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Investigation on the Drivers of Women Millennials Entrepreneurs Participation: Evidence from Indonesia

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ABSTRACT
Indonesia is a patriarchal culture as a social system that placed men in a dominant position compared to women is crystal clear from the private life to business matters, especially in the business area that is closely related to technology acquisition or ICT. On the other hand, ICT serves as a support structure for all 17 Sustainable Development Goals (SDGs) to boost decent work and economic growth to eradicate poverty, hunger, health problem, and also to increase the performance of the industry, innovation, and infrastructure to create a sustainable life. Women entrepreneurs contribute significantly to economic development because the number of companies owned by women increases by 8% per year. Therefore, investigation on the drivers of active participation of millennial women entrepreneurs in Indonesia is an urgent matter. The research is conducted on 306 young women entrepreneurs systematically using the purposive sampling technique. This research data is analyzed using partial least square (PLS)—a structural equation modeling (SEM) technique. The study has shown that entrepreneurship empowerment strongly affects women's intention to participate in entrepreneurship. The ICT skills have opened up opportunities to free themselves from the confines of in capabilities. Finally, this paper performed all hypothesis have significant relationship and positively related to women entrepreneurs participation.

Keywords: *women entrepreneurs, empowerment, equality, ICT.*

1. INTRODUCTION

One of the fundamental ways to express gender in society is through technology (Bray, 2007). Technical and skill abilities are divided by sex, forming masculinity and femininity in technology (Faulkner, 2001). From the beginning of its emergence, technology was loaded with gender identification: the most iconic women's skill was to weave baskets, while men had to excel in hunting (MacKenzie & Wajcman, 1999); boys must learn how to clean up his father's mechanical equipment while women help her mother wash dishes in the kitchen (Mellstrom, 2004); technologies such as cars, guns and building equipment are identical to men while women are considered 'fit' with ironing equipment, sewing machines, stoves, and washing machines (Cowan, 1983). Gender dichotomy affects further development of technology, especially information and communication technology (ICT).

The internet is one of the most recent ICTs in this contemporary society. After more than a century of evolution, gender construction has remained inherent in ICT, even in its latest form. Men are seen to have a natural affinity with the internet, they are actively involved increasing, using, fiddling, and loving internet. While women allegedly fear or less like the technology. They may use the internet at worker at home, engaging in cyber space every day, but not loving or trying to understand it. Women are considered as passive beneficiaries of the advancement of internet technology (Bray, 2007). Gender representation on the internet generally shows men who practice hacking while women develop new communication symbols through emoticons (Laegran, 2003; Miller, 2004); men surfing from one site toanother, exploring cyberspaceactively and enthusiastically, while women only visit certain sites to search certain information (Richard & Schnall, 2003).

Gender identification in technology leads to inequalities in access and utilization of technology in everyday life. Google Indonesia research results concluded that the number of Indonesian women

accessing the internet is lower than men. The challenge is limitation of access and utilization of internet among women, especially those who live outside the big cities. Even though they already have smartphones, women are still having troubles finding information they need on the internet (Antaranews, 2017; Female Daily, 2017). Not only in terms of access and utilization, the number of women engaged in technology is also minimal. Microsoft Asia research results show that women are more engaged in non-technological world than men: only 20 percent of women work in technology, whereas the number of women working in non-tech fields can reach 52 percent. In this modern era, only one in five women in the world work in STEM (science, technology, engineering, and mathematics) field (CNN Indonesia, 2017). The gap is caused by the challenges and demands of a woman to become a housewife so only few of them continue their career in technology industry (Microsoft, 2017).

Seeing these conditions, women do not remain silent. They seek to change their positions and roles in technologies that are discriminated and marginalized by masculine dominance. Studies conducted by the Global Fund for Women (GFW) show that there are at least seven attempts by women to achieve equality in the field of ICT. The efforts which women can do including (1) increasing access and control of ICTs for women (especially in remote and marginalized areas), (2) encouraging the creation of creative ICT-based solutions to solve several issues of gender equality (such as violence, health and economic and political empowerment), (3) creating a safer online space for women to advance their rights, (4) increasing the number of women who play a leadership role in designing and shaping ICTs, (5) strengthening national and global women's movements to collaborate on a regular basis, (6) sharing resources and ideas, and (7) developing an advocacy strategy for equality (GFW, 2017). All these efforts are carried out by gathering support and strength among women themselves, one of them through the establishment of a community that is particularly concerned about gender equality in technology.

