

ANALYSIS OF ENTREPRENEURSHIP AND ENTREPRENEURIAL INTENTION AMONG YOUNG MINAHASA WOMEN IN MANADO

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ABSTRACT

The development of entrepreneurship in Manado effected the opportunity of entrepreneurship in Manado is opened. The advantage of business opportunity in Manado should been utilized by all people in Manado young Minahasa women to run a business. But, the entrepreneurial intention of young Minahasa women in Manado is questionable. The objective of this research is to analyze the intention to become entrepreneur among young Minahasa women in Manado, and their view about women entrepreneurship in Manado. This research used qualitative methods, by conducting interviews to figure out the entrepreneurial intention of young Minahasa women in Manado. The population includes young women from Minahasa ethnicity, aged 19-23 years old. The informant of this research is 9 young Minahasa women, mostly university students. The result showed that young Minahasa women in Manado have intention to become entrepreneur and have positive opinion about entrepreneurship in Manado. Entrepreneurial intention of young women is need to improve by training, socialization, or entrepreneurship education in university.

Keywords: *entrepreneurship, entrepreneurial intention, women entrepreneurship*

INTRODUCTION

Research Background

Entrepreneurship is becoming popular in television and internet. So many success entrepreneurs are showed in television, internet, and books because the successful business. So many biographies of entrepreneurship are sold at bookstores around the world. Not only biographies of famous entrepreneurs, self-improvement and entrepreneurship books also popular, and have contributions to motivate people to become an entrepreneurship.

In Manado there are some women who have opened their own businesses, and many women students are learning and aspire to be an entrepreneur. However, women who open their own businesses and independent yet many who come from ethnic Minahasa. Women desire for gender equality makes women today have become more active to earn their own income. When the woman chooses to become an entrepreneur because the family income is not enough to generate savings, develop economically, have funds for entertainment and give better quality of life to the woman and her family, even if such income can cover the basic household expenses (Avolio, 2012). The fear of failure is linked to their lower rates of entrepreneurship because of the inherent risk of starting your own business (Clifford, 2013).

Chigunta (2002) cited by Fatoki and Chindoga (2011) finds evidence from developing countries that participation of youths varies with gender and young men are more likely to be self employed than young women. Many young people, especially university students in Manado are not getting a job. The factor that affect young people jobless is because still dependence on parents. Many university students still get money from their

parent. The influence of media and entertainment that show the women work as employee in managerial position, as a model, a celebrity, but so rare from entertainment, such as movie, that shows a woman as an entrepreneur. Compared to adults, young people are disadvantaged in the following areas: more youth face problems of access to resources such as: more young people start their enterprises with lower levels of initial capital; more enterprises owned by young people have a lower market value or inventory; more youth entrepreneurs are engaged in a narrower range of activities; more young people tend to operate from homes or streets (lack of access to space); more young people do not bring experience and contacts to the business, and; more enterprises owned by youth tend to rely on simple tools or have no equipment at all (Chigunta, 2002 cited by Fatoki and Chindoga, 2011).

Research Objective

The objective of this research is to analyze the intention to become entrepreneur among young Minahasa women in Manado.

THEORETICAL FRAMEWORK

Entrepreneurship

Dyck and Neubert (2009:174) defined entrepreneurship as the pursuit of new or innovative opportunities, regardless of organization type or size. Dyck and Neubert (2009:174) also state that the term "entrepreneurship" is sometimes used interchangeably with "small business management" and "family business management," because these ideas often overlap. Entrepreneurship is more than mere creation of business, and entrepreneurship is an integrated concept that permeates an individual's business in an innovative manner (Kuratko and Hodgetts, 2004:43). People who are doing entrepreneurship activity are called as entrepreneurs. Dyck and Neubert (2009:174) defined entrepreneurs as people who conceive opportunities to offer new or improved goods or services (or even new markets or ways of doing things) exhibit initiative to pursue those opportunities, and make plans and mobilize the resources necessary to convert their concepts into reality. In other words, an entrepreneur is someone who has courage to take risk from what an entrepreneur will do.

Entrepreneurial Intention

Intention is one of the most important factors for predicting human behaviors (Krueger et al., 2000). Regarding the role of intention in human behaviors, different sciences also have examined this factor and came up with results. Entrepreneurial intention refers to individual decision to implement a business concept and direct it towards a new business creation (Bird, 1988). Entrepreneurial intention as a cognitive representation of the actions to be implemented by individuals to either establish new independent ventures or to create new value within existing companies, and attitudes directly predict entrepreneurial intention, while psychological characteristics, individual skills and environmental influence have only an indirect impact (Fini et al., 2009). Base on that statement, entrepreneurial intention have important role in entrepreneurship spirit of every entrepreneur.

