THE RELATIONSHIP OF MOMPRENEUR OPTIMISM AS PERFORMANCE IMPROVEMENT THROUGH SUPPORT OF INNOVATION AND MARKET ORIENTATION

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Abstract
The Covid-19 pandemic has changed the way of life in work, school, socializing, and any activities carried out outside the house that will contact other people. Especially with the implementation of partial lockdown, PSBB, work from home (WFH), stay at home, isolation, social distancing, and even regiona quarantine. Where people are advised not to do activities outside their house, including work. The habit of working like this will have a positive impact. For example, if women experience a challenging task, they will become more independent and robust. Nowadays, married women can not only act as housewives but also have gender equality to do business from their homes to support their needs. Being a mompreneur has many advantages, one of which is the flexible working hours adapted to your family. Mompreneurs can still do household chores that go hand in hand with running their business. This study aimed to analyze the effect of self-efficacy and self-esteem on mompreneur performance through market orientation and innovation orientation. This study used accidental sampling with a total sample of 215 mompreneurs in the city of Medan. The data analysis method used partial least squares analysis with SmartPS software. The results showed that directly self-efficacy, self-esteem, market orientation, and innovation orientation had a positive and significant effect on mompreneur performance, and indirectly, it was known that self-efficacy and self-esteem had a positive and significant impact on mompreneur performance through market orientation and innovation orientation.

Keywords: Innovation Orientation, Market Orientation, Mompreneur Performance, Self Efficacy, Self Esteem.

1. INTRODUCTION
In early March 2020, Indonesia became a country affected by the Covid-19 pandemic, until today, Covid-19 accompanies us in our daily life. Covid-19 affects the habits of life that were initially free to become restrained and adopt new pressures, and women are no exception. Indonesian women, as citizens of developing countries, have different cultures and positions, and jobs. Mostly are housewives, but some also work outside the house to help or support the family income. The Covid-19 pandemic has changed the way of life in work, school, socializing, and any activities carried out outside the home that will contact other people. Especially with the implementation of partial lockdown, PSBB, work from home (WFH), stay at home, isolation, social distancing, and even regiona quarantine where people are encouraged not to do activities outside the house, including work. For workers, the changes felt are more serious, and not even a few have received reductions in working hours and termination of employment (PHK). Many layoff victims occur in industries related to many people, one of which is the tourism sector, such as hotels, travel agents, etc.

The change from working status to not working will create pressure for productive women. According to an online survey conducted by IPI (Indonesian Institute of Sciences) by Pusat Peneitian Ekonomi, it was explained that people from various circles in Indonesia, especially housewives, face the instability of economic conditions due to Covid-19 because housewives are an essential component in economic activity. The number of female entrepreneurs in Indonesia is still deficient at 0.1% of the total population. Women entrepreneurs or often referred to as successful womenpreneurs, start their careers from the bottom with an innovative, painstaking, unyielding
nature and are committed to undergoing the entrepreneurship process. The purpose of women entering the business word is not only about financial matters but to follow an intrinsic need and a sense of satisfaction with the achievements that have been made. Working like this will have a positive impact. For example, if women experience a changing task, they will become independent and strong. Nowadays, married women can not only act as housewives but also have gender equality to do business from their house to support their needs. Housewives have the same opportunity to succeed in the business world by becoming a mompreneur. Being a mompreneur has many advantages, one of which is flexible working hours adapted to your family. Mompreneurs can still do household chores that go hand in hand with running their business.

In Medan itself, there are many businesses, both young and old, both married and unmarried, with various types of businesses, ranging from types of businesses such as fashion, handicrafts, food, etc. This shows that business development in the city of Medan has advanced. Especially with many current e-commerce media that help mompreneurs run a business with only gadgets, mompreneurs can run their business only from home, through e-commerce which has minimal operational costs and can be done by anyone but will generate huge profits if done seriously. E-commerce trading activities are unconsciously one of the people's choices to survive during the Covid-19 pandemic. They can make people think openly about the importance of technology in their economic life.

LITERATUR REVIEW

Self Esteem

According to Demirdag, self-esteem is an individual's assessment of self-respect through an attitude towards themselves that is implicit and not verbalized and describes the extent to which the individual views themselves as a person who has the ability, significance, worth, and competence and according to Gunaputri et al. Self-esteem is the level at which a person believes that they are a worthy and competent individual. People with high self-esteem are more likely to find jobs with higher status, more confident in their abilities. Six factors can support building self-esteem, which is usually abbreviated as G-R-O-W-T-H, namely: goal setting; risk-taking; opening up; wise choice-making; time-sharing; and healing.