The fetter is created from the practice of technological genderization that has been going on. The masculine dominance in the use of technology has silenced the voice and potential of women entrepreneurs who actually have an equal role as the creators and active users of technology. Therefore, this study aims to answer the question of how do women entrepreneurs resist masculine dominance in technology and how does ICT play a role in the resistance? Through these questions, this research is expected to understand the mechanisms of women entrepreneurs' resistance in changing the inequalities they experienced in entrepreneurship empowerment through optimizing the use of ICT.

2. LITERATURE REVIEW

2.1. Women Entrepreneurs Participation

Women entrepreneurship is that the process by which women organize all factors of production, take risks and supply jobs for others. The definition of women entrepreneurship isn't differentiated by gender and will therefore be extended to incorporate women entrepreneurs without restrictions.

Therefore, an enterprising woman could be a woman who starts and runs a business independently and tactfully, takes all the risks and boldly challenges the will to succeed. Women entrepreneurship is an economic activity for women who think about a mercantilism, start it, organize and collect factors of production, run the enterprise and take risks and manage the economic uncertainty related to the management of business.

2.2. Information and Communication Technology

In light of Information and Communication Technologies (ICT) objectives, numerous exercises become quicker, simpler, and more adaptable. In reality, ICT changes our reality in every area and affects our personal satisfaction further as working together. Utilizing IT encourages organizations to get to more clients, present new items and administrations rapidly, and work alongside other colleagues from wherever the world. In view of ITU'S (International Telecommunication Union) report (2017), in created nations, 94% of youth individuals matured 15-24 utilize the net contrasted and 67% in non-industrial nations, while this rate is more than 80% in Iran. In addition, the proportion of men who utilize the net is above women in 66% of states around the world.

Abroad Development Institute (ODI) clarified the usage of ICT in women business strengthening program clarifies that there are seven expected advantages of utilizing ICT by women business visionaries: (1) expanding women business visionary's certainty while learning measure and empower them to reflect basic part of conventional sexual orientation and their job in worldwide society. (2) utilizing ICT can uncover women business people and their networks to improve women elective portrayal of women business people in non-customary jobs which will impact social mentalities. (3) improving the social status of women business people while examining abilities and access into ICT. (4) giving a substitute method to women business people to exact themselves and cooperate openly undertakings all together that they are liberated from sexual orientation based boundaries that quietness their voice. (5) upgrading the autonomy of women business visionaries by giving more prominent

opportunity and solidarity to women business people to proceed with their exercises in schooling, business, and different fields past their conventional sexual orientation jobs. (6) getting to new freedoms openly circle, about schooling and business administrations, so women business people can create more noteworthy command over their own lives. (7) giving new channels of correspondence and commitment that may expand networks, increment social capital, encourage the extension of women business people developments, and complete their capacity to utilize oppositional voices. Thus, the first hypothesis will be:

H1: ICT resources significantly influences entrepreneurship intention.

2.3. Women Entrepreneurs Empowerment

Etymologically, empowerment comes from the syllable 'power' which suggests the power to try to to something; ability to act; strength (KBBI, 2013). Empowerment is understood as a process to achieve power (power, capability) and/or powering process from party having power to the less or powerless party (Sulistiyani, 2004).

Empowerment might be a cycle of private and social change through which women acquire strength, decision and significant command over their lives (O'Neil, Domingo, and Valters, 2014). There are contrasting sorts of force beginning from capacity to controlling others (control over), ability to utilize decisions and change conditions (outside power), the fortitude and force of the aggregate activity (power with), confidence and consciousness of the personality of connections (power inside) (Rowlands, 1997). Women can acquire various kinds of force in their lives beginning from mental, political, social, and monetary viewpoints. Empowerment has three interrelated components: admittance to assets, the ability to utilize them, characterize, and act consciously or decision, and subsequently the achievement or mindfulness coming about because of the activity (Kabeer, 1999). Empowerment endeavors include:

1. Voice or aspiration, resulting in individual preferences, demands, views and interests, both individually and collectively, in the domestic (household) and public (community or country) (O'Neil, Forest & Hudson 2007). In particular culture, women are expected to remain silent in debate, marginalized in decision making, and underestimated in various public activities. This condition causes the validity and reliability of women aspirations degraded by prevailing norms and discriminatory assumptions. Therefore, the power within which includes beliefs about the value of one's opinion and the legitimacy to express it becomes very important. To spread its power (power with others), women must share their views so their ideas can influence other women.

2. Influence is the ability to affect someone or something. To be able to influence, women must have ‘power over’ others, both in persuasive and coerciveforms. It depends on women's self-confidence and ability to act collectively with others to express their views and interests in public sphere. Although it is difficult to examine directly, influence can be seen from women's achievement of their life goals (Cumming & O'Neil, 2015). Empowerment not only gives women strength, but also the ability to manage the potential that they already have but has not empowered into a power that can be used as capital to escape from powerlessness.

