

Structural Model Effect of Entrepreneurship Education and Entrepreneurial Motivation on Business Success for Mompreneurs in the City of Makassar

Andi Tenri Ampa
Universitas Negeri Malang

Sri Umi Mintarti Widjaja
Universitas Negeri Malang

Hari Wahyono
Universitas Negeri Malang

Sugeng Hadi Utomo
Universitas Negeri Malang

This study aims to determine how the motivation of mompreneurs in Makassar City in entrepreneurship. This study uses a qualitative approach. The population is 7,854 mompreneurs. The research sample was 136 mompreneur respondents spread over 4 districts in Makassar City. The collected data were analyzed using SEM -Lisrel. The results of this study indicate that entrepreneurship literacy education contributes to the success of mompreneur businesses and motivation in entrepreneurship is needed to encourage business success. The results of the study provide recommendations for Makassar socio-cultural elements of entrepreneurship material to be studied in the learning process and it is hoped that training and seminars will provide motivation and entrepreneurial knowledge so that by increasing entrepreneurial motivation, mompreneurs can contribute to sustainable development.

Keywords: entrepreneurship education, literacy, business, motivation, mompreneur

INTRODUCTION

Success and failure in the business world are substantially two different things. In simple terms, the measure of business success from an economic point of view can be seen from the financial condition of the business being carried out. If the business is carried out can provide excess input over the expenditure made, it can be said that the business is possible to continue and vice versa if the business carried out exceeds the expenditure than the input, it can be said that the business is not feasible to continue. The success and success of a business are always achieved with persistent effort. Today's success must be maintained for tomorrow and beyond.

Many factors influence the success or success of a business run by an entrepreneur. According to Gemina, et.al (2016) the determinants of the success of small industrial businesses, based on the results of

their research found that the success of small businesses is characterized by innovation and risk-taking behavior. Likewise, the results of Murphy's research in the same source found that the success of small businesses was contributed by hard work, dedication, and commitment to service and quality. The various determinants of the success of small industrial businesses as a result of the identification of Luk's research are a reflection of business abilities (knowledge, attitudes, and skills), relevant experience, work motivation, and the education level of an entrepreneur. Business success can be seen from the efficiency of the production process which is grouped based on technical efficiency and economic efficiency (Aji, SP, et.al. 2018). Yusniar, Y. (2017) said that the assessment of ability can be measured using several dimensions, namely effectiveness, efficiency, and equity/fairness of the price. Furthermore, from various aspects that determine the success of small businesses, several indicators are adopted as a reference in making research instruments on business success variables, namely; expansion of production, profitability, and public confidence.

In reality, not all mompreneurs in Makassar City pay attention to indicators of business success in running a business. (a) Mompreneurs in Makassar City only focus on meeting daily needs, not focusing on expanding production, where production expansion is a determinant of the size of a business as seen from the goods produced. This will affect sales and ultimately determine revenue, thus affecting the size of the profit earned. (b) Mompreneurs in Makassar City do not think about profitability. However, mompreneurs start entrepreneurship just looking for experience in entrepreneurship, even though profitability must be taken into account from the start of starting a business because it is the main goal of the business. (c) a mompreneur in Makassar City runs a business that has been pioneered by his family and the business already has a name. So from this situation, mompreneur does not think about the quality of the goods to be sold. What is needed in entrepreneurship is a public trust. Public trust is a very expensive thing because if there is no trust, it will hinder business, in this case, the services and products that will be offered.

According to Munawar & Supriatna, (2018) motivation is an urge to work hard to get many things such as profit, personal freedom, personal dreams, and independence. So that motivation can generate enthusiasm in providing a positive response to the opportunity to get a lot of benefits for him so that he does not depend on others. If the motivation for entrepreneurship is increased, it will encourage an increase in interest in entrepreneurship. Motivation is one of the determining factors in achieving goals. Motivation is related to the drive or strength that is in humans. Motivation resides in humans that are not visible from the outside. Attitude and motivation have a reciprocal relationship and will show the need for motivation to meet the character needs that an entrepreneur must have, namely: hard worker, never surrender, have spirit, have commitment high (Rosmaini, 2019)

The involvement of a housewife to become a mompreneur based on the results of interviews, motivated by motivation, namely: increasing income to meet household economic needs, following in the footsteps of the family, just filling in spare time, channeling hobbies, or filling spare time. It is not uncommon for a mother to enter the business world because of the motivation for her desire to excel and be recognized by the community. This is in line with the opinion of Elburdah, RP.et.al. (2021) the uniqueness of mompreneurs is balancing life, sense of accomplishment and self-satisfaction, increasing income, gaining respect for equalizing gender imbalances, and being independent. The success of self-reliance for residents and families is the most important factor in the development to improve the economy and enable the community to act more.

Entrepreneurial spirit can be grown by getting support from the family. The more conducive the family environment and the surrounding community, the more it will encourage someone to become an entrepreneur. If the family and community environment is supportive, a person will have a higher intention to become an entrepreneur than if he does not have support from the family and community environment. Family support in fostering an entrepreneurial spirit is seen as something that needs to be strengthened. Kamma, (2018) states that interest in entrepreneurship will be formed if the family has a positive influence on this interest because the attitudes and activities of fellow family members influence each other both directly and indirectly.

Someone who has entrepreneurial literacy can develop new products or ideas and can build a business with new concepts. In this case, an entrepreneur is required to be creative and can see opportunities or

patterns that apply in society. In entrepreneurship, of course, it takes great intention which is the first step in starting entrepreneurship. Rosmiati et al., (2022) say that entrepreneurial intention is a mindset that encourages individuals to create a business. The intention is a certain desire that a person has to do something or an action, it is the result of a mindset that directs a person's behavior (M. Hasan, Shofa, et al., 2021). In entrepreneurship, of course, one must have basic entrepreneurship education to be able to assist individuals in developing the desire, spirit, and entrepreneurial behavior. Education, it can be a source of attitude and overall intention to become a successful entrepreneur in the future (HA Hasan, 2020). Entrepreneurial knowledge can be taught through education and training. For teenagers who want to start entrepreneurship, start early so that later they can become successful entrepreneurs, education and training are the only capital to become an entrepreneur. The real learning and struggle will begin when you try it. Don't be afraid to start a business, because by creating jobs you have helped reduce unemployment and poverty in Indonesia and you can become individuals who are beneficial to many people.

