

# Entrepreneurial Commitments: Study at Woman Entrepreneurs in Surabaya

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**Abstract.** This research was conducted to find out how the effect of work-family conflict (WFC) consisting of work interfere conflict (WIF) and family interfere conflict (FIW) factors on entrepreneurial commitment through mediating work motivation on women entrepreneurs in the city of Surabaya. The data collection was the survey method using. The population in this study was 310 respondents. In this study, the data analysis method used is Partial Least Square (PLS) with SmartPLS 2.0 software. The result of this study are 1) Work- interfere family (WIF) on work motivation has a significant effect; 2) Work-interfere family (WIF) on entrepreneurial commitment is not significant; 3) Family-interfere work (FIW) on work motivation has a significant effect; 4) Family-interfere work (FIW) on entrepreneurial commitment significantly influences; 5) Work motivation for entrepreneurial commitment has no significant effect.; 6) Work-interfere family (WIF) indirectly has no significant negative effect on entrepreneurial commitment through work motivation; 7) Family-interfere work (FIW) indirectly has no significant negative effect on entrepreneurial commitment through work motivation.

**Keywords:** *Work-Family Conflict, Work Motivation, Entrepreneurial Commitments.*

## 1. INTRODUCTION

In order to meet the needs and desires, every individual is required to try. One form of business that can be done is work. This gives rise to competition with each other in meeting their needs and desires. Also, it boosted women to play a role. The role of the woman is also done by working. The role of women in work has increased since 1960. The form of the role of these women is entrepreneurship. According to [1] that entrepreneurship is a process where individuals or groups try to get opportunities by creating value, developing by innovating and creativity in meeting their needs and desires through the use of available resources. Work not only to earn money but also as a form of awareness in the scope of the family and community that encourages them to be able to empower themselves in

work. The statement is following the concept of women's emancipation, in which women also want to be respected as men.

However, on the other hand, a woman is also predestined as a mother and wife, so this triggers a conflict. This conflict is known as work-family conflict (WFC). WFC is a condition of deviation where the individual must be able to fulfill a variety of roles carried out at the same time, both roles in work and family [2]. According to [3], WFC is more experienced by women compared to men, because WFC is closely related to feelings of stress and anxiety experienced by women. A woman entrepreneur in running a business, of course, faced with various obstacles that exist, so it is required to focus on dealing with these obstacles. This results in lost time with family at home.

On the other hand, as a woman who wants to succeed in entrepreneurship is required to have an entrepreneurial commitment to the business being run. The entrepreneurship commitment can be realized if work expectations are met. Besides, in realizing entrepreneurial commitment can also be accompanied by providing work motivation to women entrepreneurs.

Surabaya City is one of the cities in East Java Province with the majority of women/women entrepreneurs [4]. Tri Risma Harini, as Mayor of Surabaya, encouraged the citizens of Surabaya to become entrepreneurs. This was realized through the Heroes of Economy program. The number of women entrepreneurs who joined the Economic Heroes program increased from 2014 to 2015. In 2014 there were 1,976 women entrepreneurs, and in 2015 there were 3,000 women entrepreneurs. The increase triggered a dual role conflict (WFC), which on the one hand, as a woman is committed to taking care of the family well, and on the other hand, if you want to be successful in entrepreneurship, you should be able to manage your business well too. If someone experiences WFC, then one role obligation would have an impact on the other role obligations so that it also affects job satisfaction, work motivation, and commitment in entrepreneurship. Based on these explanations, research is needed on "Entrepreneurial Commitments: Study at Woman Entrepreneurs in Surabaya."

## **2. LITERATURE REVIEW**

### **2.1. Work-Family Conflict (WFC)**

Work-Family Conflict (WFC) is a form of inter role conflict, which is in the form of pressure from the work environment and an unbalanced family, that is the role in work making it difficult to play a role in the family and the role in the family making it difficult to play a role in work [5]. According to [5], WFC arises due to two pressures, namely overload and interference. Overload is the pressure that arises when the amount of obligation to time and energy is very much in fulfilling multiple roles, while interference is the pressure when there is a considerable amount of obligation at work and family, which must be fulfilled at the same time in different places. According to [6], WFC based on domain, divided into two, namely work-interfere family (WIF) and family-interfere work (FIW).

#### **2.1.1. Work Interfere Family (WIF)**

WIF arises when a person has many obligations at work, so he is unable to fulfill obligations in the family [7]. For example, parents who feel that the work carried out hinders family time at home. The indicator used to measure WIF according to [8], among others, lack of time for family events due to work, lack of time to carry

out household obligations because of work, less time for family togetherness, feeling tired to do household obligations after work, work pressure makes emotions not stable when at home, the concentration of caring for the family is interrupted due to workload, ways of solving problems at work are not effectively carried out at home, rules that are applied at work cannot be made at home and habits at work cannot be done at home.

