 3. Multiple Linear Regression Analysis Results

	Variable	Coefficient B	t	Sig.
1	(Constant)	8.212	2.341	0.024
2	Employer Competency	0.426	3.871	0.0
3	Family Support	0.537	4.905	0.0

The regression results show that both independent variables, namely Entrepreneur Competence and Family Support, have a positive and significant effect on micro business success. The coefficients for Entrepreneurial Competence and Family Support are 0.426 and 0.537, respectively, with significance values of 0.000. This means that an increase in each variable will have a direct and significant impact on increasing the success of women's micro businesses in Sindang Kasih Village.

Coefficient of Determination

Table 4. Coefficient of Determination

Statistics	Value
R	0.793
R ²	0.629

The R value of 0.793 indicates a strong correlation between the independent and dependent variables. While the R² value of 0.629 indicates that 62.9% of the variation in micro business success can be explained by the variables of entrepreneur competence and family support, the remaining 37.1% is influenced by other variables not included in the model.

Hypothesis Test

Test t (Partial)

Based on the results in Table 3:

1. Entrepreneurial competence has a t-value of 3.871 and a significance value of 0.000, indicating a significant influence on micro-business success.
2. Family Support has a t-value of 4.905 and a p-value of 0.000, indicating a statistically significant effect.

This means that, individually, both variables contribute to increasing the success of microbusinesses.

F Test (Simultaneous)

Table 5. F Test Results

Statistics	Model
F Count	41.742
Sig.	0.0

The calculated F-value of 41.742, with a significance value of 0.000 (<0.05), indicates that the regression model is simultaneously significant, meaning that the two independent variables together have a substantial effect on the success of women's micro businesses in Sindang Kasih Village.

The Influence of Entrepreneurial Competencies on the Success of Women's Micro Businesses in Sindang Kasih Village

The results of the multiple linear regression analysis indicate that the entrepreneur competency variable has a positive and significant influence on the success of women's micro businesses in Sindang Kasih Village, with a coefficient value of 0.426 and a significance level of 0.000. This shows that the higher the competence of women entrepreneurs in terms of management, innovation, decision-making, and leadership, the greater the chances are for the micro businesses they manage to develop and survive in the long term.

This finding aligns with the research of Amoako et al. (2020), which highlights that enhancing the capacity of entrepreneurs through entrepreneurship training has a significant impact on increasing the income and competitiveness of MSMEs in Ghana. Similarly, Putri and Suyatno (2021) found, in the context of women's MSMEs in East Java, that entrepreneurial competencies such as digital literacy, business planning, and communication skills have a strong influence on business sustainability.

The contribution of this finding to entrepreneurship theory is that entrepreneurial competencies are not only an individual attribute, but also a key driver of the success of household-based enterprises. S reinforces the Entrepreneurial Competency Model theory (Boyatzis, 1982), which posits that business success is highly dependent on an individual's ability to manage internal and external factors that affect their business.

The Effect of Family Support on the Success of Women's Microenterprises in Sindang Kasih Village

Based on the regression results, the family support variable also has a positive and significant influence on microbusiness success, with a coefficient value of 0.537 and a significance level of 0.000. This indicates that the role of family as a source of emotional support, time, capital, or labor has a significant contribution to the success of businesses run by women.

This finding is consistent with Kabeer & Natali's (2019) research, which shows that family support, especially from spouses, is an important element in strengthening women's position in the business world. In addition, Rokhmah (2022) mentioned that women entrepreneurs in rural environments find it easier to develop if they get stable social support from their family environment.

Theoretically, these results support the concept of Social Support Theory (House, 1981), which posits that social support has a significant impact on individual welfare, including in terms of business and the economy. In the

context of women's micro businesses, family support serves as a complementary support system for the limited social and economic capital available to women in rural areas, such as Sindang Kasih Village.

The Influence of Entrepreneurial Competence and Family Support on Women's Micro Business Success in Sindang Kasih Village

The F-test in this study shows that, simultaneously, entrepreneurial competence and family support have a significant effect on women's microbusiness success, with an F-value of 41,742 and a significance level of 0.000. Additionally, the coefficient of determination (R^2) of 0.629 indicates that 62.9% of the variation in business success can be attributed to these two variables.

These results show that the success of women's micro businesses does not rely solely on individual competence, but is also strongly influenced by the involvement of the closest social environment, namely the family. This finding aligns with Nchimbi's (2020) study in Tanzania, which states that women entrepreneurs who possess a combination of strong entrepreneurial skills and family support tend to experience higher business growth compared to those who possess only one of these factors.

Theoretically, these findings integrate two approaches: entrepreneurial competence theory and social support theory, within a more holistic analytical framework. These results support the premise of the Integrated Model of Microenterprise Success (Hisrich & Peters, 2002), which posits that small business success is influenced by a combination of personal capabilities and external factors, such as family and community.

CONCLUSION

Based on the results of quantitative analysis, it can be concluded that entrepreneurial competence and family support have a positive and significant impact on the success of women's microenterprises in Sindang Kasih Village, both partially and simultaneously. This finding addresses the research objective that the success of women's microenterprises is not only determined by individual capacity in managing the business, but is also strongly influenced by family involvement as the primary support system. With a coefficient of determination of 62.9%, this model provides empirical evidence that competence and family support are two important pillars that determine the growth and sustainability of household based microenterprises in rural areas.

This research makes a theoretical contribution by combining two primary approaches, entrepreneurial competence and social support, in a single integrative model that can serve as a foundation for developing gender-

based theories of microenterprise success. In the future, this research can serve as a reference for the development of rural women's empowerment programs, particularly in designing entrepreneurship training with a family based approach. Furthermore, additional research is recommended to expand the examination of other variables, such as digital access, social networks, and government policies, in order to capture more complex dynamics influencing the success of women's microenterprises across various regions of Indonesia.

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