

THE RELATIONSHIP OF MOMPREENEUR 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 we contact other people. Especially with the implementation of partial lockdown, PSBB, work from home (WFH), stay at home, isolation, social distancing, and even regional 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 changing 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. Most 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 we contact other people. Especially with the implementation of partial lockdown, PSBB, work from home (WFH), stay at home, isolation, social distancing, and even regional 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 layoffs victims occur in industrial fields 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 Penelitian Ekonomi, it was explained that people from various circles in Indonesia, especially housewives, feel 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

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nature and are committed to undergoing the entrepreneuria process. The purpose of women entering the business word is not only about financia matters but to foow an intrinsic need and a sense of satisfaction with the achievements that have been made. Working ike this wi have a positive impact. For exampe, if women experience a chaenging task, they wi become independent and strong. Nowadays,married women can not only act as housewives but aso have gender equaity to do business from their house to support their needs. Housewives have the same opportunity to succeed in the business word by becoming a mompreneur. Being a mompreneur has many advantages, one of which is fexibe working hours adapted to your famiy. Mompreneurs can sti do household chores that go hand in hand with running their business.

In Medan itsef, there are many businesses, both young and od, both married and unmarried, with various types of businesses, ranging from types of businesses such as fashion, handicrafts, food, etc. This shows that business deveopment in the city of Medan has advanced. Especiay with the many current e-commerce media that hep mompreneurs run a business with ony gadgets, mompreneurs can run their business ony from home, through e-commerce which has minima operationa costs and can be done by anyone but wi generate huge profits if doneseriously. E-commerce trading activities are unconsciously one of the peope's choices to survive during the Covid-19 pandemic. They can make peope think openy about the importance of technoogy in their economic ife.

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-knowledgein everyday human life. This happensbecause 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.

Momprenneur Performance

Momprenneur is a combination of two syllables, namely mommy or mother and entrepreneur. The term momprenneur 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. Momprenneur 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 momprenneur phenomenon is not a new phenomenon. According to Huet et al. momprenneur is just a new concept of looking at a group of entrepreneurs who still need a valid empirically supported theoretical definition. Costin found that momprenneur'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 $43 \times 5 = 215$. The data analysis method used partial least squares analysis with SmartPLS software.

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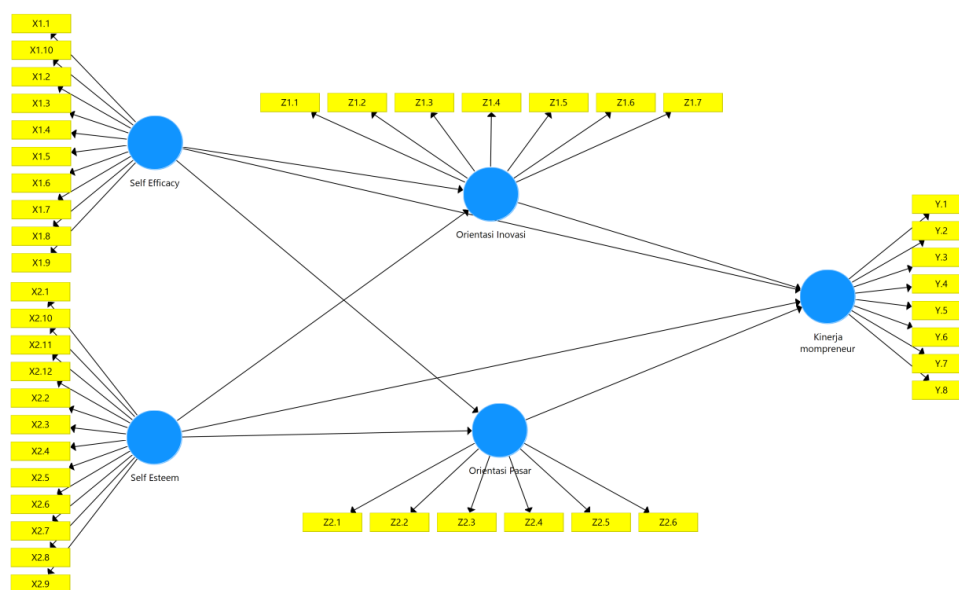


