

A Qualitative Study on the Role of Family and Social Circles among Women Entrepreneurs in Indonesia

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Small and medium enterprises (SMEs) are determinants of economic growth, and female industrialists are predominantly their owners in Indonesia. Therefore, it is fundamental to comprehend the antecedents that shape the existence and survivability of SMEs. In the present investigation, the goal was to identify the typical features of women entrepreneurs and the role of family and social connections in their motivations to establish business enterprises. The study embraced a qualitative research framework, involving the utilisation of semi-structured interviews of eight conveniently sampled women entrepreneurs. The interview transcripts were coded and analysed as the thematic analytics protocol. Three themes emerged, including family as a source of funding and social support, family as a detriment, and family as an obligation. Notably, most businesswomen in Medan consider determination, courage, leadership skills, patience, being venturesome, and being industrious as the qualities of successful women entrepreneurs.

Key words: *Women entrepreneurs, family, role, qualities, obligation.*

Introduction

Entrepreneurship is the fundamental aspect that entails the acknowledgment of available business openings, which are frequently exploited via the development of novel commercial ventures (Aldrich & Cliff, 2013). The evolution of female entrepreneurship as a scholarly inquiry can be traced back to the 1970s when it prompted significant attention both from academic investigators and policymakers across the globe. According to Mas-Tur et al. (2015), the first publication on enterprises developed by females was issued in the mid-70s.



The second upsurge of articles on women proprietors emerged at the beginning of the 90s, with studies affirming that women can be business owners, like their male counterparts, by inheriting firms, starting companies, or by forming joint ventures with family members or outside investors (Mas-Tur et al., 2015). Currently, entrepreneurship is a pertinent driver for social and economic growth, and women play a significant role in its development internationally (De Vita et al., 2014). As per these authors, above 180 million women contributed to the creation and operation of enterprises in 2010, implying that nearly 40% of commercial enterprises' owners globally were females.

Poggesi et al. (2016) report that in 2012, out of the 400 million enterprises worldwide, 187 million were founded or managed by women. Recent statistics showed that, in 2018, 40% (12.8 million) of businesses in the United States were established by women, suggesting that females are starting approximately 1,800 new commercial firms every day (Gonzalez, 2018). The annual report on *State of Women-Owned Businesses* projected that the aggregate number of female-owned enterprises has increased by 3,000% since the 70s, although prior to 1988, the eligibility for women to apply for credit facilities was the presence of a male underwriter, which restricted their access to financial resources for establishing free enterprises (McLaughlin & Mowill, 2018). An article published by the World Bank projected that, worldwide, women generated approximately \$6 trillion in income in 2017, and it also predicted that by 2028, females would be controlling nearly 75% of unrestricted spending across the globe (World Bank, 2016).

Observably, as economic prospects escalate, an unparalleled number of females embrace free enterprise. In Indonesia, joblessness is one of the predominant challenges confronting the country. Out of 230 million Indonesians, approximately 104.9 million are formally employed and of these 36 % are women and 64% men (Melissa et al., 2015). The high unemployment rate has been attributed to numerous factors, including demand-side determinants such as the low speed of economic growth and sectorial framework of employment, and supply-side antecedents encompassing education of the citizens, age structure of the population, and the sustained increase in the economic health of the people (Melissa et al., 2015). To counter the negative impacts of joblessness, the Indonesian Government has enforced a wide array of measures, entailing inspiring the citizens to create job openings via entrepreneurship, building the capacity of new and existing manufacturing industries, and organising trade expos to enhance training on business proficiencies (Tambunan, 2017; Melissa et al., 2015).

A significant proportion of the government business projects intended to curb redundancy target women, primarily since joblessness affect more females than men in Indonesia (World Bank, 2016). Besides, Indonesian women have been engaging in entrepreneurship irrespective of the challenges inherent to proprietorship among women. As per the World Bank (2016) report, 23% of small and medium-level enterprises (SMEs) in Indonesia are

owned by women, and the percentage of female-led commercial firms is mounting remarkably faster compared to those founded and managed by men. Tambunan (2017) explains that private enterprises engender both difficulties and profits for women. On one hand, females have to confront a series of impediments involving support groups, business networks, funding, and lack of commercial expertise to be in a position to establish or operate start-ups, while, at the same time, actively competing with male-owned companies. On the other hand, entrepreneurship empowers women to generate extra revenue for their families, provide employment opportunities, and subsequently, contribute to the nation's economic growth (Tambunan, 2017; Mas-Tur et al., 2015).