Self Efficacy

Self-efficacy is one of the most influential aspects of self-knowledge in everyday human life. This happens because self-efficacy also influences individuals in determining the actions taken to achieve a goal, including estimates of various events that will be faced. According to Moorhead & Griffin [8], self-efficacy is a personality characteristic that is related but slightly different. A person's self-efficacy is the person's belief about his ability to perform a task. People with high self-efficacy believe that they can perform well at specific tasks. On the other hand, people with low self-efficacy tend to doubt their ability to perform a particular task. According to Salangka et al., indicators of self-efficacy refer to the dimensions of self-efficacy, namely level, strength, and generalization.

Innovation Orientation

According to Mursid, innovation is a process to turn opportunities into marketable ideas. Innovation is more than just a good idea, a pure idea plays an important role, and a creative mind develops into a valuable opinion. In a free view, a company's innovation must have core competencies to not quickly lose in the competition because successful innovation will trigger the acquisition of new consumers. Without innovation, the value offered by consumers can eventually be imitated by competitors. According to Utaminingsih (2016), marketing innovation is also a way of better marketing in ways to communicate with customers, conduct education, arranging delivery of goods and methods of payment. This will provide more value from a company. Innovation creates new ideas and puts them into practice. Innovation is new ideas in products, so the results are better. In corporate organizations, innovation takes two forms, namely: product innovation,
which produces new goods or services or improvements from existing ones and process innovation, which results in new ways of doing a process.

Market Orientation
Market orientation is the view of the company's leadership that emphasizes the need for companies to coordinate marketing activities that are directed to be able to achieve the goals and objectives of providing customer satisfaction by providing services that are in accordance with the goals of the company so that the company's goals will be achieved in the long term. Tjiptono defines market orientation as a business culture that is able to effectively and efficiently create employees’ behaviors in such a way as to support efforts to create superior value for customers. Market orientation is the view of company leaders that emphasizes the need for companies to coordinate marketing activities that are directed to be able to achieve the goals and objectives of providing customer satisfaction by providing services that match the goals of the company so that the company's goals will be achieved in the long term. Dharmmeta defines market orientation as a business culture that is able to effectively and efficiently create employee behavior in such a way that it supports efforts to create superior value for customers. Kohli&Jaworski as quoted by MohamadYusakAnshori is an operational view of its marketing core, namely focusing on consumers and coordinated marketing. So market orientation focuses more on creating an organizational image for its ability to gain sympathy from customers because it is able to provide excellent service so that consumers feel satisfied.

Mompreneur Performance
Mompreneur is a combination of two syllables, namely mommy or mother and entrepreneur. The term mompreneur is given to housewives who own and manage their own business. The ability of mompreneurs to balance activities as mothers and entrepreneurs is considered capable of being a challenge for the development of entrepreneurial ideology which believes that the goal of entrepreneurship is to gain profit. Mompreneur is a new generation of entrepreneurial women who grew up due to the need to balance household life with the need to work/carry out productive activities. Although considered part of a new generation, the mompreneur phenomenon is not a new phenomenon. According to Huet et al. mompreneur is just a new concept of looking at a group of entrepreneurs who still need a valid empirically supported theoretical definition. Costin found that mompreneur's motivation to start a business is the high flexibility and freedom to manage a business by considering family commitments. Motivation that comes from the family is considered to be a source of conflict if mompreneurs decide to develop their business. So that it becomes a challenge for mompreneurs in the future to determine the reasons for starting a business. The presence of technology for mompreneurs is important but creates a high dependence between mompreneurs and the development of technology, information and communication (ICT). Almost all activities, both transactions and innovations, depend on the development of ICT so that ICT becomes the backbone of business.