Many families currently live in Makassar. They are adapting to a multicultural society, developing technology faster than ever, and leading to modernization in all areas, including personal modernization. Concerning mompreneurs, individual modernization is understood as the transformation of traditional mompreneurs to modern ones, where market access is available anywhere and anytime. Based on initial interviews, technological developments support the rapid modernization of individuals among mompreneurs. Mothers usually sell only in traditional markets, in the current era, individual modernization occurs, where mompreneurs can sell anywhere, anytime via the internet.

This trend is very quickly integrated into the lives of developing and transitional societies. Whether we realize it or not, individual modernity has changed lifestyles, consumption patterns, and people's mindsets in Makassar City. In the current digital era, public awareness to improve welfare is getting higher in various fields. And in this era of globalization, the opportunities for the wider competition are endless, as well as the emergence of challenges in developing quality and competitive human resources. Economic improvements occur in all countries in the world (Mandroschenko et al., 2018). Behind the community, there are different motives, both individually and in groups, in carrying out different economic activities that have led to an increase in the standard of living based on the need and desire to survive.

Many efforts have been made by housewives to increase income and welfare in the family, according to several findings that support this. Research from Wati (2014) shows that in managing natural resources, women have the knowledge and skills strategy to achieve family food security. In addition, Dewi et.al., (2014) researching the dual role of a housewife shows that due to financial constraints such as the cost of children's education and the size of the family's dependents, housewives need to work and at the same time play a good role as a housewife.

It is undeniable that the role of women in a country is very calculated. This can be seen from the many strategic positions where women can compete in various fields in this era of globalization. This real-life situation breaks the liberal feminist view which argues that women cannot effectively and reasonably take advantage of opportunities to compete widely in the development of the modern era (Putra et al., 2017). Families hope to improve their economic well-being by changing their economic circle. For women who manage the household economy, it is interesting to examine the phenomenon of women who carry out dual roles as housewives and informal sector workers.

Makassar City consists of 15 sub-districts, and 4 sub-districts have the most MSMEs, namely Ujung Pandang District, Wajo District, Panakukang District, and Rappocini District. Where the sub-district is interesting to study because it has the most MSMEs that are dominantly run by mompreneurs. Based on data from the Makassar City MSME Service, the number of MSME actors has continued to increase over the last 5 years, where women dominate as MSME business actors. From the data, it is also known that women who are married or mompreneur are more involved in MSME business actors than women who are still single. One of the digital economic activities that have emerged in the city of Makassar today is the use of internet-based social media or commonly known as online commerce. So researchers are interested in conducting further research on the problems that occur with the title of the research on the Structural model of the influence of entrepreneurial motivation on the success of mompreneur businesses in Makassar City.

LITERATURE REVIEW

Entrepreneurship Literacy

Entrepreneurship literacy is the notion of entrepreneurship with various positive, creative, and innovative personalities in developing business opportunities into business opportunities that are beneficial for themselves, society, and consumers (Kuntowicaksono, 2012). Entrepreneurial knowledge is the basis of entrepreneurial resources contained in an individual (Hendawan, S & Sirine, 2017) while Suryana, (2013) states that knowledge affects entrepreneurship, educational environment, personality, and interests in the family environment. Entrepreneurship indicators are the family environment, students' mental attitudes toward entrepreneurship, and students' perceptions of entrepreneurship (Rakib & Syam, 2020). Entrepreneurial knowledge is intellectual knowledge that is acquired and possessed by a person through entrepreneurship education, which can later help a person innovate and enter the field of entrepreneurship. This statement is reinforced by the statement of Sriutami Ningsih and Dindin, (2021) that entrepreneurial knowledge is the ability to create something new through creative thinking and innovative behavior, which creates ideas and opportunities that can be used wisely with entrepreneurship education, entrepreneurship education does something new through creative thinking and innovative actions to create business ideas and opportunities

Entrepreneurial Motivation

Motivation is an impulse from a person to do something, including becoming an entrepreneur. Motivation is needed for everyone because strong motivation will encourage their actions to achieve goals. Entrepreneurs are creative and innovative people who can realize the welfare of themselves, society, and the environment (Aidha, 2017). An entrepreneur never forgets to think about the welfare of the community so they always think critically to look for innovation in product creation for the community. According to Yusuf, AA, & Hamzah, A. (2016). An entrepreneur is someone who dares to start, run and develop a business by utilizing all abilities, an entrepreneur always thinks ahead to achieve success, and they also never stop adding to their skills. According to Rusdiana, (2014: 57), one of the keys to success in becoming an entrepreneur is having a strong motivation for entrepreneurship. Motivation to become a useful person for oneself, family, and society by working as an entrepreneur.

Momprenneur

The term momprenneur was first developed by Patricia Cobe and Ellen H. Parlapiano from their book *Momprenneurs: A Mother's Practical Step-by-Step Guide to Work-at-Home Success* which was first published in 1996 and revised in 2002. Patricia Cobe and Ellen H. Parlapiano are mothers as well as entrepreneurs who work from home while simultaneously caring for their children (Richomme-Huet & Vial, 2014). Weidhaas, A. (2020) said that a momprenneur is a housewife who works from home by establishing a small home-based business. According to Kamanian, (2016) the term momprenneur is intended for housewives who own and manage their businesses at home. In running his business at home, a momprenneur can sell various kinds of goods or services according to his wishes (Jean & Forbes, 2012). Saningputra et al., (2016) stated that there is a difference between a momprenneur and other entrepreneurs, namely momprenneur is a housewife who opens and runs her business at home, in between her busy life in raising children, doing household chores, and taking care of her husband. Some experts then conclude that this phenomenon arises when creative housewives try to build their businesses at home in the midst of carrying out their routines in raising children and families (Aina. A. Q, 2017).

METHOD

Research Approach

The method used in this research is quantitative. Research variables are operationalized in indicators that are used as references to develop research instruments and produce quantified data according to predetermined criteria. This research is an *ex post facto* not derived from the experimental treatment. This

study wants to examine how the influence of entrepreneurial literacy on the success of mompreneur businesses in Makassar City and how the influence of entrepreneurial literacy on mompreneur entrepreneurial motivation in Makassar City.

