



Type Passion, Family Life, and Government Support: Explaining the Success of MSME Women Entrepreneurs

Ratnaningrum Ratnaningrum*, Heni Susilowati, Titin Hargyatni, Dewi Widyaningsih, Ahmad Zaenuri

STIE Studi Ekonomi Modern, Indonesia

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Abstract

In the Sukmajaya sub-district, Depok, most of the MSMEs (771 out of 2,835) are in the culinary field. However, the Covid-19 pandemic has made it challenging for them to sell their products. Therefore, digital marketing is crucial for MSMEs to thrive in this changing market, as customers now prefer to buy digitally. To investigate the impact of SOSTAC digital marketing planning on marketing performance through competitive advantage, this study uses a quantitative descriptive method with SmartPLS 3.0 tool. The researchers collected primary data from 125 culinary MSMEs in the Sukmajaya sub-district through questionnaires and analyzed the data using descriptive and inferential analysis and hypothesis testing. The study found that SOSTAC digital marketing planning has a positive and significant impact on competitive advantage, which, in turn, has a positive and significant impact on marketing performance. Furthermore, the indirect relationship between SOSTAC Digital Marketing Planning and marketing performance through competitive advantage was more significant than the direct relationship. Therefore, MSMEs must prioritize creating a competitive advantage if they want to achieve good marketing performance with SOSTAC Digital Marketing Planning.

Keywords *SOSTAC digital marketing planning, competitive advantage, marketing performance*

INTRODUCTION

The economy is currently contracting as a result of the COVID-19 epidemic. Several events show the impact of the Covid-19 pandemic on Indonesia's macro conditions, including 2.96 percent year-on-year inflation in March 2020, rising gold jewelry prices, and a drastic increase in the investment, trade, and micro, small, and medium enterprises (MSME) sectors. Badan Pusat Statistik reported a decrease in tax revenue from the trade sector, even though the trade sector supplied the second-largest share of tax revenue and a reduction of oil and gas and non-oil and gas exports.

The coronavirus pandemic, which lasted until 2020, influenced more than just the health industry. The pandemic's effects can also be seen in the global economy and numerous countries. After two-quarters of negative growth, Indonesia has officially entered recession. In the third quarter of 2020, Indonesia's GDP growth was - 3.49 percent. Meanwhile, based on data from the Central Statistics Agency (BPS) for August 2020, the number of unemployed in Indonesia showed an increase of 2.67 million people.

The government is attempting to increase micro, small, and medium firms to aid national economic recovery in the face of the Covid-19 pandemic. Entrepreneurship is the bedrock and driving force behind any country's economic growth. Entrepreneurship is a competitive activity that propels the creation of new markets and jobs and innovation in markets that can pay for economic expansion. An entrepreneur's position is similar to that of a locomotive for economic growth and employment

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Corresponding author's email: ratnaningrumsolo@gmail.com

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creation and a country's innovation driver (Mandongwe & Jaravaza, 2020).

Women entrepreneurs, particularly those from developing nations, have a slower rate of growth goals, a higher risk of failure, and are more likely to become entrepreneurs out of necessity. (Vossenbergh, 2013). According to data from the Ministry of Cooperatives and Small and Medium Enterprises, the number of entrepreneurs in Indonesia continues to rise. Not only does the number of businesses in Indonesia continue to increase, but so does the number of women entrepreneurs. In Indonesia, business actors or entrepreneurs account for less than 2% of the whole population, with female entrepreneurs accounting for less than 0.1 percent. The potential for Indonesian women to participate in the business sector or as entrepreneurs is considerable. The female population of Indonesia, which accounts for 49 percent of the overall population, represents a significant opportunity for women. Most female entrepreneurs in Indonesia work in micro, small, and medium businesses (MSMEs), with a handful in the upper-middle class.