As stated earlier, access to financial capital is among the key challenges facing female proprietors in Indonesia. Existing pieces of the literature suggest that since numerous women often resign from their employment positions to focus on their families, they lack opportunities to save money for business start-ups (UNDP, 2017). Besides, conventionally, Indonesians conferred property ownership rights only upon men. Consequently, women possess few or no assets that can be utilised as surety for financial credit facilities (Melissa et al., 2015). Indonesian females are required to seek permission from their spouses to take up legal accountability for loan payments. Thus, if their spouses object to women's intention to use household property as collateral or for women to work, financing their commercial enterprises becomes a challenge.

Education is another major impediment that discourages women from running or owning companies. Notably, only 11.62% of female entrepreneurs in Indonesia involved in SMEs are high-school graduates, and three-quarters did not go past primary school education compared to 19.9% and 63.4% of men with post-secondary and elementary school diploma, respectively (Melissa et al., 2015). As a result, women are inclined to lack the necessary technological, technical, and administrative expertise to actualise their business ideas. Furthermore, females are faced with difficulties associated with growing their enterprises, particularly due to limited social circles. It is broadly accepted in the literature that wide social connections are fundamental determinants of the sustainability and establishment of business entities, especially in Asian economies (Gold et al., 2012; Tambunan, 2017). Jueping (2014) describes social networks as the number and type of individuals a person is associated with, and often, they provide social capital or the capacity to acquire financial or moral benefits or resources.

Another dominant element highlighted in the existing literature, that influences a female's motivation to establish or manage a business initiative, is the family, in many ways. First, a household can act as an agent of socialisation that provokes women's entrepreneurial spirit, thus making them continue running pre-existing family-owned companies to launch start-ups. Second, it can serve as an actor that offers financial resources to women to enable them to

finance their business enterprises. For instance, an analysis conducted by Fernández et al., (2013) illustrated that the presence of connections with support agencies that have enterprises, companies, or business networks, shape the degree of self-assurance among women, and consequently influenced their willingness to partake in entrepreneurship. On the contrary, family conflicts or responsibilities bestowed upon women, particularly married females, are likely to discourage them from entering the male-dominated field of trade.

According to Melissa et al. (2015), Indonesian women have to tackle balancing their professional careers with bringing up their families, and although this a common concern confronting women in many countries across the globe, it is prominent in evolving nations like Vietnam and Indonesia. Besides, the Indonesian culture views women as homemakers and their male counterparts as breadwinners. Thus, even though females, especially the working class in metropolitan areas, can choose to take part in entrepreneurship, they are unable to dissociate from their role as homemakers. Cesaroni and Paoloni (2016) conducted a qualitative investigation that sought to describe the family kinship profiles, behaviours, and activities of women in entrepreneurship. The outcomes of the study revealed that the informants' entrepreneurial encounters, particularly the features of the enterprises and personal decisions to partake in the commercial field, cannot be truly comprehended if additional focus is not paid to the influence of social and family dimensions.

Statement of Problem

From the briefly reviewed pieces of literature, it is clear that various factors influence women's readiness to undertake entrepreneurial journeys; encompassing their level of education, their role in the household, family dimensions, and social capital (Cesaroni & Paoloni, 2016; Hani et al., 2013; Jue-ping, 2014; Gold et al., 2012; Melissa et al., 2015). Nonetheless, irrespective of the many challenges facing women in Indonesia, the number of women entrepreneurs is increasing at a rapid pace. Statistics from the Ministry of Women Empowerment and Child Protection projected that, in 2011, 60% (33 million) of the 55, 206,000 SMEs in Indonesia were owned by female proprietors (Melissa et al., 2015). Similarly, estimates from the 2014 Global Entrepreneurship Monitor (GEM) suggested that 22 million (26%) of the total adult women population in Indonesia are active businesspersons (GEM, 2014). This underscores the necessity of an investigation to explore the factors that motivate their decisions to partake in entrepreneurship in Indonesia. Besides, to date, there is inadequate information about the role of family and social circles in shaping the willingness of Indonesian women to start or manage business enterprises.