Empowerment is a continuous learning process so the attainment to a powerful condition takes place in several stages. To create sustainable empowerment, empowerment usually utilizes a variety of resources, from human to technology. Despite human resources, empowerment is held by looking at technology to drive change. In this modern era, empowerment efforts can take advantage of ICT as accelerators and catalyst of changes. Thus, the second hypothesis will be:

H2: Women entrepreneurs empowerment significantly moderates between ICT resources and entrepreneurs intention.

2.4. Women Entrepreneurs Intention

In the literature on entrepreneurship, many researchers have focused on intentions (Bird, 1988; Krueger, Reilly & Carsrud, 2000). Intentions are shown to be the most effective predictors of individual behavior, particularly when the behavior is rare, difficult to look at, or involves unpredictable delays (Krueger & Brazeal, 1994).

The establishment of latest businesses and therefore the creation of recent values in existing businesses, which Bird (1988) identified because the two results of economic intentions, are good samples of such behavior. during this research, the entrepreneurial intention of women becomes the mediating variable. Based on these discussions, the following hypothesis is developed:

H3: Women entrepreneurs intention mediates the relationship between ICT resources and women entrepreneurship participation.

As the summary of the research model is designed as following:

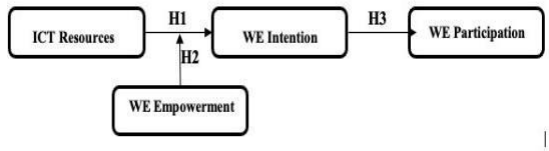

Figure 1. Research Framework

3. RESEARCH METHODS

The point of the examination is utilized as information investigation methods utilizing Structural Equation Modeling (SEM). This strategy produces assesses that try to augment the likelihood that the noticed information come from a populace predictable with the implied model and utilizing straightforward arbitrary examining for the inspecting technique.

The examination configuration utilized will be the quantitative technique. The quantitative technique will gather mathematical information that can be estimated by instruments and dissected utilizing measurable methodology. The information for this examination will be gotten through circulation of polls to the example characterized for this investigation. The things in the survey are embraced from past research done by Calvo-Porral and Lévy-Mangin, (2017); Kumar et al., (2009); M.- Y. Lee et al., (2008); and Soh et al., (2017). The examination is directed on 306 Indonesian young women business people methodicallly utilizing the purposive testing strategy. In such manner, the examination utilizes a five-point Likert-type scale adjusted from Keat et al. (2011).

The exploration utilizes a five-point Likert-type scale (going from 1 "absolutely dissent" to 5 "thoroughly concur") for ideas like assets of the ten components and the pioneering limit. This examination information is investigated utilizing incomplete least square (PLS)— a primary condition displaying (SEM) method. SPSS v. 26 and SmartPLS v. 3.2.8 are devices used to investigate the information. This technique produces appraises that look to amplify the likelihood that the noticed information come from a populace reliable with the understood model.

4. RESULT

4.1. Respondents' Demography Statistics

The demographic the respondents' companies by sector the most entrepreneurs came from food and beverages industry (12,4%), then management and consulting business services (11,5%), education and human resource technology (10,9%), manufacturing industrial goods (9,4%), banking, investment, insurance (8,8%), and others. An analysis of the age of entrepreneurs show that were from 30 to 39 years old (44,4%), then from 20 to 29 years old (30,5%), under 19 years old (19%), and as the least class more than 40 years old (6,1%). 78,5 % of entrepreneurs were at least once in a life employed in the company that was not theirs.

4.2. Model Evaluation

According to Hair et al., (2019), the SEM-PLS technique analyses data in two parts: first the measurement model (outer model), then the structural model (inner model). The data collected are processed with a bootstrapping procedure of 5,000 samples.

4.2.1. Measurement Model (Outer Model)

a. Indicator Loadings
The outer loading of an item should have a value of > 0.708 to indicate that the item is reliable (Hair et al., 2019, 2017). The test result shows that all the items have an outer loading of at least 0.709 which proves that all the items are reliable.

b. Construct Reliability (Internal Consistency Reliability)
The construct reliability is measured using Cronbach's alpha and composite reliability, where both should show a value of above 0.70 to indicate satisfactory reliability (Hair et al., 2019, 2017). Table 1 shows the test result for both Cronbach's alpha and composite reliability is satisfactory.