Population and Sample

The characteristics of the population in this study were all mompreneurs in Makassar City. The population in this study were mompreneurs in Makassar City with a total of 7,854 business actors. Data on the distribution of the MSME mompreneur population in Makassar City can be seen in the following table:

TABLE 1
DISTRIBUTION OF RESEARCH POPULATION

No	Subdistrict	Number of <i>Mompreneurs</i>
1	Ujung Pandang	2.495
2	Wajo	1,965
3	Panakukang	1,852
4	Rappocini	1.542
Amount		7,854

The sample in this study was determined using a proportional random sampling technique, namely business actors located in urban centers and close to shopping centers, which have strong and well-established businesses operating. Collecting. The total number of samples in this study was 136 mompreneurs who were determined using the Cochran (1991) formula. The sample group will be determined randomly by having one random number between one and six. Furthermore, for each sample selected as a sample group, the sample is determined using the Proportional Random Sampling technique.

Guidelines for determining the number of samples and their proportions to be used in this study use the following formula (Cochran, 1991):

$$n = \frac{\frac{t^2 \cdot p \cdot q}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 \cdot p \cdot q}{d^2} - 1 \right)} \quad (1)$$

Information:

n = sample size

N = population size

t = Z value with

= 0.05; then the value of t is 1.96

p = estimated proportion q = 1-p

d = error rate alpha 0.05

TABLE 2
DISTRIBUTION OF RESEARCH SAMPLES

No	Subdistrict	Number of <i>Mompreneurs</i>
1	Ujung Pandang	43
2	Wajo	34
3	Panakukang	32
4	Rappocini	27
Amount		136

This study used several software (software) for data processing such as Microsoft Excel 2010, SPSS (Statistical Product and Service Solution) version 20.0, and LISREL (Linear Structural Relationship) version 8.80.

RESULT

Description of Entrepreneurship Data Literacy

The entrepreneurial literacy variable is revealed by a questionnaire distributed to respondents directly which consists of four indicators or observed variables (manifest), namely: basic knowledge of entrepreneurship (X2.1), knowledge of business ideas and opportunities (X2.2), knowledge of business aspects (X2.3), and pioneering business knowledge (X2.4). Research and measurement of the variables in question were carried out using a questionnaire method and the instrument in the form of a questionnaire distributed to respondents consisting of 9 (nine) closed questions. Each question item provides 5 alternative answers. The score range for each item is 1 to 5. Based on this, the maximum score for the measurement of the entrepreneurial literacy variable is 45 and the minimum score is 9. Based on this, the interval length can be calculated as follows:

From the results of data collection, a table of the frequency of entrepreneurial literacy can be drawn up along with a pie chart as follows:

TABLE 3
DISTRIBUTION OF ENTREPRENEURIAL LITERACY FREQUENCY

Interval	Category	Frequency Distribution		
		Frequency	%Frequency	%Cumulative
38-45	Very high	37	27.2	27.2
30-37	Tall	69	50.6	50.6
22-29	Currently	29	21.5	21.5
14-21	Low	1	0.7	0.7
9-13	Very low	0	0	0
Total		136	100%	100%

The description of the entrepreneurial literacy variable on the indicators of basic entrepreneurial knowledge (X2.1), knowledge of business ideas and opportunities (X2.2), knowledge of business aspects (X2.3), and pioneering business knowledge (X2.4) shows that respondents in this study were included in the very high category of 27.2%, the high category of 50.6%, the medium category of 21.5%, the low category of 0.7%, and the very low category of 0%

Description of Entrepreneurial Motivation Data

Entrepreneurial motivation variable is revealed by a questionnaire distributed to respondents directly which consists of eight indicators or observed variables (manifest), namely: to prove the ability in entrepreneurship (X5.1), wanting to use the skills obtained from experience and training (X5.2), satisfaction and self-development (X5.3), wanting to start a family business (X5.4), increasing income (X5.5), the influence of family, friends, or entrepreneurial figures (X5.6), difficulty in finding work (X5.7), and develop hobbies (X5.8). The research and measurement of the variables in question were carried out using a questionnaire method and the instrument in the form of a questionnaire distributed to respondents consisting of 20 (twenty) closed questions. Each question item provides 5 alternative answers. The score range for each item is 1 to 5. Based on this, the maximum score for the measurement of the entrepreneurial motivation variable is 100 and the minimum score is 20.

TABLE 4
DISTRIBUTION OF ENTREPRENEURIAL MOTIVATION FREQUENCY

Interval	Category	Frequency Distribution		
		Frequency	%Frequency	%Cumulative
84-100	Very high	58	42.6	42.6
67-83	Tall	51	37.5	37.5
50-66	Currently	25	18.4	18.4
33-49	Low	2	1.5	1.5
20-32	Very low	0	0	0
Total		136	100%	100%

Description of entrepreneurial motivation variables on indicators to prove ability in entrepreneurship (X5.1), wanting to use skills acquired from experience and training (X5.2), satisfaction and self-development (X5.3), wanting to start a family business (X5. 4), increasing income (X5.5), the influence of family, friends, or entrepreneurial figures (X5.6), difficulties in finding work (X5.7), and developing hobbies (X5.8). This research is included in the very high category of 42.6%, the high category of 37.5%, the medium category of 18.4%, the low category of 1.5%, and the very low category of 0%.

Description of Business Success Data

The variable of business success is revealed by a questionnaire distributed to respondents directly which consists of three indicators or observed variables (manifest), namely: expansion of production (Y1), profitability (Y2), and public trust (Y3). Research and measurement of the variables in question were carried out using a questionnaire method and instruments in the form of questionnaires distributed to respondents 42.6% 37.5% 18.4% 1.5% Entrepreneurial Motivation Very High High Medium Low Very Low 104 consisting of 7 closed questions. Each question item provides 5 alternative answers. The score range for each item is 1 to 5. Based on this, the maximum score for measuring the business success variable is 35 and the minimum score is 7.

TABLE 5
FREQUENCY DISTRIBUTION OF BUSINESS SUCCESS

interval	Category	Frequency Distribution		
		Frequency	%Frequency	%Cumulative
29-35	Very high	72	52.9	52.9
22-28	Tall	47	34.6	34.6
15-21	Currently	17	12.5	12.5
7-14	Low	0	0	0
<7	Very low	0	0	0
Total		136	100%	100%

The description of the business success variables on the indicators of production expansion (Y1), profitability (Y2), and public trust (Y3) shows that the respondents in this study were in the very high category of 52.9%, the high category was 34.7%, and the high category was 34.7% medium is 12.5%, the low category is 0%, and very low category is 0%.