2. IMPLEMENTATION METHOD
This research method in this study is associative research, namely research that connects two or more variables. This study uses an accidental sampling technique, which is taking respondents as samples based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample if the person is suitable as a data source, where the criteria are mompreneurs in Medan who already have a business that where the total number is unknown. If the exact number of the population is not known, then a technique or formula in accordance with Malhotra's theory must be at least four or five times the number of question items. The total questions in this study were 43 questions, so the minimum sample size of this study was 43 x 5 = 215. The data analysis method used partial least squares analysis with SmartPLS software.
3. RESULTS AND DISCUSSION

Respondent Characteristics

<table>
<thead>
<tr>
<th>Age</th>
<th>Type of business</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>27-33 years</td>
<td>Fashion</td>
<td>112</td>
</tr>
<tr>
<td>34-40 years</td>
<td>Cosmetic</td>
<td>92</td>
</tr>
<tr>
<td>&gt;40 years</td>
<td>Cuinary</td>
<td>11</td>
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<tr>
<td>long effort</td>
<td>Handycrafts</td>
<td>13</td>
</tr>
<tr>
<td>&lt;1 year</td>
<td>Other</td>
<td>115</td>
</tr>
<tr>
<td>&gt;1 year</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Based on Table 1, it is known that the age of the respondent in this study more dominant 27-33 years, while for the duration of the business it is more dominant aged < 1 year while for the type of business, mompreneurs are generally more dominant in having a business in the fashion sector.

Data Analysis Results

<table>
<thead>
<tr>
<th>Pengaruhansung (Direct Effect)</th>
<th>Origina Sampe (O)</th>
<th>Sampe Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>T Statistics (O/STDEV)</th>
<th>P Vaues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation Orientation -&gt; Mompreneur performance</td>
<td>0,598</td>
<td>0,599</td>
<td>0,066</td>
<td>9,018</td>
<td>0,000</td>
</tr>
<tr>
<td>Market Orientation -&gt; Mompreneur performance</td>
<td>0,264</td>
<td>0,262</td>
<td>0,119</td>
<td>2,217</td>
<td>0,013</td>
</tr>
<tr>
<td>Sef Efficacy -&gt; Mompreneur performance</td>
<td>0,553</td>
<td>0,553</td>
<td>0,127</td>
<td>4,348</td>
<td>0,000</td>
</tr>
</tbody>
</table>
Discussion

Based on the results of the study, it is known that the influence between variables both directly and indirectly shows a positive and significant influence, this indicates that there is an influence of self-efficacy, self-esteem, market orientation and innovation factors on business performance. Self-efficacy and self-esteem factors in mompreneurs are obtained by training, husband and family support, desire for achievement and entrepreneur motivation. The desire to achieve for the sake of advancing the business has the greatest value, this explains that the desire for achievement or the need for achievement is a hallmark of mompreneurs, where mompreneurs have the need to compete and give their best, which reay describes the personality of a mompreneur. The high desire for achievement makes mompreneurs strive to balance their roles as housewives and entrepreneurs.

The entrepreneur behavior of mompreneurs is also influenced by market orientation and innovation orientation where the attitude of flexibility is the attitude that most reflects the entrepreneur behavior of mompreneurs. This flexibility is the key to the success of mompreneurs (Breen, 2014). The more flexible a mompreneur wi be, the easier it wi be to achieve the goals and targets of the business. This flexible attitude is also costly reated to the condition of the mompreneur who takes into account the opportunity cost when choosing to become an entrepreneur. There are costs to be incurred and time to be sacrificed when a mompreneur chooses to become an entrepreneur. Especiay with the development in the current era where the number of products are increasingy sophisticated and the types of businesses are diverse, which makes mompreneurs aways have to innovate and read market opportunities. Costin proves that the development of technology, information, and communication wi also increase the number of mompreneurs. The growing share of the e-commerce market shows a wider market share and provides great opportunities for mompreneurs to expand their marketing area.

4. CONCLUSION

1. Directy sef-efficacy has a positive and significant effect on mompreneur performance
2. Directy sef-efficacy has a positive and significant effect on innovation orientation
3. Directy sef-efficacy has a positive and significant effect on market orientation
4. Directy sef-esteem has a positive and significant effect on market orientation
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5. Directly self-esteem has a positive and significant effect on market orientation
6. Directly self-esteem has a positive and significant effect on market orientation
7. Directly market orientation has a positive and significant effect on mompreneur performance
8. Directly innovation orientation has a positive and significant effect on mompreneur performance
9. Indirectly self-efficacy has a positive and significant effect on mompreneur performance through market orientation
10. Indirectly self-efficacy has a positive and significant effect on mompreneur performance through market orientation
11. Indirectly self-esteem has a positive and significant effect on mompreneur performance through market orientation
12. Indirectly self-esteem has a positive and significant effect on mompreneur performance through market orientation

REFERENCES