Study Objective

The goal of the current research is to investigate the impact of social and family support on women's entrepreneurship motivation in Medan, North Sumatera, Indonesia.

Research Questions

Specifically, the study sought to answer the following research questions

1. What are the features of women entrepreneurs in Medan City, Indonesia?
2. How does social support motivate women to enter into entrepreneurship in the city of Medan, Indonesia?
3. What is the effect of family support on the motivation of women entrepreneurs in Medan City, Indonesia?

Literature Review

Overview

This chapter comprehensive analyses women's entrepreneurship, and the influence of social and family dimensions on their motivations in private enterprise. The section discusses the core issues revolving around women-owned businesses in Indonesia, as well as the theoretical contributions from existing studies. An appraisal of available research allows investigators to develop a broad comprehension of the previous studies associated with the investigation inquiries, the methodologies adopted, and the anticipated results, in addition to the revelation of research gaps.

Theoretical Underpinnings

The 5 "M" theoretical model was considered appropriate for the current investigation, where resources at the nation's institutional, individual, and family levels have a significant impact on women's performance in business (Welsh et al., 2016). The 5 "M" was propounded by Brush et al. (2009), who proposed a gender-aware model for a comprehensive understanding of the determinants of women's entrepreneurship motivations. The proponents identified five core themes (5Ms) that are fundamental for female proprietors to master, failure of which will result in unsustainable enterprises. As per Brush et al. (2009), a proprietor requires access to money (financial capital), markets, and organisational and human resources (management), to unveil a commercial venture. The 3Ms are the key essential building blocks for the viability of a business; however, for minority entrepreneurs, the unavailability of these elements impedes their entrepreneurial ambitions.

In Brush et al.'s (2009) standpoint, not only should the 3Ms be suitably described and qualified to differentiate female entrepreneurship, but the theoretical model necessitated an expansion to 5Ms, with the addition of meso/macro environment and 'motherhood'. In this case, 'motherhood' is an allegory that stands for family or household context, which enables a researcher to focus on the aspect that the latter may have a significant influence on females more than males. Similarly, while the meso atmosphere takes into account determinants beyond the market, encompassing such antecedents as cultural norms and social expectations, the macro environment customarily comprises economic impacts, national regulations, and strategies. The current investigation hypothesises that although access to the 3Ms is critical for women in Indonesia when establishing a business venture, the latter 2Ms, predominantly 'motherhood' mediate female entrepreneurial motivations and activities in various ways.

Characteristics of Women Entrepreneurs

Female entrepreneurs are considered as those women who initiate, establish and manage commercial enterprises (Belwal et al., 2014). Studies examining the characteristics of women in business have highlighted that unlike their male counterparts, they often operate small-scale enterprises. For instance, Jome et al. (2016) conducted an online survey to investigate business-and gender-associated features of women entrepreneurial interests in Internet-based enterprises. The findings illustrated that although the web makes business proprietorship feasible for many women, as it requires a comparatively small amount of financial and human capital, a significant number of females encountered numerous challenges in accessing funds for start-ups compared to men. The authors also observed that in addition to the propensity of owning smaller firms, women are inclined to have larger service and retail businesses, have less self-employment encounters and are more likely to handle countable numbers of staff than men.

Banda (2018) carried out an exploratory analysis of the features of successful women entrepreneurs in Mexico and identified three characteristics, namely: determination, resilience, and balance. An effective business requires a complete administrator who is capable of making difficult decisions using inadequate information and a manager, who can motivate others to perform optimally through articulation of long and short-term goals, modelling, and espousal of effective communication skills (Wade, 2014). Such an executive maintains a balance between physical, psychological, and social health through maintaining regular workouts and nutritious diet, demonstrating enriching relationships with friends and family, and handling stress successfully while remaining inspired. Unfortunately, although a large number of women can be determined and resilient, they find it challenging to strike a balance between their commitment to their start-ups and family.