Passion is a visible phenomenon in the business process, and a lack of passion leads to entrepreneur disengagement, which leads to entrepreneurship's demise (Cardon & Kirk, 2015). Given the importance of passion in business success, it makes sense to cultivate enthusiasm before taking risks. A strong positive attitude is focused on events that are essential to the individual and, as a result, is more persistent (De Mol et al., 2020). Since other studies have recognized the concerns of determination as a critical countershaft of business success and entrepreneurial passion is an essential benefactor to this tenacity, it is probably typical (De Mol et al., 2020). In entrepreneurship, passion is a vital driving element (Breugst et al. 2012; Cardon et al. 2009). Entrepreneurial passion has lately been defined as the "fire of desire" that drives entrepreneurs to persevere in the face of adversity on the long road to new venture success (Cardon et al. 2009).

Historically, men were thought to have a more eminent domain or achievement mentality than women; thus, they were positioned to dominate them (Banon & Lloret, 2016). Because it is regarded as perfect for running a business, men also have the obligation of supporting family life. Women are assigned responsibilities such as housework, child care, and parenthood. The support of relatives may be one of the most important motivational factors for progressing influential women representatives (Amrita et al., 2018). This is supported by the findings of Álvarez et al.(2012), who found that doing housekeeping affects one's chances of becoming an entrepreneur (Pérez & Hernández, 2016). Furthermore, in some nations, socio-cultural attitudes ban women from owning a business. In Pakistan, for example, most families only support men who want to start a business (Bashir, 2014).

Women entrepreneurs, on average, have more outstanding family-related commitments than men due to society's social and cultural structure (raising and caring for children, devoting time to household chores as a married woman, etc. (Cornwall, 2016). These factors can limit their time and mobility (Duflo 2012). Small business owners, particularly women entrepreneurs, are stereotyped as weak in business skills and unable to manage financial risks (Zhu et al., 2018) Female entrepreneurs who attain evident success in their businesses may be viewed differently by their family members. This view may be favorable in some societies but harmful in others, altering the level of familial support (Welsh & Kaciak, 2018).

In recent years, two new entrepreneurial disciplines have emerged: social and women's entrepreneurship. According to a prior study, women are more equipped to lead social enterprises in the context of social entrepreneurship. entrepreneurship (Rosca et al., 2020). In developing countries, government assistance for entrepreneurs is a critical success factor in contributing to entrepreneurial innovators (Chatterjee et al., 2019). Women entrepreneurs, according to the major component analyses, first consider inwardly (family support) and then look for outside opportunities (availability of funding and satisfactory government backing) to secure financing and support for their firm's firms (Shakeel et al., 2020).

While men continue to dominate power structures, education, finance, and travel, women's roles are typically reserved for the house and childrearing (Ahmad, 2011) Women entrepreneurs have

been identified as the new development engines and rising stars of emerging countries' economies, bringing prosperity and welfare (Al-Kwif et al., 2020). Meanwhile, their economic role is evolving far more quickly in the educational sector than in the business sector, where considerable barriers to entrepreneurship persist (Anggadwita & Dhewanto, 2016). They have been cited by several stakeholders as a key "untapped source" of economic growth and development (Minniti & Naudé, 2010).

Gender research in entrepreneurship has piqued attention since it can assist educators and policymakers in increasing female participation in the entrepreneurial process (Malmström et al., 2017). The elements that contribute to this problem have been investigated in Indonesia. For example, Achmad and Saputro (2015) discovered that micro, macro, and demographic factors influence the value of employment and focused on the characteristics that enable women entrepreneurs' success. Other factors influencing women's business success in Sumatra include marital status, telephone and internet use, and experience

Entrepreneurial success is determined by entrepreneurial performance; it is a critical problem in entrepreneurship because it distinguishes one endeavor from another (Tasnim & Singh, 2016). Remarkably, entrepreneurship academics have long sought to understand what motivates entrepreneurs to pursue business success over time and despite adversity (Cardon et al., 2013). Rafiki and Nasution (2019) suggested a Muslim women entrepreneurs framework. To be successful, it might be considered a benchmark assessment that all entrepreneurs should follow as best practices. By integrating insights from the entrepreneurial literature, the author provides a framework for understanding the impact of passion, family support, and government support on the success of female entrepreneurs.