Table 1. Construct Reliability Result

Construct	Cronbach' Alpha	Composite Reliability
ICT Resources	0.868	0.900
WE Intention	0.941	0.951
WE Participation	0.776	0.832

c. Convergent Validity
Next will be the test for convergent validity which uses the Average Variance Extracted (AVE) as a measure, the AVE should show a value above 0.50 to indicate the validity of the test item (Hair et al., 2019, 2017). ICT resources, women entrepreneurs intention and women entrepreneurs participation shows an AVE value of 0.602, 0.689, and 0.501, respectively. This indicates all the test items are above 0.50 which means the items are valid.

d. Discriminant Validity

Discriminant validity implies that the construct is unique and it is not represented by other constructs in the model, this is assessed using the heterotrait- monotrait ratio (HTMT) which should show a value below 0.90 (Hair et al., 2019). The constructs in this study all stay below the value of 0.90 which indicates that the constructs are all distinct from each other.

4.2.2. Structural Model (Inner Model)

a. Collinearity

Collinearity issues in SEM-PLS are estimated utilizing the Variance Inflation Factor (VIF) the proposed VIF esteem is < 5 (Hair et al., 2019, 2017). Like the case in this investigation, the broke down information shows the most noteworthy VIF is 4.268 which demonstrates that basic collinearity issues are absent in this examination.

b. Coefficient of Determination

R2 is utilized to quantify the prescient force of the model which goes from 0 to 1, the higher the estimation of the R2 demonstrates better prescient force. R2 estimations of 0.75, 0.50, and 0.25 can be viewed as generous, moderate, and feeble, separately (Hair et al., 2019, 2017). Women business visionaries expectation has an estimation of 0.749 and women business person's support has an estimation of 0.566, which shows that they have moderate to high prescient force.

c. Cross-approved Redundancy

The following standard for evaluating the underlying model is the prescient significance of exogenous develop towards the endogenous build. Q2 worth ought to be higher than 0 to show that the prescient significance is satisfactory (Hair et al., 2019, 2017). The outcome in this test shows Q2 estimation of 0.028 for women business people's aim and 0.067 for women business people's support.

d. Direct Effects

The test outcomes show that women business visionaries goal impacts women business visionaries interest the best (0.680) and ICT assets towards women business people expectation has the least impact (0.315). Table 2 shows the immediate impacts from the reasonable structure proposed.

Table 2. Path Coefficients

	Std Beta	Std Error	Standard Deviation	[t-value]^	P Values
R->EI	0.315	0.140	0.079	4.268**	0.024
EV -> BI	0.680	0.043	0.042	15.697**	0.01

**Supported hypothesis are significant at the level og 0.05, have signed in the expected directions and possess a path coefficient value ranging.

e. Indirect Effects

Although the direct effect shows little influence from ICT resources towards women entrepreneurs participation, but when they are mediated through women entrepreneurs intention, the value of the influence increases to 0.459. Concluded, the total effect of ICT resources towards women entrepreneurs participation is 0.749. All the results show significance effect with T-value > 1.96 and P-value < 0.05.

4.2.3. Moderating Relationship

According to Zainudin (2014), it is very difficult to convey a type of content with interactive words, as it can cause a common set of errors or cause problems with compound type. Table 3 shows the SEM result of inefficient construction of independent variables in an existing building to strengthen women contractors. Taking into account the direct consequences, the results in Table 4 showed that ICT tools are the engine of the new business and can affect the participation of women entrepreneurs.

In Table 3, the result revealed that women entrepreneurs participation can be influenced when ICT resources are available (β =0.180, P < 0.01). The R2 of the these constructs explain 52% of the variance of women entrepreneurs participation. These results are used to answer. It means, H2 is positively related to women entrepreneurs participation. Table 4 results for all hypotheses tested.

Table 3. Direct Effect

Variable	Estimate	P Value	Result
Resources	0.180**	0.005	Supported

*x_2 = 267.163; degrees of freedom= 141; probability level = 0.001; R_2 = 0.52. n = 100.
*P<.05.
** P < .01.
*** P < .001 (two-tailed)

Table 4. Summary Hypothesis Testing Measurement

	Hypothesis Statement	Result
H1	The higher the ICT resources access for each women entrepreneurs, the higher women entrepreneur intention	Supported
H2	Women entrepreneurs empowerment will have a positive relationship moderating ICT resources and women entrepreneur's participation.	Supported
H3	The higher the women entrepreneur's intention for each women entrepreneur, the higher women entrepreneurs' Participation	Supported

This study performed all hypothesis have significant relationship and positively related to women entrepreneurs participation.

5. DISCUSSION

Women entrepreneurs empowerment is a process that is carried out with the full consciousness and involvement of women in order to improve their ability and capacity in order to be able to recognize the challenges they face and to support themselves to a better state, to use the technologies available for their own and group needs and to be able to demonstrate their very presence in the community.