In another investigation, Kot et al. (2016) performed a cross-country analysis to match the features of South African and Polish women entrepreneurs. The outcomes of the study suggested that female businesspersons in Poland are highly likely to be educated (post-secondary education) and their enterprises tend to survive for more than three years longer than those of their South African colleagues. On the other hand, female industrialists in South Africa are often aged below 30 years, of Caucasian ancestry, and uneducated. With regards to the respondents' perceptions towards the predisposition physiognomies of successful businesspersons, Polish women listed being innovative, creative, purpose-driven, diligent, accountable, and assertive as essential traits. South African women recognised courage, answerability, honesty, time-management, and the capacity to work well in groups as fundamental characteristics of successful women entrepreneurs.

Belwal et al. (2014) conducted a survey to find out the traits, inspirations, and challenges confronting women entrepreneurs in Oman. The respondents indicated that women in commerce who motivated them to initiate, organise, and operate their firm are assertive, restless, inventive, and adventurous. The authors also noted that females with a history of entrepreneurship, proficiencies to carry out supervisory roles, and confidence in talent were more likely to begin business than those without commercial experience and lacking managerial skills. This is supported by Skoko's (2012) findings which showed that, in Saudi Arabia, women in business tended to be younger, richer, and better educated than the general population, implying that having access to finance enabled women entrepreneurship. Similarly, Xavier et al. (2013) identified the capacity to balance family and professional skills, risk-taking, demonstrating courage, confidence, and strong will power, showing management proficiencies, and decision-making skills, as the key traits of female industrialists in Saudi Arabia.

In Belwal et al.'s (2014) survey, pull factors, such as the desire for individuality and accomplishment, social status, and self-fulfilment, were dominated by push determinants like unemployment, economic recession, the glass ceiling, job dissatisfaction, and financial reasons, in motivating women to begin a business. Sharif (2015) conducted phenomenological research to investigate the drivers of women entrepreneurs in Malaysia. Others' failure to recognise the contribution of women in the corporate field through promotion, the glass ceiling, was the prime driver to start engaging in business activities. As described earlier, in Indonesia, women run smaller business enterprises than their male counterparts, particularly owing to family roles and difficulty in accessing financial capital to initiate the business (Tambunan, 2017; Mas-Tur et al., 2015; World Bank, 2016).

The Role of Family in Women Entrepreneurship

As illustrated in the Introduction, a family can enhance a woman's inspiration to enter into commerce. According to Cesaroni and Paoloni (2016), birth families substantially shape career decisions. For instance, students from families with operating businesses may be optimistic about the success of an enterprise but doubtful regarding being in control in a risk-taking profession. Similarly, earlier studies reiterate that children of a business-oriented household have a high chance to follow the same path, and the likelihood is even heightened when the family firm is fruitful, as such individuals acquire commercial principles, behaviours, and values from a tender age (Cesaroni & Paoloni, 2016). As per these scholars, business households transfer competencies, knowledge, and information to their children via direct and regular contact. Nonetheless, it has been noted that the family's impact on its members' business-related career decisions is dependent on gender since women are less frequently influenced (Fernández et al., 2013).

For women, especially daughters, the impacts of family on their choices regarding future career paths is dominated by other cultural and social aspects, which sway them to itemise other avenues, mainly concerning the responsibility of mothers and wives. Besides, in most traditions, sons are regularly preferred as successors of family businesses and properties (Aldamiz-Echevarría et al., 2017; Luan et al., 2018; Overbeke et al., 2013). As per Ahrens et al. (2015), less than 25% of all single-family successors in household firms in Germany are women, although the sampled female beneficiaries were armed with higher levels of human capital than the chosen male heirs, implying that the later are still the ideal choice. Other studies have, however, found a positive association between family support and female entrepreneurs' inspiration to exploit a business opportunity.

For instance, Pérez-Pérez and Avilés-Hernández (2016) explain that a family serves as a sponsor of providing financial capital to women, thereby boosting their readiness to begin a commercial enterprise. In a survey conducted in Kenya to establish the role of family in females' choices to start SMEs, the women who participated in the study owed the success of their start-ups to financial support received from family members, especially spouses (Imbaya, 2012). Similarly, women by Suárez-Ortega and Gálvez-García (2017) cited family business culture as determinant, when deciding to shift from formal employment to entrepreneurship, since it is simpler to establish a company when one has comprehensive commercial experience. Cesaroni and Paoloni (2016) add that entrepreneurship flexibility is a determinant for 'high achievers', who are determined in their career paths; however, they are unable to be excluded from family responsibilities. In this case, businesses, particularly family enterprises, serve as a refuge for women returning from maternity leave (Cesaroni & Paoloni, 2016). Nonetheless, the taming impact imposed by the birth household is frequently

followed by the marriage family, such that when women have young children it becomes easier to balance family and work in self-employment enterprises.