LITERATURE REVIEW

Passion and Business Success of Female Entrepreneurs

Entrepreneurial behavior and success are inspired by passion (Cardon & Kirk, 2015; Cardon et al., 2013; Drnovsek et al., 2016; Mueller et al., 2017). Entrepreneurs must be enthusiastic about expansion and competitiveness, especially when engaging in entrepreneurial activities. Enthusiasm gives the entrepreneur occupation-connected self-efficacy and is linked to the entrepreneur's work engagement (Suvittawat, 2019). In conclusion, current research reveals that good sensations and identity centrality are the two primary components of passion and that passion promotes entrepreneurship success.

Considerable entrepreneurial scholars emphasize the necessity of passion and excitement for entrepreneurs, as passion and enthusiasm are essential components in entrepreneurial endeavors when it comes to committing to a business goal. Passion and enthusiasm are crucial, yet there is a lack of understanding in the existing literature on passion and enthusiasm for entrepreneurial activity (Suvittawat, 2019). Currently, the internet impacts business practices, causing the market and business to change. Many companies try to get a competitive benefit by selling and marketing their products and services through social media platforms (Dolsopol, 2014).

Passion is a strong inclination toward self-determining activities that they enjoy, consider important, and in which they invest time and energy (Rip et al., 2012). The importance of empirical research in proving the nature of passion and its varied repercussions (Murnieks et al., 2014). Academic research has identified passion as a powerful and crucial motivating force that affects corporate activities and efforts.

Entrepreneurs must have a high level of enthusiasm and devotion to be highly successful in business (Suvittawat, 2019). Entrepreneurial passion, for example, can have a considerable role in stockholder policy-making, especially when angel investors are involved. This is because entrepreneurs passionate about their business are prepared to put in the time and effort necessary to make it successful (Anjum et al., 2018). When entrepreneurs display high levels of positivity and

confidence, they might be more convincing (Obschonka et al., 2019). Lex et al. (2020) state that passion has recursive impacts on entrepreneurial performance. As a result, cultivating a love for particular business activity is critical for its success (Anjum et al., 2018).

Passion is a crucial aspect of entrepreneurship, and it influences behavior and outcomes for entrepreneurs, workers, and businesses (De Mol et al., 2020). Entrepreneurs' capacity to get and stay fully involved in their actions is enhanced by passion. It enhances their dedication and commitment to their enterprises, tenacity in pursuing venture-related goals and activities, and ability to get and stay fully engaged in their actions (Drnovsek et al., 2016). Other essential stakeholders of the organization, such as employees (Breugst et al., 2012) and investors (Cardon et al., 2017; Murnieks et al., 2016) are also affected by entrepreneurial zeal. Entrepreneurial passion aids in the coordination of entrepreneurial cognition and action, giving the fire that drives invention, perseverance, and ultimate success for investors (Cardon et al., 2017). Entrepreneurs are driven by their enthusiasm. Entrepreneurs who are passionate about their businesses will devote themselves to them with a high level of dedication. This sustained commitment will result in positive efforts toward reaching commercial success.

Because of the necessity to be focused and future-oriented, becoming an entrepreneur is associated with high levels of enthusiasm (De Clercq et al., 2013). Entrepreneurial participation, in light of the current uncertain economic climate, takes more than simply funds and ideas; it also necessitates personal tenacity and, most importantly, motivation and passion (Ismail et al., 2016). Jamali (2009) reported that during their company development, women were able to overcome their issues through a mix of personal characteristics such as passion, determination, hard effort, perseverance, ambition, strong personality, self-confidence, autonomy, and loyalty to work.