#### **2.1.2. Family Interfere Work (FIW)**

FIW appears when someone has many obligations in the family, so they are unable to fulfill obligations in work [7]. For example, a business person who is angry about having to leave work for some time in order to fulfill obligations at home. Indicators used to measure FIW include time for work responsibilities interrupted because of the family, using free time when working for family needs, skipping office activities due to family, family responsibilities making emotions unstable at work, family responsibilities making work not optimal, the concentration of work is disrupted because of family problems, ways of solving problems at home cannot be effectively carried out at work, rules that are applied at home cannot be made at work and habits at home cannot be done at work.

### **2.2. Entrepreneurial Commitments (EC)**

Entrepreneurial commitment is defined as the intentions, desires, beliefs, and abilities in a person running a business in order to achieve business success [9]. This encourages a person to act focused on success, into the future, and be brave in taking risks. According to [10] that the factors used to determine the level of entrepreneurial commitment are achievement motivation and entrepreneurial intentions. On the other hand, [11] states that the factor used to measure business success is commitment. Therefore it can be understood that commitment is the primary key as a successful entrepreneur. The indicators used to measure entrepreneurial commitment are self-confidence to be able to complete their tasks well, have a future orientation and a willingness to maintain the values and goals of the business being run [9].

### **2.3. Work Motivation (WM)**

Motivation comes from the word move which means encouragement and movement. Motivation is understood as the impulse and desire within a person to act. [12] argues that motivation is a specific desire and willingness to achieve organizational goals, which are adjusted to the abilities of the person. Work motivation is influenced by two factors, namely intrinsic motivation

and extrinsic motivation [13]. Intrinsic motivation is in the form of salary, job security, work environment, and others, while extrinsic motivation is in the form of achievement, appreciation, responsibility, progress and work itself, promotion, regulations, company policy, relations between employees, and others. The indicators that can be used to measure work motivation include maintaining self-esteem, eating spiritual needs, creating a sense of security in the future, and paying attention to opportunities to progress [14].

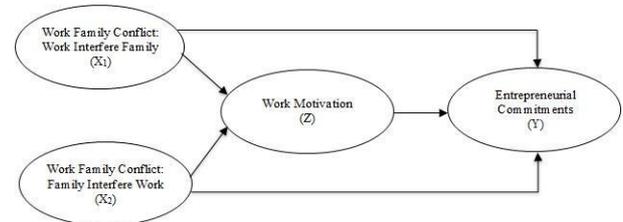
**3. METHOD**

This research is causality research. Besides, based on the data obtained, this study is included in quantitative research. This study consists of two independent variables, namely Work-Interfere Conflict (X1) and Family-Interfere Work (X2), with one dependent variable, Entrepreneurial Commitment (Y) and one intervening variable, Work Motivation (Z).

The population determined in this study were all female entrepreneurs in the city of Surabaya. The sample size in this study was determined using [15] recommendation, which is the number of indicators multiplied by 10-15. The number of indicators in the study was 31, so the determination of the number of samples was 310-465. However, in this study, only 310 people were sampled because they were deemed to have met the requirements. The data collection technique in this study was a survey by distributing questionnaires to respondents. The data source obtained from this study is primary data because it was obtained directly by researchers through the distribution of questionnaires to respondents. The data analysis technique used in this

study is Partial Least Square (PLS) with SmartPLS 2.0 software. The conceptual framework in this study can be seen in Figure 1.

**Figure 1** Research Conceptual Framework



Based on the conceptual framework, the hypotheses in this study are as follows:

- H1: Work Interfere Family has a significant negative effect on Entrepreneurial Commitments
- H2: Family Interfere Work has a significant negative effect on Entrepreneurial Commitments
- H3: Work Interfere Family has a significant negative effect on Work Motivation
- H4: Family Interfere Work has a significant negative effect on Work Motivation
- H5: Work Motivation has a significant positive effect on Entrepreneurial Commitments
- H6: Work Interfere Family has a significant negative effect on Entrepreneurial commitments through Work Motivation as mediation
- H7: Family Interfere Work has a significant negative effect on Entrepreneurial Commitments through Work Motivation as mediation