Test Requirements Analysis

Normality Test

The purpose of the normality test in research is to determine whether the data is normal or not, which means that normal data has a normal distribution so that the data is considered to be representative of the

population. The normality test with Kolmogorov-Smirnov in this study was carried out with the help of SPSS 20.0 for the Windows program. The results of the normality test of the six research variables are presented in table 4.7 as follows:

TABLE 6
SUMMARY OF NORMALITY TEST RESULTS

No	Variable	Test results	Sig Criteria	Information
1	Entrepreneurship Literacy	0.223	> 0.05	Normal
2	Entrepreneurial Motivation	0.091	> 0.05	Normal
3	Business Success	0.545	> 0.05	Normal

Based on the summary of the results of the normality test in the table above, it is known that the value of Sig. Kolmogorov-Smirnov is greater than 0.05 for all variables, so it can be concluded that the data on the implementation of entrepreneurial literacy, entrepreneurial motivation, and business success is normally distributed.

Linearity Test

The relationship between exogenous variables and endogenous variables in the regression equation must be linear so it is necessary to do a linearity test. An increase or decrease in the quantity in one variable will be followed linearly by an increase or decrease in the other variable. A linearity test was performed on each relationship between exogenous variables with endogenous variables. In this study, the linearity test was carried out using the deviation of linearity using the Sig criteria. Greater than = 0.05. The summary of linearity test results is presented in table 7, as follows:

TABLE 7
SUMMARY OF LINEARITY TEST RESULTS

Variable Endogenous	Variable Exogenous	Deviation From Linearity		Information
		Test results	Sig Criteria	
Entrepreneurial Motivation	Entrepreneurship Literacy	0.689	> 0.05	linear
Business Success	Entrepreneurship Literacy	0.724	> 0.05	linear
	Entrepreneurial Motivation	0.106	> 0.05	linear

Based on the summary of the linearity test results in the table above, it is known that the significance value of Deviation from Linearity for each pair of regressions, all of which meet the requirements for linearity (Sig. > 0.05). Therefore, it can be concluded that all regression pairs meet the assumption of a linear relationship between exogenous variables and endogenous variables.

Data Analysis Results

Unidimensionality Test of Latent Variable Constructs

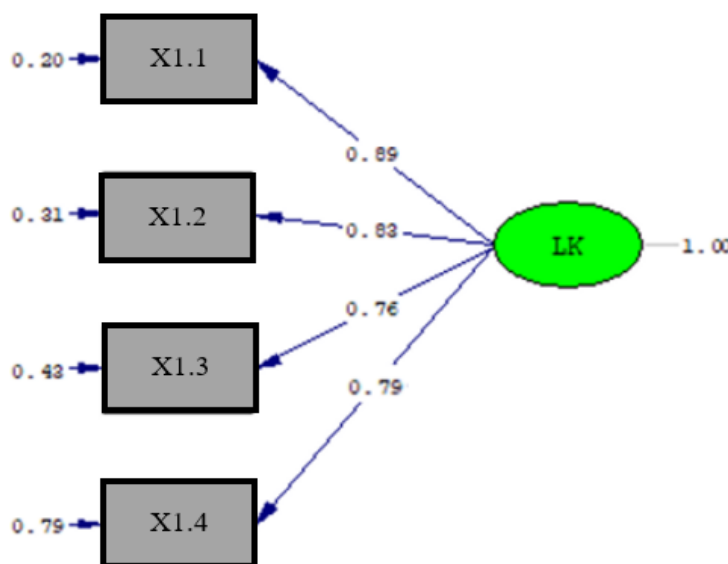
This study uses latent variables, namely perceptions of entrepreneurial literacy (X1) and (X2), entrepreneurial motivation, and entrepreneurial success (Y). The latent variable is composed of several indicators. The following is an identification of the measurement model for each latent variable as follows:

Entrepreneurial Literacy Construct

In this study, entrepreneurial literacy consists of four indicators or observed variables (manifest), namely: basic knowledge of entrepreneurship (X1.1), knowledge of business ideas and opportunities (X1.2), knowledge of business aspects (X1.3), and pioneering business knowledge (X1.4). To test whether the four indicators or manifest variables are valid and reliable in explaining the construct of entrepreneurial

literacy variables, they are analyzed using the LISREL 8.80 application program which can be presented in the image of the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in the following figure:

FIGURE 1
UNIDIMENSIONALITY TEST OF ENTREPRENEURIAL LITERACY CONSTRUCT



Information:

- LK = Entrepreneurship Literacy
- X1.1 = Basic Knowledge of Entrepreneurship
- X1.2 = Knowledge of Business Ideas and Opportunities
- X1.3 = Knowledge of Business Aspects
- X1.4 = Started Business Knowledge

The summary of the results of the analysis and interpretation of the validity of the individual entrepreneurial literacy variables can be presented in table 8, as follows:

TABLE 8
VALIDITY OF ENTREPRENEURIAL LITERACY CONSTRUCT

MI Manifest Variables	λ	R ²	T-Value	Information
X1.1	0.87	0.07	8.14	Valid
X1.2	0.83	0.06	7.59	Valid
X1.3	0.76	0.06	7.01	Valid
X1.4	0.79	0.06	7.48	Valid

Based on table 6 and the standard loading output results above, it can be concluded that the entrepreneurial literacy manifest variable can be seen with a T-value of 1.97 or 2. Therefore, all lambda coefficients or factor loadings from each manifest are proven valid. Meanwhile, for the reliability test, the reliability coefficient of Cronbach Alpha is 1.00. Based on Malhotra's opinion, it is stated that the reliability coefficient above 0.60 is considered adequate as a basis for further analysis (Solimun, 2002). Based on this, the construct reliability of the entrepreneurial literacy variable is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the level of suitability of the single construct test model, which is in table 9, as follows:

TABLE 9
TEST OF SUITABILITY OF ENTREPRENEURIAL LITERACY MODEL

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	6.62	Small (non significant)	fulfilled
P-Value	0.89	0.05	fulfilled
Df	2	-	fulfilled
Cmin (X^2/Df)	0.69	2.00	fulfilled
RMR (standardized)	0.001	0.08	fulfilled
RMSEA	0.012	0.08	fulfilled
GFI	0.99	0.90	fulfilled
AGFI	0.96	0.90	fulfilled
CFI	0.89	0.94	fulfilled
IFI	1.00	0.94	fulfilled
NNFI	1.00	0.94	fulfilled