The literature research highlighted the many needs for successful entrepreneurship, as well as the problems faced by female entrepreneurs, in light of entrepreneurship theories (Mouelle & Barnes, 2018). Female entrepreneurs were previously defined as passionate, positive, optimistic, and determined to follow their ideas, but later on, they were best described as someone with a lot of curiosity, a lot of ideas, and strong problem-solving skills through innovative solutions (Orser et al., 2011). According to them, perseverance, passion, courage, drive, and fortitude to overcome challenges, failure, and criticism were essential to become a successful female entrepreneur. It was also necessary to have a "tough skin" to handle relationships (Mouelle & Barnes, 2018). Ismail et al. (2016) claim that single mothers' entrepreneurial passion is influenced by the motivation they utilized to start their businesses. Thus, the hypothesis proposed is as follows:

H1: For female entrepreneurs, passion has a beneficial impact on business success.

Family Life and Business Success of Female Entrepreneurs

When success is measured in terms of the number of employees and contribution to household income, as this study did, it appears that entrepreneurship is not advantageous to women. Entrepreneurship is often praised for offering more independence, which can help people balance work, home, and childcare obligations by allowing them to work flexible hours, so this could be especially important in nations with inadequate early childhood education and care (Eib & Siegert, 2019).

Chatterjee et al. (2019) stated that the critical success factors in the performance of women-owned businesses are the influence of the psychological, socio-cultural, skill, and resource-related aspects on the success of women entrepreneurs, among others: Locus of control, Religiosity, Family support, leadership, Communication, technical skill, Accessibility to capital. Powell & Eddleston (2013) defines family-to-business support 'as social support received from family members for one's entrepreneurial activities. Business performance is influenced by the combination of resources between family and business accounts (Mirabent, 2018). The family also has an essential role in the initial process of building entrepreneurship, especially in maintaining continuity by mobilizing physical, financial, and labor resources (Welsh et al., 2016). Family support is an

essential thing in every individual's life because of its support throughout life (Imbaya, 2012).

Families play an essential role in the early stages of the entrepreneurial process, particularly in fostering new ventures, as they assist in mobilizing physical, financial, and labor resources (Welsh et al., 2014). When family members participate in the establishment of a firm, whether via financial or other means, they are more likely to wield control over company choices (Welsh et al., 2016), which can affect the long-term profitability of women-owned enterprises (Hatak et al., 2016); Kellermanns et al. 2012) As a result, entrepreneurs that have strong family support are more likely to succeed (Berrone et al., 2014); personal difficulties, in particular, have a negative impact when there is family financial assistance and a favorable result when there is family moral support (Welsh & Kaciak, 2019).

The distribution of household and family tasks between spouses has a significant impact on the activity and performance of entrepreneurs. While the scope of household and family responsibilities may push mates, particularly women, into entrepreneurship in the first position (Thébaud, 2016). Other research found that time and energy requests of family life raised resign intentions of entrepreneurs, particularly for married females (Hsu et al., 2016).

Imbaya (2012) demonstrates that women's business success is significantly dependent on the assistance they receive from their family members. Family members can be a valuable resource for women entrepreneurs, particularly when external support systems are limited (Welsh et al., 2014). This shows that the family domain can provide most of the forms of support that women entrepreneurs require to succeed in business.

Family and work life are tightly interwoven, which is one of the implications of being firmly embedded in a family (Webb et al., 2015). Women entrepreneurs all across the world struggle to balance work and family life (Jennings & McDougald, 2007). The merging of work and family domains may mean that women entrepreneurs' firms become a part of family life from a psychological standpoint. The relationship between work and family life may compound the impact of household and family duties on business success. Thus, the hypothesis proposed is as follows:

H2: For female entrepreneurs, family life has an impact on business success.

Government Support and Business Success of Female Entrepreneurs

According to Vershinina et al. (2022), Women and men experience and respond to regulations differently, so women take laws very seriously, and as a result, their SMEs do better, but men dismiss the impact of regulations, which causes their SMEs to perform worse. Rafiki and Nasution (2019) used trait-based, social psychological-based, and behavioral-based approaches to identify key factors impacting Muslim women entrepreneurs' performance in Medan, Indonesia's North Sumatra region. He proposed that the government, educational institutions, and other organizations support Muslim WOE's duties by hosting programs to enhance their capacity and improve their abilities. They could be helped and supported by fair laws and regulations to have a profitable business (Rafiki & Nasution, 2019).