## 4. ANALYSIS OF DATA AND DISCUSSION

### 4.1. Outer Model

**Table 1** Outer Loading Result

Item	WIF	FIW	WM	EC	P-Value	Information
WIF 1	0,7884				<0,001	Meet Convergent Validity
WIF 2	0,7470				<0,001	Meet Convergent Validity
WIF 3	0,8114				<0,001	Meet Convergent Validity
WIF 4	0,8599				<0,001	Meet Convergent Validity
WIF 5	0,8749				<0,001	Meet Convergent Validity
FIW 2		0,6241			<0,001	Meet Convergent Validity
FIW 3		0,5883			<0,001	Meet Convergent Validity
FIW 4		0,5993			<0,001	Meet Convergent Validity
FIW 5		0,5029			<0,001	Meet Convergent Validity
FIW 6		0,5422			<0,001	Meet Convergent Validity
FIW 7		0,8365			<0,001	Meet Convergent Validity
FIW 8		0,8832			<0,001	Meet Convergent Validity
FIW 9		0,8819			<0,001	Meet Convergent Validity
WM 1			0,6192		<0,001	Meet Convergent Validity
WM 2			0,8233		<0,001	Meet Convergent Validity
WM 3			0,8059		<0,001	Meet Convergent Validity
EC 1				0,9333	<0,001	Meet Convergent Validity
EC 2				0,9488	<0,001	Meet Convergent Validity
EC 3				0,9612	<0,001	Meet Convergent Validity

Based on Table 1, it can be concluded several things. First, the indicator in the WIF variable is WIF1, WIF2, WIF3, WIF4, and WIF5 have a loading value of more than (>) 0,70 to meet the validity or valid convergent criteria. Second, the indicator in the FIW variable is FIW7, FIW8, and FIW9 have a loading value among more than (>) 0,70 to meet the convergent validity or valid criteria, while FIW2, FIW3, FIW4, FIW5, and FIW6 have loading value more than (>) 0,40 so that it can be considered on the model. Third, the indicator in the WM variable WM2 and WM3 has a loading value among more than (>) 0,70 to meet the validity or valid convergent criteria, while WM1 has a loading value of more than (>) 0,40 so that it can be considered on the model. Fourth, indicators in EC variables are EC1, EC2, and EC3 have a loading value among more than (>) 0,70 to meet the validity or valid convergent criteria.

#### 4.1.1. Discriminant Validity

**Table 2** Discriminant Validity

	FIW	EC	WM	WIF
FIW 2	0,6241	0,3019	0,2873	0,1118
FIW 3	0,5883	0,2669	0,2678	0,1217
FIW 4	0,5993	0,2688	0,3036	0,2005
FIW 5	0,5029	0,1829	0,2669	0,1533
FIW 6	0,5422	0,2093	0,2235	0,1023
FIW 7	0,8365	0,6333	0,3120	0,1621
FIW 8	0,8832	0,6488	0,3250	0,1195
FIW 9	0,8819	0,6612	0,3338	0,1448
EC 1	0,8365	0,9333	0,3120	0,1621
EC 2	0,8832	0,9488	0,3250	0,1195
EC 3	0,8819	0,9612	0,3338	0,1448
WM 1	0,2367	0,2181	0,6192	0,1838
WM 2	0,3743	0,3256	0,8233	0,3483
WM 3	0,2723	0,2120	0,8059	0,3203
WIF 1	0,1662	0,1310	0,3148	0,7884
WIF 2	0,1581	0,1158	0,3240	0,7470
WIF 3	0,1456	0,1163	0,2993	0,8114
WIF 4	0,1447	0,1320	0,3052	0,8599
WIF 5	0,1384	0,1157	0,3390	0,8749

From Table 2, it can be seen that some values of loading factors for each indicator of each latent variable still have the value of loading factor that is not greatest than loading value if connected to other latent variables. This means that each latent variable does not have any discriminant validity where some latent variables still have a high- correlated gauge with other constructions

Based on table 3 can be concluded that not all constructs meet reliable criteria. This is indicated by the composite reliability value of WIF, WM, and EC above 0,70, while the composite reliability value of FIW is under 0,70. However, when viewed from the AVE value, all the rocks meet the reliable criteria because it has a value of AVE above 0,50 as the recommended criteria

4.1.2. Reliability and Average Variance Extracted (AVE)

Table 3 Composite Reliability and Average Variance Extracted

	AVE	Composite Reliability
WIF	0,6685	0,9095
FIW	0,4874	0,8790
WM	0,5702	0,7968
EC	0,8984	0,9637

4.2 Inner Model

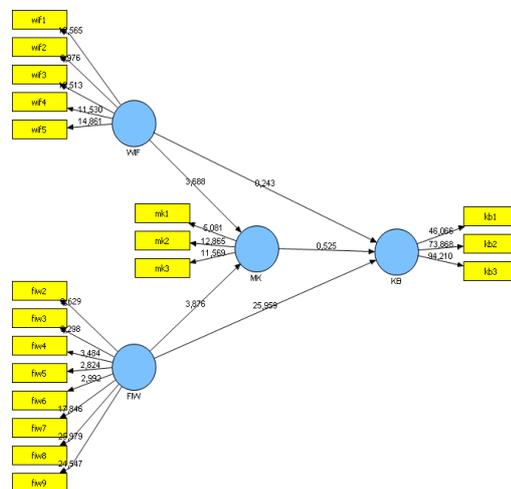


Figure 2 Structural Model

In assessing the model with PLS starts by looking at R-Square for each latent dependent variable. Table 4 is the result of R-Square estimates by using SmartPLS.