The Role of Social Support in Women Entrepreneurship

As highlighted earlier, unlike their male counterparts, women have limited social circles, and yet the latter have been spotlighted in the literature as influencing the success and survivability of commercial enterprises, particularly in Asia. Previous investigations indicate that the amount of social capital an individual receives is reliant on the relational social connection they share with members of that network, and it can manifest through cognitive or structural help (Jue-ping, 2014; Hani, Rachmania et al., 2013). Social capital is marked by a series of communication patterns that enable a business owner to utilise their contacts for the enterprise. Jue-Ping (2014) explains that structural interactions confer such assets as trust and confidence. Trustworthiness in a social circle may inspire members to invest in their associate's business endeavour, through financial support or facilitation of connections with suppliers, marketers, prospective employees, and even buyers.

On the other hand, the cognitive aspect of social capital is characterised by a mutual understanding among individuals in the social network, which subsequently moderates their shared comprehension of a business idea, mission, and vision (Jue-Ping, 2014). The latter can offer the necessary support for a novice woman entrepreneur, as it will allow the group to deliberate on pertinent business-associate variables, such as market dynamics, consumer segmentation, shoppers purchasing behaviours, logistical details, management strategies, and profit margins. The lack of adequate social capital collected via the social connections among women in Indonesia is likely to threaten the survivability of female-led enterprises in the current competitive markets. In another investigation, Baranik et al. (2018) sought to illuminate the entrepreneurial efficacy of Muslim women in Tunisia. The analysis of data gathered from n=84 respondents, engaging in business-related educational forums, showed that personal contacts with influential others (Wasta) and social capital are associated with enhanced business performance.

Gaps in Literature

From the appraised studies, it is clear that family and social support are overriding antecedents between business and gender (Poggesi et al., 2016; De Vita et al., 2014). This expounds why in females' encounters, work, and family are frequently intertwined. The two variables also shape how females oversee their enterprises (Baranik et al., 2018; Pérez-Pérez & Avilés-Hernández, 2016; Ahrens et al., 2015). In supportive environments, women industrialists can integrate business, family, and social circles, as they cannot isolate entrepreneurship from the seamless system of interactions (Imbaya, 2012). This implies that

when a female chooses an entrepreneurial path, they do not stop becoming homemakers, daughters, friends, or mothers (Cesaroni & Paoloni, 2016). The above responsibilities continue to broadly shape their business-related choices and encounters by either enabling or discouraging their wishes and motivations to transition into entrepreneurship.

Nonetheless, despite the wealth of literature exploring what affects women entrepreneurship, few have focused on the role of family and social support, particularly in Indonesia. Further, a significant number of the studies have adopted quantitative techniques, which present various limitations. For instance, Baranik et al. (2018) suffers from a small sample size, while Aldamiz-Echevarría et al. (2017) involved interviews of household members of family-owned enterprises; negating the views of other businesses' members. Furthermore, studies that utilised self-completed questionnaires are limited with reliability and credibility issues, since the investigator has no way to determine the accuracy of the information (Imbaya, 2012; Jome et al., 2016; Belwal et al., 2014). This underscores the necessity of a qualitative investigation, examining the influence of social circles and family on women entrepreneurs' motivations in Medan City, Indonesia.

Methodology

Research Design

A descriptive, qualitative research design was adopted to explore the traits of women entrepreneurs in Indonesia, and how family and social aspects influence their willingness to engage or establish their businesses. Qualitative studies facilitate the collection of in-depth data, especially views, opinions, perceptions, and thoughts, which are often challenging to record through quantitative techniques (Kim et al., 2017; Jamshed, 2014). Besides, Nordqvist et al. (2009) submit that investigative methods that facilitate in-depth research, like exploratory techniques, are essential for a wealthier and broader comprehension of the family dynamics and elements shaping the readiness of women to enter into business.