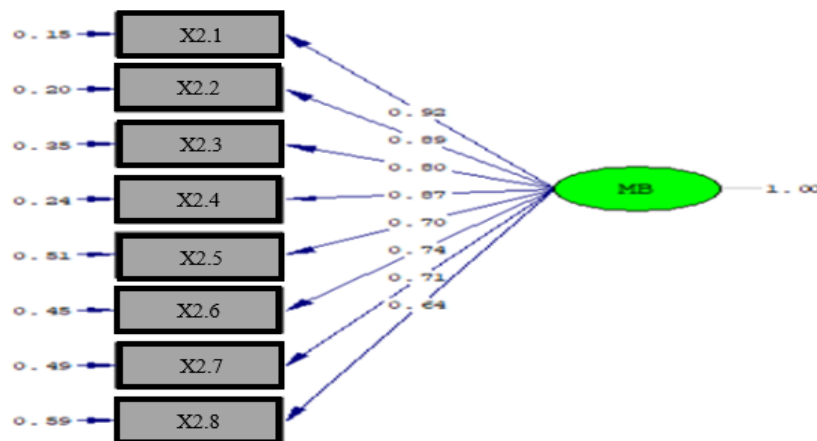
From the table above, it is evident that the construct of entrepreneurial literacy meets the requirements as a perfectly integrated construct.

Entrepreneurial Motivation Construct

In this study, entrepreneurial motivation consists of eight indicators or observed variables (manifest), namely: to prove the ability in entrepreneurship (X2.1), wanting to use the skills obtained from experience and training (X2.2), satisfaction, and self-development (X2.1). X2.3), want to start a family business (X2.4), increase income (X5.5), influence from family, friends, or entrepreneurial figures (X2.6), difficulty in finding work (X2.7), and develop a hobby (X2.8).

To test whether the eight indicators or manifest variables are valid and reliable in explaining the construct of entrepreneurial motivation, then they are analyzed using the LISREL 8.80 application program which can be presented in the image of the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 2, as follows:

FIGURE 2
UNIDIMENSIONALITY TEST OF ENTREPRENEURIAL MOTIVATION CONSTRUCT



Information:

MK = Entrepreneurial Motivation

X2.1 = to prove ability in entrepreneurship

- X2.2 = Want to use skills gained from experience and training
- X2.3 = Satisfaction and Self Development
- X2.4 = Want to Start a Family Business
- X2.5 = Increase income
- X2.6 = Influence from Family, Friends, or Entrepreneurial Figures
- X2.7 = Difficulty in Finding Work
- X2.8 = Developing a Hobby

The summary of the results of the analysis and interpretation of the validity of the entrepreneurial motivation variable can be presented in table 10, as follows:

TABLE 10
CONSTRUCT VALIDITY OF ENTREPRENEURIAL MOTIVATION

MI Manifest Variables	Λ	R ²	T-Value	Information
X2.1	0.92	0.8	8.33	Valid
X2.2	0.89	0.7	6.25	Valid
X2.3	0.80	0.7	6.07	Valid
X2.4	0.87	0.7	6.19	Valid
X2.5	0.70	0.6	4.75	Valid
X2.6	0.74	0.6	5.23	Valid
X2.7	0.71	0.6	4.09	Valid
X2.8	0.64	0.6	4.01	Valid

Based on table 8 and the standard loading output results above, it can be concluded that the manifest variable of entrepreneurial motivation can be seen with a T-value of 1.97 or 2. Therefore, all lambda coefficients or factor loadings from each manifest are proven valid. Meanwhile, for the reliability test, the reliability coefficient of Cronbach Alpha is 1.00. Based on Malhotra's opinion, it is stated that the reliability coefficient above 0.60 is considered adequate as a basis for further analysis (Solimun, 2002). Based on this, the construct reliability of the entrepreneurial motivation variable is declared to have met the requirements. In addition, to strengthen the unidimensional construct test, it can be proven by using the level of suitability of the single construct test model, which is in table 11 as follows;

TABLE 11
TEST OF THE FIT OF ENTREPRENEURIAL MOTIVATION MODEL

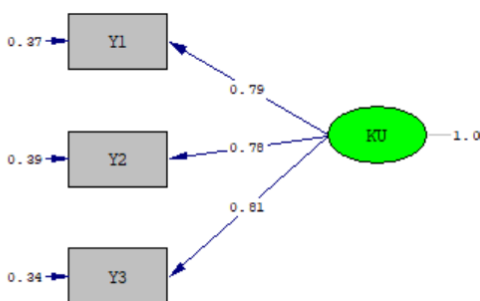
Model Alignment	Coefficient	Criteria	Information
Chi-square (X ²)	6.16	Small (non significant)	fulfilled
P-Value	0.38	0.05	fulfilled
df	8	-	fulfilled
Cmin (X ² /Df)	0.77	2.00	fulfilled
RMR (standardized)	0.079	0.08	fulfilled
RMSEA	0.033	0.08	fulfilled
GFI	0.98	0.90	fulfilled
AGFI	0.94	0.90	fulfilled
CFI	0.98	0.94	fulfilled
IFI	0.99	0.94	fulfilled
NNFI	0.99	0.94	fulfilled

From table 11 above, it is evident that the entrepreneurship motivation construct fulfills the requirements as a perfectly integrated construct.

Business Success Construct

In this study, business success consists of three indicators or observed variables (manifest), namely: expansion of production (Y1), profitability (Y2), and public trust (Y3). To test whether the three indicators or manifest variables are valid and reliable in explaining the construct of business success, they are analyzed using the LISREL 8.80 application program which can be presented in the image of the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 3, as follows:

**FIGURE 3
UNIDIMENSIONALITY TEST OF BUSINESS SUCCESS CONSTRUCTS**



Information:

- KU = Business Success
- Y1 = Production Expansion
- Y2 = Profitability
- Y3 = Public Trust

The summary of the results of the analysis and interpretation of the validity of the business success variables can be presented in table 10, as follows:

**TABLE 12
CONSTRUCT VALIDITY OF BUSINESS SUCCESS**

MI Manifest Variables	λ	R ²	T-Value	Information
Y1	0.79	0.64	3.33	Valid
Y2	0.76	0.54	3.15	Valid
Y3	0.81	0.70	5.67	Valid

Based on table 10 and the standard loading output results above, it can be concluded that the manifest variable of business success can be seen with a T value of 1.97 or 2. Therefore, all lambda coefficients or loading factors from each manifest are proven valid. Meanwhile, for the reliability test, the reliability coefficient of Cronbach Alpha is 1.00. Based on Malhotra's opinion, it is stated that the reliability coefficient above 0.60 is considered adequate as a basis for further analysis (Solimun, 2002). Based on this, the construct reliability of the entrepreneurial motivation variable is declared to have met the requirements. In addition, to strengthen the unidimensional construct test, it can be proven by using the suitability level of the single construct test model, which is in table 13, as follows

TABLE 13
TEST OF SUITABILITY OF BUSINESS SUCCESS MODEL

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	10,16	Small (non significant)	fulfilled
P-Value	0.34	0.05	fulfilled
df	6	-	fulfilled
Cmin (X^2/Df)	1.69	2.00	fulfilled
RMR (standardized)	0.05	0.08	fulfilled
RMSEA	0.06	0.08	fulfilled
GFI	0.97	0.90	fulfilled
AGFI	0.95	0.90	fulfilled
CFI	0.98	0.94	fulfilled
IFI	0.99	0.94	fulfilled
NNFI	0.98	0.94	fulfilled

From table 13 above, it is evident that the business success construct meets the requirements as a perfectly integrated construct.