Figure 1. Conceptual Framework

3. RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Description

Age		Type of business	
27-33 years	112	Fashion	91
34-40 years	92	Cosmetic	80
>40 years	11	Cuinary	26
ong effort		Handycrafts	13
<1 year	115	Other	5
>1 year	100		

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

Data Analysis Results

Table 2. Direct and Indirect effect test results

Pengaruhansung (Direct Effect)					
	Origina Sampe (O)	Sampe Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Vaues
Innovation Orientation ->Momprenuer performance	0,598	0,599	0,066	9,018	0,000
Market Orientation ->Momprenuer performance	0,264	0,262	0,119	2,217	0,013
Sef Efficacy ->->Momprenuer performance	0,553	0,553	0,127	4,348	0,000

Sef Efficacy ->Innovation Orientation	0,380	0,379	0,067	5,701	0,000
Sef Efficacy ->Market Orientation	0,155	0,157	0,091	1,702	0,044
Sef Esteem ->>Momprenneur performance	0.531	0.533	0.036	14.697	0.000
Sef Esteem ->Innovation Orientation	0,687	0,693	0,071	9,741	0,000
Sef Esteem -> Market Orientation	0,686	0,690	0,075	9,133	0,000
PengaruhTidakangsung (Indirect Effect)					
Sef Efficacy ->Innovation Orientation ->Momprenneur performance	0,331	0,331	0,085	3,869	0,000
Sef Esteem -> Innovation Orientation ->Momprenneur performance	0,265	0,274	0,301	7,517	0,000
Sef Efficacy -> Market Orientation ->Momprenneur performance	0,210	0,209	0,061	3,443	0,000
Sef Esteem -> Market Orientation ->Momprenneur performance	2,670	2,675	0,324	8,250	0,000

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 entrepreneurs are obtained by training, husband and family support, desire for achievement and entrepreneurial 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 entrepreneurs, where entrepreneurs have the need to compete and give their best, which really describes the personality of an entrepreneur. The high desire for achievement makes entrepreneurs strive to balance their roles as housewives and entrepreneurs.

The entrepreneurial behavior of entrepreneurs is also influenced by market orientation and innovation orientation where the attitude of flexibility is the attitude that most reflects the entrepreneurial behavior of entrepreneurs. This flexibility is the key to the success of entrepreneurs (Breen, 2014). The more flexible an entrepreneur will be, the easier it will be to achieve the goals and targets of the business. This flexible attitude is also closely related to the condition of the entrepreneur 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 an entrepreneur chooses to become an entrepreneur. Especially with the development in the current era where the number of products are increasingly sophisticated and the types of businesses are diverse, which makes entrepreneurs always have to innovate and read market opportunities. Costin proves that the development of technology, information, and communication will also increase the number of entrepreneurs. The growing share of the e-commerce market shows a wider market share and provides great opportunities for entrepreneurs to expand their marketing area.

4. CONCLUSION

1. Direct self-efficacy has a positive and significant effect on entrepreneur performance
2. Direct self-efficacy has a positive and significant effect on innovation orientation
3. Direct self-efficacy has a positive and significant effect on market orientation
4. Direct self-esteem has a positive and significant effect on market orientation

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5. Directy self-esteem has a positive and significant effect on market orientation
6. Directy self-esteem has a positive and significant effect on market orientation
7. Directy market orientation has a positive and significant effect on mompreneur performance
8. Directy innovation orientation has a positive and significant effect on mompreneur performance
9. Indirecty self-efficacy has a positive and significant effect on mompreneur performance through market orientation
10. Indirecty self-efficacy has a positive and significant effect on mompreneur performance through innovation orientation
11. Indirecty self-esteem has a positive and significant effect on mompreneur performance through market orientation
12. Indirecty self-esteem has a positive and significant effect on mompreneur performance through market orientation

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