Participants and Procedure

Eight conveniently sampled women entrepreneurs from Medan City were engaged in face-to-face semi-structured interviews, as per a designed interview guide (See Appendix 1). To arrange the interviews, the target respondents were contacted via phone, informed about the aims of the investigation, and asked for an appointment. The informants were assured that engaging in the study would not result in any anticipated risk or payments. Similarly, the identified participants were guaranteed that their involvement was voluntary, and they could withdraw at any stage without fear of retribution. Further, their personal information would be kept confidential, and pseudonyms would be used as identifiers. All the eight sampled

women provided both written and verbal consent to participate in the investigation, and were included in the investigation.

The interview queries were formulated to prompt a discourse that helped the interviewees to coherently describe the perceived traits of women entrepreneurship, as well as the family and social factors that have influenced their willingness to initiate commercial enterprises. With regard to data analysis, a thematic analytic framework was espoused to identify the common themes shared by the respondents. This was done after analytical description and construal of every response, followed by a combined examination and interpretation of all the transcriptions, to reveal similarities and disparities. It also made out classes applicable in giving an account of the multiplicity of scenarios observed, with regards to the function of the family in female entrepreneurial practice.

Results

Characteristics of the Respondents

No	Pseudonym	Age	Marital status	Type of business	In your perspective, what traits should a woman have to be a successful entrepreneur in Medan City?	Family history of business
1	P#1	36	No	Web-based microfinance	Techno-savvy, courageous, determined, willing to work long hours, patient, creative	Yes
2	P#2	35	Married	Hotel	Determined, answerable, honest, be capable of using effective communication skills	Yes
3	P#3	30	Married	Hotel	Responsible, venturesome, industrious, courteous, role-model, be able to manage time effectively, creative	Yes
4	P#4	28	Married	Bookshop	Determined, risk-taker, confident, demonstrate leadership skills, inventive	No
5	P#5	36	Married	Farm	Role model, have past experience in farming, ready to learn, determined, creative	Yes

6	P#6	31	Married	Grocery store	Have a clear vision, courageous, industrious, strong-willed, and patient	No
7	P#7	27	Single parent	Salon and barbie shop	Answerable, have people skills, ready to learn from mistakes, creativity, show leadership skills, uses effective and respectful communication techniques	No
8	P#8	34	Single parent	General store	Welcoming, determined, answerable, honest, risk-taker	Yes

The Influence of Family on Women Entrepreneurship's Motivations

1.) What factors motivated you to establish your enterprise?

Respondent	Motivating factors
P#1	I was an ICT technician for more than 10 years, and during this period, my colleagues received promotions except me. I began my own web-based business in search of a new challenge
P#2	I was brought up in a "commercial" family and hotel business has been handed down three generations now. So, I just picked up from there
P#3	Apart from the fact that my parents persuaded me to take over the family grocery store, I began my restaurant to be independent.
P#4	I love reading, and since I missed out employment opportunities, I took over our book club and made it a business
P#5	I have watched my parents' farm do well for years, and I wanted to emulate them
P#6	My sister's daily business of supplying food inspired my desire to start a business. Although I faced challenges with finances, my brother chipped in with 50% of the capital.
P#7	I did not have an option. After college, I did not find work, therefore, I chose to use my talent and expertise in the beauty industry.
P#8	Since I lost my spouse, I started a general store to provide for the family. Besides, I wanted a flexible working hour associated with self-employment.

2.) How would you describe the role of your family in your entrepreneurship motivation?

Role of the family	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8
Household as an obligation	No	Yes	Yes	No	No	No	Yes	Yes
Family as a source of moral and financial support	Yes	Yes	Yes	No	Yes	Yes	No	No
Family as a disadvantage	No	No	No	No	No	No	Yes	Yes

3.) How would you describe the role of your social connections in your entrepreneurship motivation?