DISCUSSION

Entrepreneurship Literacy Has a Significant Effect on the Success of Mompreneur Businesses in Makassar City

As is known that entrepreneurial literacy consists of several manifestations, namely basic knowledge of entrepreneurship, knowledge of business ideas and opportunities, knowledge of business aspects, and knowledge of pioneered businesses. Based on the results of research that has been carried out on Mompreneurs in Makassar City, it can be concluded that entrepreneurial literacy directly has a positive effect on the success of Mompreneur businesses in Makassar City. This is because by knowing the ideas and opportunities as well as the basis of entrepreneurship, mompreneurs in Makassar City will be able to easily produce something new through creative thinking and innovative action so that they can create ideas or business opportunities.

Entrepreneurship education is very much needed in fostering prospective entrepreneurs because they need to adapt to market changes to acquire skills, this is in line with the opinion (Kuntowicaksono, 2012). Besides that, mompreneur entrepreneurial knowledge in Makassar City generally comes from knowledge inherited from family. The habit of involving children in entrepreneurship activities indirectly shapes entrepreneurial character from an early age (Sulolipu, 2021). Meanwhile, according to Elinuari (2021) Perceptions The perceptions of Chinese youth with strong entrepreneurial education will be able to keep their culture high. So that the development of a trading business from ethnic Chinese is an illustration of a successful business. Entrepreneurial literacy has been identified as one of the main competencies required for business establishment and management (Sabana, 2014).

Entrepreneurship education is one of the impetus in generating business interest to achieve business success and also as an important factor in forming a society that can think creatively and independently to overcome poverty and unemployment by becoming entrepreneurs who have succeeded in opening many jobs to meet the needs of life (Asmani, 2003). 2015). Entrepreneurial literacy skills may have significant implications for the development and growth of small, micro, and medium enterprises for young entrepreneurs as well as for women entrepreneurs in the community (Kojo Oseifuh, 2010). This entrepreneurial literacy is expressed by (Usama & Yusoff, 2018) that an understanding of entrepreneurship has statistically significant results concerning the performance of a business.

The findings of this study are in line with research conducted by (Irta Yani et al., 2020) which shows that part there is a significant influence between entrepreneurial literacy and entrepreneurial character on

the success of small business studies on culinary entrepreneurs in Enrekang Regency seen from the indicators of having experience starting a business, analyzing business opportunities and risks, and understanding business management. In maintaining every business and business, it is necessary to have the ability to think innovate, and socialize, so education is one way to maintain and even develop their business. It is not uncommon for Chinese descendants to have studied entrepreneurship in high school or university. (Asmani, 2015). Thus, theoretically, the research findings state that entrepreneurial literacy is proven to affect the success of mompreneur businesses in Makassar City.

Entrepreneurial Literacy Has a Significant Effect on Mompreneur Entrepreneurship Motivation in Makassar City

As it is known that entrepreneurial literacy consists of several manifestations, namely basic knowledge of entrepreneurship, knowledge of business ideas and opportunities, knowledge of business aspects, and knowledge of pioneered businesses. Based on the results of research that has been carried out on Mompreneurs in Makassar City, it can be concluded that entrepreneurial literacy directly has a positive effect on mompreneur entrepreneurship motivation in Makassar City. This is because mompreneurs in Makassar City have dominant basic knowledge of entrepreneurship, knowledge of business ideas and opportunities, knowledge of business aspects, and knowledge of pioneering businesses. So that it gives rise to the impetus to prove the ability of mompreneur entrepreneurship in the city of Makassar to increase income. Entrepreneurial literacy (including entrepreneurial skills, entrepreneurial learning, and entrepreneurship) has a positive impact on entrepreneurial motivation and business development (Aulia et al., 2020). Meanwhile, Israr & Hashim (2017), stated that educational background can motivate someone to carry out the profession as an entrepreneur because education can lead to entrepreneurial intentions. After all, the entrepreneurial profession is the result of the intention to become an entrepreneur.

Basic knowledge of entrepreneurship, knowledge of business ideas and opportunities, and knowledge of pioneered business aspects are the basis of a mompreneur starting his business toward success. Basic knowledge of entrepreneurship is a person's ability to produce something new through creative thinking and acting innovatively so that they can create ideas or opportunities that can be utilized properly so that they will gain greater profits (Younas & Rafay, 2021). Another study revealed by Iriobe, Akinyede, & Iriobe, (2017) that having high entrepreneurial knowledge will increase a person's interest in entrepreneurship, because the more knowledge about entrepreneurship, the higher the drive in a person for entrepreneurship. In addition, Ahmad & Abdel-Aziz (2015) also stated that entrepreneurship knowledge has a positive and significant effect on entrepreneurial interest.

The findings of this study are in line with research conducted by Arbarini et al., (2018) which showed that the entrepreneurship-based literacy development model needed by fishermen's wives was developed as an effort to find the right solution to help fishermen's wives as well as fishermen's families to improve the economy. The development of the model begins with the stages, at the learning planning stage, starting with needs identification activities as the beginning of preparing a literacy learning plan. Identification of needs is carried out directly before learning activities are carried out.

Entrepreneurship Literacy Has a Significant Indirect Effect on the Success of Mompreneur Businesses Through Entrepreneurial Motivation in Makassar City

Based on the findings of research on entrepreneurial literacy, it is known that most mompreneurs entrepreneurial literacy is high, mompreneurs' entrepreneurial motivation in entrepreneurship is high, and business success is at a high level as well. This shows that mompreneurs have entrepreneurial literacy in this case including knowledge of the business to be pioneered along with ideas and business opportunities in achieving business success, entrepreneurship motivation is needed, in this case, proof of ability in entrepreneurship by using the expertise possessed, oriented to income so that it has an indirect effect. on the success of the mompreneur business in Makassar City.