Table 4 R-Square value

	R Square
WM	0,2623
EC	0,8387

In principle, the study using two variables influenced by other variables is variable WM influenced by WIF and FIW and EC variables affected by WIF, FIW, and WM. Table 4 shows the r-square value for the WM variable obtained by 0,2623, for the EC variable obtained by 0,8387. These results show that 26,23% of WIF and FIW variables and 83,87% of EC variables can be affected by WIF, FIW, and WM variables.

**4.3 Hypothesis**

**Table 5** Path Coefficient

	Original Sample (O)	T Statistics ( O/STERR )
WIF -> EC	-0,0119	0,2435
WIF -> WM	0,3255	3,6885
FIW -> EC	0,9274	25,9595
FIW -> WM	0,3400	3,8763
WM -> EC	-0,0248	0,525

**Discussion**

**H1: Work Interfere Family has a significant negative effect on Entrepreneurial Commitments**

The results of the first hypothesis test showed that the relationship of variable WIF with EC shows the value of the line coefficient of -0,0119 with the value of T of 0,2435. The value is smaller than ttable (1,968). This result means that the WIF does not have a positive and significant relationship with EC. Thus, the hypothesis stating, "Work Interfere Family has a significant negative effect on Entrepreneurial Commitments," **rejected**.

**H2: Family Interfere Work has a significant negative effect on Entrepreneurial Commitments**

The third testing of the second hypothesis showed that the relationship of variable FIW with EC shows the value of the line coefficient of 0,9274 with the value of T of 25,9595. The value is higher than ttable (1,968). This result means that the FIW has a negative and significant relationship with EC. Thus, the hypothesis stating, "Family Interfere Work has a significant negative effect on Entrepreneurial Commitments," **received**.

**H3: Work Interfere Family has a significant negative effect on Work Motivation**

The results of the third hypothesis test showed that the relationship of variable WIF with WM showed the line rate coefficient of 0,3255 with a value of T of 3,6885. The value is higher than ttable (1,968). This result means that the WIF has a negative and significant relationship with WM. Thus, the hypothesis stating, "Work Interfere Family has a significant negative effect on Work Motivation," **received**.

**H4: Family Interfere Work has a significant negative effect on Work Motivation**

The results of the fourth hypothesis test showed that

the relationship of variable FIW with WM showed the line of the coefficient of 0,3400 with a value of T of 3,8763. The value is higher than ttable (1,968). This result means that the FIW has a negative and significant relationship with WM. Thus, the hypothesis stating, "Family Interfere Work has a significant negative effect on Work Motivation," **received**.

**H5: Work Motivation has a significant positive effect on Entrepreneurial Commitments**

The fifth hypothesis test results show that the relationship of variable WM with EC shows the value of the line coefficient of -0,0248 with the value of T of 0,525. The value is smaller than ttable (1,968). This result means that WM does not have a positive and significant relationship with EC. Thus, the hypothesis stating, "Work Motivation has a significant positive effect on Entrepreneurial Commitments," **rejected**.

**H6: Work Interfere Family has a significant negative effect on Entrepreneurial Commitments through Work Motivation as mediation**

The sixth hypothesis tests the indirect effect of variable WIF on EC through WM. The test carried out using the Sobel formula. This result of the Sobel formula shows that the value of the line coefficient of 0,0081 with value of T of 0,5745. The value is smaller than ttable (1,968). This result means that WIF has no significant negative effect on EC through WM. Thus, the hypothesis stating, "Work Interfere Family has a significant negative effect on Entrepreneurial Commitments through Work Motivation as mediation," **rejected**.

**H7: Family Interfere Work has a significant negative effect on Entrepreneurial Commitments through Work Motivation as mediation**

The sixth hypothesis tests the indirect effect of variable FIW on EC through WM. The test carried out using the Sobel formula. The result of the Sobel formula shows that the value of the line coefficient of 0,0298, with a value of T of 1,7236. The value is smaller than ttable (1,968). This result means that FIW has no significant negative effect on EC through WM. Thus, the hypothesis stating, "Family Interfere Work has a significant negative effect on Entrepreneurial Commitments through Work Motivation as mediation," **rejected**.

## 5. CONCLUSION

Work-interfere family and family-interfere work indirectly have no significant negative effect on entrepreneurial commitments through work motivation. This suggests that the work motivation received by the women entrepreneur in Surabaya city does not mediate the relationship between work- interfere family and family-interfere work on entrepreneurial commitments women entrepreneurs in Surabaya city.

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