Women's empowerment activities through ICT have displayed opportunities for women to free themselves from powerlessness in accessing and utilizing technology. within the empowerment effort, ICT is a medium to extend women's confidence to actively study and access technology, equalize women's status in society, develop women's intellectual capabilities and intellect in technology, expose and build alternative representations of women entrepreneurs as near technology, further as inspiring the expansion of women's movement concerned with women's self-development in technology.

To start with, the underlying model exhibited good unwavering quality and legitimacy. As far as inward consistency, all develops had composite unwavering quality qualities surpassing 0.7. All thing loadings were inside the scope of suggested shorts and huge at the degree of 0.001–exhibiting pointer dependability. The estimation model likewise exhibited good focalized and discriminant legitimacy, with AVE esteems inside the suggested range. Further, all show factors stacked on their individual idle variable and the square underlying foundations of AVE for each develop were more noteworthy than the its between relationship.

Second, the approval of the underlying model exhibited good outcomes. The R2 were generous, with moderate to good qualities. Additionally, all proposed ways inside the primary model were upheld. In particular, these proposed connections had β values more prominent than 0.1 and were huge at the 0.05 level.

Third, the primary model showed one huge interceding and one directing connections. One build (i.e., job over-burden) had a full intervention impact on the connection between women business people aim and women business visionaries investment.

Fourth, this paper inspected the directing impact of women business people strengthening, exhibiting that the connection between ICT assets incited women business people interest, is more grounded at the more elevated levels of women business visionaries empowement.

This investigation added to the part hypothesis of accomplishment of women business venture since conversation of speculations about pioneering expectation of women with ICT assets is generally uncommon in the writing. The majority of the past research was by and large centered around the survey of business people. This examination likewise adds to the hypothetical system by including corporate strengthening as an arbitrator. In spite of the fact that enabling women business visionaries has been utilized for different purposes, strengthening as a mediator will give better admittance to the environment of women business visionaries.

Past research has investigated different parts of ICT assets for drawing in Indonesian organizations. In any case, the asset experienced major methodological issues examined during this investigation, making the above outcomes interesting as opposed to convincing. This investigation likewise gives a more extravagant information model through he underlying condition model utilized in this examination and spotlights on improving the interest of women business visionaries. Most examination utilizes Partial Least Square (PLS) by means of the SEM approach. Along these lines, this examination prepares for formal and casual scholarly exploration on the best way to quantify the business strengthening of women as arbitrators utilizing an organized model.

Future exploration should zero in on triangulation strategies where both quantitative and subjective will be analyzed together, promising more extravagant experiences into the guide group of data. Another biological system of female business visionaries ought

to be considered in future examination to empower speculation. research.

Moreover, with the worldwide financial circumstance on the planet today, other youngsters right now working should be prepared and retrained to make pioneering exercises later on, because of the great degree of occupation instability. Uninformed women business visionaries should be prepared in how to get free by supporting their chances. Future examination ought to analyze how youngsters can successfully increment monetary cycles by making innovative organizations or business visionaries.

For maintainable strengthening, the executives should lead courses/workshops on how organizations are coordinated. This will be accomplished by welcoming fruitful business visionaries to share business information. The least difficult appreciation for progress is having numerous meetings to impart to effective women business visionaries in light of the fact that by sharing your insight and difficulties you can lead the way and give bunches of thoughts on when, what and how to handle difficulties through ICT.

6. CONCLUSION

The existence of power segregation between women and men in technological discourse and the assumption that technology, including information and communication technology (ICT), is close to men causing women's discrimination and marginalization. In terms of access, research conducted by Google Indonesia revealed that the number of Indonesian women who access the internet is lower than men in everyday use (Antaranews, 2017). In practice, technology becomes a realm filled with gender identification. The dominance of masculinity has been attached to the technology from the beginning of its emergence until present development. As a result, women have limited space, underestimated, and are confined in their incapability of using technology.

In the midst of these conditions, there are various attempts by women to penetrate masculine domination and maximize their space in the realm of technology. This paper aims to analyze the mechanism of women entrepreneurs's resistance in changing the inequalities which they experience in the field of ICT through optimizing the utilization of learning platform and highlight the problems encountered in empowering women entrepreneurs by understanding the ICT resources towards participation of women entrepreneurs in Indonesia.

Finally, this paper performed all hypothesis have significant relationship and positively related to women entrepreneurs participation. The ICT skills have opened up opportunities to free women entrepreneurs participation from the confines of in capabilities.

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