The findings of this study are in line with research conducted by Tajpour & Hosseini, (2021) that entrepreneurial literacy is one of the important elements in economic development, and has a significant influence on increasing employment opportunities, increasing efficiency, and increasing welfare in

economies of scale and society. The results showed that some entrepreneurial agents such as entrepreneurship education and entrepreneurial skills significantly affect business performance. Where in marketing and developing strategies for business owners, they must have the ability to communicate and cooperate with customers, suppliers, and other agents. Managers must have the ability to negotiate and be good listeners (Aulia et al., 2020) Entrepreneurial literacy is very influential on the success of a business, because the existence of entrepreneurial literacy or entrepreneurship skills possessed by an entrepreneur will make it easier for an entrepreneur to make a new strategy in doing business and able to create new ideas/products that can compete in the market (Hastings et al., 2013).

Entrepreneurial literacy is a form where someone is said to understand, understand and even be able to do entrepreneurship. Entrepreneurial literacy is an understanding of behavior, attitude, and ability to organize or manage a business and have the creativity to provide services to consumers (Lusardi & Mitchell, 2014). The higher the entrepreneurial skills possessed, the easier it will be to achieve the success of a business.

CONCLUSION

Based on the results of the analysis and discussion conducted, it can be concluded that entrepreneurial literacy has a direct effect on the success of mompreneur businesses in Makassar City. It is concluded that mompreneurs in Makassar City use entrepreneurial literacy in the form of knowledge obtained from formal, non-formal, and informal education in supporting business success. Entrepreneurial literacy has a direct effect on mompreneur entrepreneurship motivation in Makassar City. It is concluded that mompreneurs in Makassar City use entrepreneurial literacy in the form of knowledge obtained from formal, non-formal, and informal education so that they are motivated in entrepreneurship. Entrepreneurship literacy has an indirect effect on the success of mompreneur businesses through entrepreneurial motivation in Makassar City. It is concluded that mompreneurs in Makassar City use entrepreneurial literacy in running their business to motivate entrepreneurship to indirectly influence the success of mompreneurs in Makassar City.

REFERENCES

- Ahmad, I., & Abdel-Aziz, M. (2015). *Assessing Entrepreneurship Ecosystem in Egypt: Access to Finance and Entrepreneurship Education; Challenges and Opportunities* (pp. 2–49). Cairo University.
- Aidha, Z. (2017). Pengaruh Motivasi Terhadap Minat Berwirausaha Mahasiswa Fakultas Kesehatan Masyarakat Universitas Islam Negeri Sumatera Utara. *JUMANTIK (Jurnal Ilmiah Penelitian Kesehatan)*, 1(1), 42–59.
- Aina, A.Q. (2017). *Faktor-faktor yang mempengaruhi kinerja usaha mompreneur (studi kasus: Komunitas bunda online)*. Program Studi Agribisnis. Institut Pertanian Bogor
- Aji, S.P., Mulyadi, H., & Widjajanta, B. (2018). Keterampilan wirausaha untuk keberhasilan usaha. *Journal of Business Management Education (JBME)*, 3(3), 111–122.
- Amir, E., & Hasan, M. (2019). Perbandingan Kompetensi Wirausaha Mahasiswa Melalui Pembelajaran Kewirausahaan Berbasis Budaya Lokal Dengan Yang Tidak Berbasis Budaya Lokal. *Lentera Pendidikan*, 22(1), 110–125.
- Arbarini, M., Rifai, A., & Mulyono, S.E. (2018). Model Literasi Berbasis Entrepreneurship dalam Peningkatan Ekonomi Produktif Perempuan Istri Nelayan Tradisional. *Journal of Nonformal Education and Community Empowerment*, 2(2), 170–178.
- Asmani, J.M. (2015). *Sekolah Entrepreneur*. Harmoni.
- Aulia, N.A., Hasan, M., Dinar, M., Said Ahmad, M.I., & Supatminingsih, T. (2020). *Kajian Literasi Kewirausahaan Dan Literasi Digital Terhadap Keberlanjutan Usaha Pedagang Pakaian Di Pasar Baru Kabupaten Bantaeng*. JEKPEND.
- Dewi, D.A.L. (2015). Peran ibu rumah tangga dalam perekonomian keluarga studi kasus di desa Gunem kabupaten Rembang. *BBM (Buletin Bisnis & Manajemen)*, 1(2).