To help the women entrepreneurs to grow well in the elderly care business sector, more support from various stakeholders, i.e. family, government, banking sector, and community, should be provided to them either directly or indirectly, which will subsequently affect the country's social wellbeing. Triumphant entry of womenfolk into the aging care centers business will bring significant social change and help the government overcome the aging population's challenge (Noor et al., 2020). According to Ariffin et al. (2020), wisdom interventions and affirmative programs to encourage grassroots women entrepreneurs are becoming raising relevant and required, particularly in addressing unemployment and poverty reduction measures among the poor. A new strategic framework is required to assist the development and sustainability of grassroots women entrepreneurs.

The literature on female entrepreneurship has emphasized the importance of governmental

initiatives and institutional frameworks in assisting grassroots women entrepreneurs (Ariffin et al., 2020). Governments have a critical role in helping ventures with long-term success potential but with the potential to substantially contribute to economic development (Zin & Ibrahim, 2020). As a result, the present debate on the value of entrepreneurship in developing nations is mainly focused on nurturing and supporting the development of entrepreneurship among women as a priority concern of policymakers. As a result, as stated by Hung, Yoong, and Brown (2012), more efforts have been made to assist women's economic empowerment as a prerequisite for sustainable development and pro-poor growth.

Effective partnerships and inclusiveness are required to achieve the goal of women's entrepreneurship policy, as is the ability to address the policies and institutional constraints that currently prevent or limit most female small business owners from accessing public goods and business opportunities (Ariffin et al., 2020). Strong policies, a comprehensive strategy, and long-term commitment are required for women's economic empowerment, and gender-specific perspectives must be incorporated at the policy and program design stage. Thus, the hypothesis proposed is as follows:

H3: For female entrepreneurs, government support has a beneficial impact on business success.

METHODOLOGY

This study uses a measure of entrepreneurial passion developed by Vallerand et al (2003) and a measure of family life and government support developed by Lee et al. (2011). A survey was conducted among only businesswomen in Surakarta. The sample (N =) was identified using a snowball sampling technique. A cross-sectional and quantitative research design was used based on the survey method for this research.

Structural equation modeling (SEM) of partial least squares (PLS) was used to analyze the results, and Smart-PLS was used to run the PLS-SEM (Nazar et al. 2020; Zreen et al. 2019). PLS-SEM is used in 95% of studies related to entrepreneurship (Manley et al., 2020). The questionnaire was distributed via Google form on April 12, 2021, and was returned until May, and two respondents produced it in early June. The questionnaire that was filled out was 41 respondents. The criteria for respondents in this study were businesswomen from various areas of education and business fields.

To further investigate the impact of Passion, family life, and government support on the success of women entrepreneurs, multivariate models are applied to a sample of women entrepreneurs who participated in the study. To that end, the formulated model is as follows:

$$\text{SUCCESS} = \beta_0 + \beta_1 \text{ Passion} + \beta_2 \text{ Family Life} + \beta_3 \text{ Gov Support} + \epsilon \dots (1)$$

FINDINGS AND DISCUSSION

Results

The data analysis technique in this study used analysis using Partial Least Square-Path Modeling because the number of respondents was just 44 respondents. The following is the estimation result using Partial Least Square-Path Modeling (PLS-PM) analysis.