Role of the social connections	P#1	P#2	P#3	P#4	P#5	P#6	P#7	P#8
Friends as a sources of moral support	Yes	Yes	No	Yes	Yes	No	Yes	Yes
Social networks as source of financial support	No	No	No	Yes	Yes	Yes	Yes	Yes
Social networks as a disadvantage	No	No	No	No	No	No	Yes	No

Discussion of Findings

An analysis of the sampled respondents shows that women industrialists in Medan City, Indonesia, are young individuals with a mean age of 31 years (27-36 years old). Among the key features that describe a successful female entrepreneur, it is clear that determination, accountability, answerability, innovativeness, courage, a strong will, and being industrious and venturesome are the predominant traits that allow women to thrive in a male-dominated field. These qualities are supported by the reviewed investigations with Kot et al. (2016); innovativeness, creativity, being purpose-driven, diligence, accountability, and assertiveness are essential. Courage, responsibility, trustworthiness, time-management skills, and the ability to work well in groups are the fundamental characters of successful women entrepreneurs identified among South African women entrepreneurs.

In addition, role modelling and effective management skills have been cited by a significant number of interviewees. According to McQueerrey (2018), as an industrialist, women entrepreneurs are their own managers and supervise others. Thus, they require an extensive set of skills, encompassing effective communication techniques, role modelling, and governance proficiencies to successfully manage subordinates, run operations, and address investors. This author adds that women entrepreneurs need a multi-tasking form of work approach, whereby they can communicate the establishment's vision and mission, model appropriate behaviour and performance, and lead by example. By doing so, female businesspersons, especially those with families, can strike a balance between family and work skills.

The Role of Family in Motivating Women into Entrepreneurship in Indonesia

From the interview responses, three themes were identified with regards to the family, in inspiring women industrialists. They include views of the household as an obligation, barrier, and source of psychological and financial support.

Family as an obligation. From interviewees' accounts, a family can be considered as a duty when it sways women's decisions regarding their prospective professional paths, and pressures them towards business-associated ventures. Besides, a household may influence how females operate their own enterprises. For instance, the reactions of P#2 and P#3 suggest that the aforementioned informants accurately depict the women as feeling compelled to follow the trend of business history. On the other hand, P#7 and P#8's accounts tend to point to how family responsibilities shaped their choices to join the business, including the need to provide for their households. These findings are in line with Cesaroni and Paoloni's (2016) argument that daughters' engagement as heirs of family enterprises is seldom as a result of women's free will. Frequently, it is an implication of a complex decision that discounts or compels them to take over, or start their personal companies, to ensure the continuity of kinship firms or the survivability of their children.

Family as a source of support. A household can offer psychological and moral reinforcement that enables women in business to perform optimally. This can occur through encouraging women to choose entrepreneurial activity, and sharing business information, knowledge, and values. This is exemplified in the appraised literature of Pérez-Pérez and Avilés-Hernández (2016), which explain that for women from households with family businesses, the latter allow them to be confident in handling their own enterprises as parents, and other family members serve as a source of encouragement. Notably, establishing an enterprise has a peculiar fascination for females with families, since it allows them to control their plans, manage their time, and enjoy the associated flexibility and freedom.

The presence of young children may motivate their mothers to take up entrepreneurial interest, as the latter may wish to provide for their children while role modelling for the young ones. A family is also a financial support. A significant number of interviewed women, mainly those from households with a history of entrepreneurship, indicated that financial restraint is not a challenge. Their families could support them, thus enhancing their willingness and readiness to choose industrialism as a career path.

Family as a disadvantage. Only two respondents viewed a family as an impediment to their choices to establish a business. While P#7 cited that having a young family requires her to be home earlier, thereby making her lose some clients; P#8 cited that, 'I find it difficult to



oversee her children's school-work while running the store.' These scenarios illustrate that family-work imbalance negatively influences women entrepreneurship's decisions.

Conclusions and Recommendations

The appraised studies illustrated that the major challenge confronting females in the region is joblessness, which decreases their ability to access finance. However, an increasing number of women are opting for entrepreneurship. Thus, the present dissertation sought to explore the role of a family in motivating women to initiate entrepreneurial activities in the city of Medan, Indonesia. Eight purposefully sampled women were engaged in semi-structured interviews, to answer the research question. The responses were analysed upon a thematic analytic framework that led to the identification of four themes, namely: family as an obligation, family as a detriment, and family as a source of financial and psychological support. The findings of the study, however, are limited by the small sample size, and thus, there is a need for additional research to explore the part played by family dynamics in shaping women's choices to establish commercial enterprises.

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