- Elburdah, R.P., Pasaribu, V.L.D., Rahayu, S., Septiani, F., & Metarini, R.R.A. (2021). Mompreneur penopang perekonomian keluarga di masa pandemi Covid-19 dengan bisnis online pada Kelurahan Pondok Benda. *Abdi Laksana: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 75–82.
- Elinuari, & Marlana. (2021). Pengaruh Budaya Tionghoa Dan Pendidikan Kewirausahaan Terhadap Keberhasilan Usaha Etnis Tionghoa Di Tulungagung. *Jurnal Pendidikan Tata Niaga*, 9(1).
- Endang, W. (2012). Analisis faktor-faktor motivasi berwirausaha terhadap keberhasilan pengusaha UKM (studi pada UKM kota Malang). *Profit: Jurnal Administrasi Bisnis*, 6(1).
- Gemina, D., Silaningsih, E., & Yuningsih, E. (2016). Pengaruh motivasi usaha terhadap keberhasilan usaha dengan kemampuan usaha sebagai variabel mediasi pada industri kecil menengah makanan ringan priangan timur-Indonesia. *Jurnal Manajemen Teknologi*, 15(3), 297–323.
- Hastings, J.S., Madrian, B.C., & Skimmyhorn, W.L. (2013). Financial literacy, financial education, and economic outcomes. *Annu. Rev. Econ.*, 5(1), 347–373.
- Hendrawan, Josia Sanchaya, & Sirine Hani. (2017). Pengaruh Sikap Mandiri, Motivasi, Pengetahuan Kewirausahaan Terhadap Minat Berwirausaha (Studi Kasus pada Mahasiswa FEB UKSW Konsentrasi Kewirausahaan). *Asian Journal of Innovation and Entrepreneurship*, 2(3).
- Iriobe, O., Akinyede, O.M., & Iriobe, G. (2017). Financial literacy and financial inclusion for entrepreneurship development in Nigeria. *West African Journal of Business and Management Sciences*, 7(1).
- Israr, A., & Hashim, N. (2017). Impact of Personality on Entrepreneurial Intentions: A proposed framework. *Asian Journal of Multidisciplinary Studies*, 5(3), 67–73.
- Jean, M., & Forbes, C.S. (2012). An exploration of the motivations and expectation gaps of mompreneur. *Journal of Business Diversity*, 12(2), 112–130.
- Kamania, A.I. (2016). *Mompreneur Jempolan*. Saufa.
- Kamma, H. (2018). Pengaruh Faktor Lingkungan Keluarga Dan Masyarakat, Ekspektasi Pendapatan, Dan Pendidikan Terhadap Minat Mahasiswa Dalam Berwirausaha. In *DINAMIS-Journal of Islamic Management and Business* (Vol. 1, Issue 1).
- Kojo Oseifuah, E. (2010). Financial literacy and youth entrepreneurship in South Africa. *African Journal of Economic and Management Studies*, 1(2), 164–182. <https://doi.org/10.1108/20400701011073473>
- Kuntowicaksono. (2012). Pengaruh Pengetahuan Wirausaha dan Kemampuan Memecahkan Masalah Wirausaha Terhadap Minat Berwirausaha Siswa Sekolah Menengah Kejuruan. *Economic Education Analysis Journal*, 1(1).
- Lusardi, A., & Mitchell, O.S. (2014). The Economic Importance of Financial Literacy: Theory and Evidence. *Journal of Economic Literature*, 52(1), 5–44. <https://doi.org/10.1257/jel.52.1.5>
- Mandroschenko, O., Malkova, Y., & Tkacheva, T. (2018). Influence of the shadow economy on economic growth. *Journal of Applied Engineering Science*, 16(1), 87–94. <https://doi.org/10.5937/jaes16-16490>
- Nel, P., Maritz, A., & Thongprovati, O. (2010). Motherhood And Entrepreneurship: The Mumpreneur Phenomenon. In *The International Journal of Organizational Innovation* (Vol. 3).
- Putra, M.H., Wikansari, R., Pimpinan, A., & Jakarta, P. (2017). Pengaruh Motivasi terhadap Performansi Kerja Karyawan. *Ekonomi Dan Bisnis*, 1(2).
- Rakib, M., & Syam, A. (2020). *Pengatuh literasi kewirausahaan dan karakter wirausaha terhadap keberhasilan usaha kecil*. JEKPEND.
- Richomme-Huet, K., & Vial, V. (2014). Business Lessons From a “Mompreneurs” Network. *Global Business and Organizational Excellence*, 33(4), 18–27. <https://doi.org/10.1002/joe.21550>
- Rosmaini, R., & Tanjung, H. (2019). Pengaruh Kompetensi, Motivasi Dan Kepuasan Kerja Terhadap Kinerja Pegawai. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 2(1), 1–15.
- Rosmiati, R., Siregar, N., & Efni, N. (2022). Pola Pikir Kewirausahaan. *Edukatif: Jurnal Ilmu Pendidikan*, 4(4), 5668–5673. <https://doi.org/10.31004/edukatif.v4i4.3152>
- Rusdiana, A. (2014). *Kewirausahaan Teori dan Praktek*. Pustaka Setia.

- Sabana, B.M. (2014). *Entrepreneur financial literacy, financial access, transaction costs and performance of micro enterprises in Nairobi City County, Kenya*. University of Nairobi
- Saningputra, G.P., Yuniawan, A., & Rahardja, E. (2016). *Motivasi mompreneur untuk terlibat dalam komunitas Indonesia mompreneur*. Program Studi Magister Fakultas Ekonomika Dan Bisnis Manajemen, Universitas Diponegoro, Semarang, Indonesia, *1*(7), 1–9.
- Solimun. (2002). *Multivariate Analysis Structural Equation Modelling (SEM) Lisrel dan Amos*. Fakultas MIPA, Universitas Brawijaya
- Sriutami Ningsih dan Dindin. (2021). *Kewirausahaan* (Amelia Haryanti, Ed.; 1st ed.). UNPAM PRESS
- Sulolipu, A.A. (2021). *Dinamika Ekonomi Usaha Tenun Sutra Ditelaah dari Aspek Kesejahteraan* (Studi Multi Kasus pada Usaha Tenun Sutra Wajo dan Donggala). Universitas Negeri Malang.
- Suryana, Y., Komaladewi, R., & Zusnita, W. (2017). The model of successful female entrepreneurs. *Review of Integrative Business and Economics Research*, *6*(2), 197.
- Tajpour, M., & Hosseini, E. (2021). Entrepreneurial Intention and the Performance of Digital Startups: The Mediating Role of Social Media. *Journal of Content, Community and Communication*, *13*(7), 2–15. <https://doi.org/10.31620/JCCC.06.21/02>
- Usama, K.M., & Yusoff, W.F.W. (2018). The relationship between entrepreneurs' financial literacy and business performance among entrepreneurs of Bauchi State Nigeria. *International Journal of Entrepreneurship and Business Innovation*, *1*(1), 15–26.
- Wati, Y. (n.d.) Marjinalisasi Pedesaan Akibat Relasi Kuasa Lokal Dan Supralokal. *Jurnal Sosiologi Reflektif*, *9*(1), 83–95.
- Weidhaas, A. (2020). Mompreneur: Is This a Real Job? *Mothering and Entrepreneurship: Global perspectives, Identities and Complexities*.
- Yani, I., Rakib, M., & Syam, A. (2020). Pengaruh Literasi Kewirausahaan dan Karakter Wirausaha terhadap Keberhasilan Usaha Kecil. *Journal of Economic Education and Entrepreneurship Study (JE3S)*, *1*(2).
- Younas, K., & Rafay, A. (2021). Women entrepreneurship and financial literacy: The case of female borrowers in pakistan. *Iranian Economic Review*, *25*(3), 525–534.
- Yusniar, Y. (2017). Pengaruh Motivasi dan Kemampuan Usaha Terhadap Peningkatan Keberhasilan Usaha Industri Kecil Batu Bata di Kecamatan Muara Batu dan Dewantara Kabupaten Aceh Utara. *Jurnal Visioner & Strategis*, *6*(2).
- Yusuf, A.A., & Hamzah, A. (2016). Pengaruh kepercayaan diri dan semangat kewirausahaan Terhadap minat menjadi wirausaha. *Al-Amwal: Jurnal Ekonomi dan Perbankan Syari'ah*, *8*(2).