Outer Models

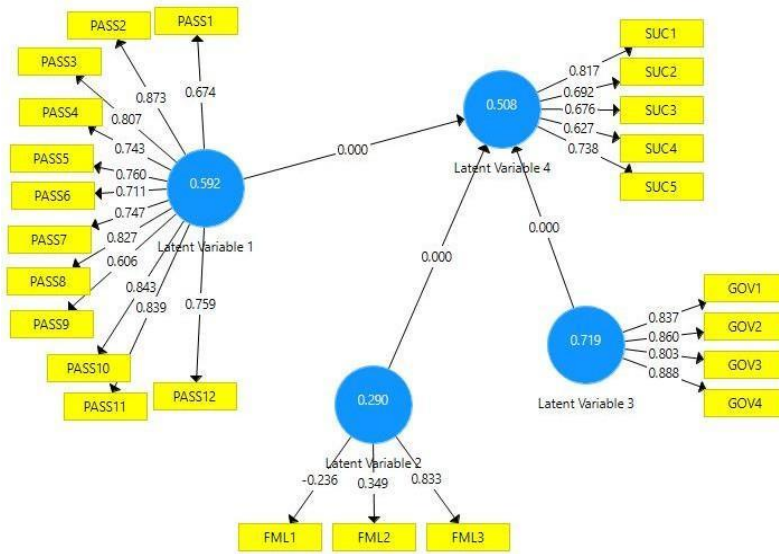


Figure 1. Estimation Result Model

The following are the results of convergent validity for each of the variables used in the study:

Table 1. Measurement (outer) Model 1

Indicator	Family	Government	Passion	Success
FML1	-			
FML2	0,236			
FML3	0,833			
GOV1		0,837		
GOV2		0,860		
GOV3		0,803		
GOV4		0,888		
PASS1			0,674	
PASS10			0,843	
PASS11			0,839	
PASS12			0,759	
PASS2			0,873	
PASS3			0,807	
PASS4			0,743	
PASS5			0,760	
PASS6			0,711	
PASS7			0,747	
PASS8			0,827	
PASS9			0,606	
SUC1				0,817
SUC2				0,692
SUC3				0,676
SUC4				0,627
SUC5				0,738

Source: primary data, processed PLS-PM (2022)

The convergent validity of the measurement model with reflexive indicators can be seen from the correlation between item scores and construct scores. Individual indicators are considered reliable if they correlate 0.70. The outer loading from Table 2 above shows the results of several indicators whose values are less than 0.70, namely FML1, FML2, and PASS1. Then the model is re-estimated by removing the three indicators, with the results as follows.

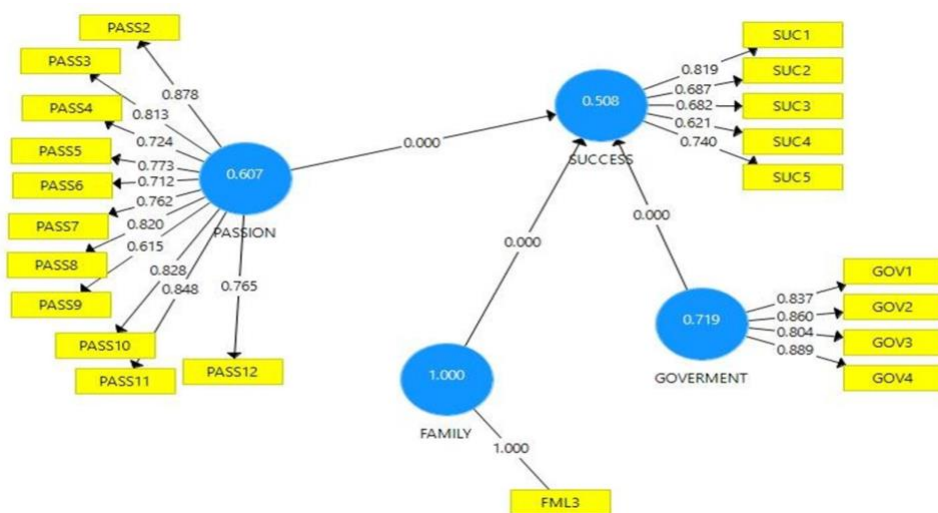


Figure 2. Re-estimation Model

Outer Loadings

The Family, Government, and Passion measurement model with reflexive indicators is assessed with convergent validity, discriminatory validity, and composite reliability. Based on the results of the re-estimation in Table 2, from the outer loadings, it shows that the results have met convergent validity because all factor loadings are above 0.70.

Table 2. Evaluation of Measurement (outer) Model 2

Indicator	Family	Government	Passion	Success
FML3	1,000			
GOV1		0,837		
GOV2		0,860		
GOV3		0,804		
GOV4		0,889		
PASS10			0,828	
PASS11			0,848	
PASS12			0,765	
PASS2			0,878	
PASS3			0,813	
PASS4			0,724	
PASS5			0,773	
PASS6			0,712	
PASS7			0,762	
PASS8			0,820	
PASS9			0,615	
SUC1				0,819
SUC2				0,687
SUC3				0,682
SUC4				0,621
SUC5				0,740

Source: primary data, processed PLS-PM (2022)

Furthermore, the discriminant validity model re-estimation results are presented in Table 3. Discriminant validity can be seen from the cross-loading value based on the Fornell-Larcker Criterion

Table 3. Cross Loading Value

Variable	Family	Government	Passion	Success
Family	1,000			
Government	-0,005	0,848		
Passion	0,069	0,626	0,779	
Success	0,121	0,635	0,622	0,713

Source: primary data, processed PLS-PM (2022)

Based on the cross-loading value, the correlation value of the indicator to the construct is larger than the correlation value of the indicator to other constructs. As a result, all constructs satisfy the convergent validity criteria. To assess the construct's reliability, use the AVE value in conjunction

with composite reliability, as indicated in Table 4 below.

Table 4. Construct Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Family	1,000	1,000	,000	1,000
Government	0,870	0,878	,911	0,719
Passion	0,934	0,939	,944	0,607
Success	0,763	0,803	,837	0,508

Source: primary data, processed PLS-PM (2022)

From Table 4 above, it can be concluded that the AVE squared of the government construct is 0.848 ($\sqrt{0.719}$), which is higher than the correlation between the government and family constructs of -0.005, as well as the family construct of 1.000, which is higher than the family construct with government -0.005. The passion construct was 0.779 ($\sqrt{0.607}$) higher than the passion construct with family at 0.069 and passion with government at 0.626. The success construct is 0.713 ($\sqrt{0.508}$) higher than the success construct with the family of 0.121, the success construct with government is 0.635, the success construct with passion is 0.622

A required good model if the AVE of each construct is more than 0.5. The output results show that the AVE values for each construct of Family, Government, Passion, and Success are 1,000, 0.719, 0.607, and 0.508, which exceed 0.5. So the model meets the requirements of discriminant validity.

The reliability test is measured by the criteria of composite reliability and Cronbach alpha from the indicator block that measures the construct. The construct is declared valid if each of the above criteria is 0.70. The output results of composite reliability and Cronbach alpha are all above 0.70. So it can be concluded that the construct has good reliability.

Structural Models (Inner Model)

Table 5. Value of Determination

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Family -> Success	0,098	0,108	0,127	0,773	0,220
Government -> Success	0,413	0,375	0,255	1,622	0,053
Passion -> Success	0,356	0,408	0,240	1,486	0,069
Adj R Square	0,455				

Source: primary data, processed PLS-PM (2022)

According to Table 4, the value of adj R square, which results from the goodness fit model test, indicates that the Family, Government, and Passion model has an adj R square value of 45.5 percent. As a result, the independent variable of 45.5 percent can explain the variability of the Success construct. Furthermore, the model is evaluated based on the estimated path coefficient parameters

and their significance level. According to Table 4, the variables that affect success are government and passion, both of which have a 10% positive effect, while the family variable has no impact on success. The t statistics path between Government and Passion to Success has values of 1.622 and 1.486, respectively.

Discussion

The findings of this study confirm the concept that their enthusiasm influences female entrepreneurs' success. This shows that female entrepreneurs in Surakarta are motivated by a desire to engage in a particular activity; when they enjoy it and believe it is essential in their lives, they are more inclined to invest resources in it. This study is in line with Vallerand's (2015) research, which indicated that having a strong love for various activities leads to behaviors and outcomes that can be helpful in an entrepreneurial setting. According to empirical studies, having a strong interest in a particular activity leads to more intentional practice and higher skill levels (Curran et al., 2015). Engaging in activities that one enjoys enhances creativity (St-Louis & Vallerand, 2015) and predicts increased absorption in task activities (Dubreuil et al., 2014). Drnovsek et al. (2016) found that entrepreneurial resources produced from positive emotions like enthusiasm are associated with entrepreneurial performance.

Furthermore, the findings of this study show that family life has no impact on the success of female entrepreneurs. This finding contradicts previous research, which found that in developing countries, women require their spouse's support because their traditional role as a homemaker makes it difficult for them to begin earning; thus, a woman's success in business is dependent on the support of her family members (Noor et al., 2020). As a result, there is evidence that their traditional role as housewives does not act as a barrier to starting a business. The presence or absence of family support does not affect their success.

Based on the findings that there is no effect of family support on women's success, the level of women's concern for the family does not affect their work as entrepreneurs, making it easier for women entrepreneurs to strike a balance between family and work. This is possible because the responsibility for working at home falls not only on the shoulders of women as housewives but also on the shoulders of men as the head of the household.

The Indonesian government encourages and provides opportunities for all citizens, particularly the young generation, to engage in business and entrepreneurship. Many programs are designed to cater to entrepreneurs' interests and aspirations. Some are eager to contribute and make a difference, if only for their family and society. Currently, most support programs for women entrepreneurs are geared toward women who run microenterprises and cooperatives. Although the number of programs aimed specifically at women in SMEs and startups is relatively small, a growing number of gender-neutral programs are targeting these high-growth companies. In contrast, The private sector is primarily responsible for these women-friendly programs (either gender-inclusive or women-focused) (Dea, 2019).

This study suggests that government support has a positive impact on the success of women entrepreneurs in Surakarta. This is consistent with the suggestion from Yukongdi & Cañete (2020) that government support and supportive policies from government agencies may have a positive impact on women's involvement in a business venture, as well as many studies have been conducted to demonstrate the importance of government support on women entrepreneur (Ariffin et al. 2020; Rafiki and Nasution 2019; Noor et al. 2020).

CONCLUSIONS

This study investigates the impact of passion, family life, and government support on the success of women entrepreneurs in Surakarta. The findings show that passion has a positive impact on the success of female entrepreneurs. This means that women entrepreneurs like and attach importance to entrepreneurship activities so that they desire to be entrepreneurs, which affects the success of their businesses. Family life has been shown to have no impact on the success of female

entrepreneurs. This demonstrates that women's concern for their families does not affect their work as entrepreneurs, making it easier for women entrepreneurs to strike a balance between family and work. Furthermore, the findings indicate that government support has a positive impact on the success of female entrepreneurs in Surakarta. This suggests that government programs, feedback, and procedures for women entrepreneurs are highly beneficial in encouraging their enterprises to survive and thrive, especially during this pandemic.

The COVID-19 pandemic is a hard time for entrepreneurs, particularly women entrepreneurs. In times like these, when restrictions on people's mobility are imposed to reduce the number of disease outbreaks, economic activity will undoubtedly suffer. Women entrepreneurs, in particular, are more vulnerable to the pandemic's adverse effects on their businesses due to their dual role as entrepreneurs and housewives, which limits their movements more than men. According to the findings of this study, passion and government support positively affect success, whereas family life has no impact on the success of their business. The results are expected to be taken into account by the government so that the programs and systems put in place to support the success of women entrepreneurs can be maintained and improved.

LIMITATIONS & FURTHER RESEARCH

Several factors that influence the success of women entrepreneurs are known to be related to trait factors, behavioral factors, and socio-psychological factors from the literature; however, there are personality factors of women themselves that may also influence them, which have not been accommodated in this study. As a result, future studies should take this into account.

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