Women Entrepreneurship

Dwivedi and Mishra (2013) stated that women entrepreneurship or female entrepreneurship is the process where women take, lead and organize a business or industry and provide employment opportunities to. The role of women entrepreneurs in business competition is important. Dwivedi and Mishra (2013) also state that today's women must supplement the family income using their potential and skills that they possess, because her skills and competencies may be sharpened and turned by way of training. (Avolio, 2012) grouped women entrepreneurs by common experiences in the life cycle stage when they choose entrepreneurship, considering the stage of life when they chose entrepreneurship (partner/husband, children), and the stage of professional/work experience measured in the number of years of work experience previous to entrepreneurship (the age when they chose entrepreneurship was not a determining factor for the life cycle categorization, since it depends on the life experiences of each person).

Previous Research

Avolio (2012) found that circumstances affecting entrepreneurship seem to show differences according to demographic, educational and family background. Avolio (2012) also explained that the very important circumstances in the women's life to become entrepreneurs were the existence of people who motivated and supported entrepreneurship and the presence of an entrepreneur role model. Fini et al. (2009) found that entrepreneurial intention reflects a state of mind directing a person's attention and action toward the enactment of entrepreneurial behavior. Mushtaq et al. (2011) resulted that students are more motivated to start their own business, and the intention to venture creation is no more attached only to self independency. Nishantha (2009) found that students with high entrepreneurial attitude tended to be male rather than female.

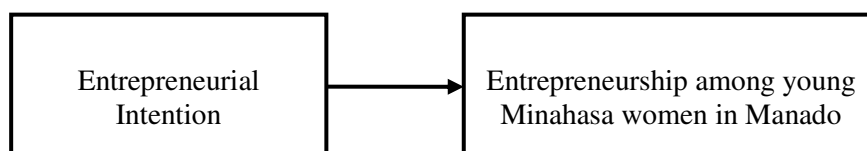


Figure 1. Conceptual Framework

Source: Theoretical Review, 2013

RESEARCH METHOD

Type of Research

This research is based on informants' viewpoint and perspectives. This research used qualitative methods, by conducting interviews to figure out the entrepreneurial intention of young Minahasa women in Manado.

Place and Time of Research

This research is conducted in Manado, North Sulawesi. The time of research being conducted is on November 2013.

Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009:262). In this research, only young Minahasa women between the ages 19-23 were chosen as the population. A sample is a subset of the population, comprises some members selected from it. Sampling begins with precisely defining the target population (Sekaran and Bougie, 2009:267). The sample or informants of this research are 9 young women, from Minahasa ethnicity, aged 19-23 years old. Most of them are university students.

Data Collection Method

This research use qualitative research technique by interview and observation to gather the data. The interview questions are partially listed in the interview list. The observation doing by records the information from informants one by one. This study was conducted by interview the informants, in this case is young women of Minahasa ethnicity in Manado, mostly university students.

Operational Definition of Research Variables

1. Entrepreneurial intention refers to individual decision to implement a business concept and direct it towards a new business creation (Bird, 1988).
2. Women entrepreneurship is the process where women take, lead and organize a business or industry and provide employment opportunities to. The role of women entrepreneurs in business competition is important (Dwivedi and Mishra, 2013).

Data Analysis Method

In the data analysis step, the data gathered are statistically analyzed to see if the hypotheses that were generated have been supported (Sekaran and Bougie, 2009:26). Data analysis in qualitative research is an ongoing activity that occurs throughout the interview process, to increase the understanding, and then to present the result. At the time of interview and observation, the data that has been gained will be directly analyzed. When data or answers obtained are still not enough, it will be interviews or observations will be continued. All data have been obtained which will be summarized and discard the unnecessary data.

RESULT AND DISCUSSION

Result

Interview Result

Informant - 1 said that she has intention to be a fashion entrepreneur, although she is studying agriculture. Informant - 1 has intention to make a new website to sell her products, and she does not want to open a store at mall or side of the street. The desires to be independent motivate her to intend to be entrepreneur. Her parents are support her if she want to be an entrepreneur. Informant - 1 had tried several jobs to supplement their income and could possibly be the capital business for her plan to starting a business. According to Informant - 1, most of her Minahasa friends are not have too much intention to become an entrepreneur. Because of that, Informant - 1 concluded that Minahasa young women are not having much intention to become an entrepreneur. She said that the development of entrepreneurship in Manado especially among Minahasa young women is growing up.

Informant - 2 has an intention to be an entrepreneur, and has a plan to open a boutique. Informant - 2 wants to be an entrepreneur because she thought that the opportunity of create a new business in Manado is widely open. The cost of capital becomes her problem. If Informant - 2 had enough money, she would prefer to become an entrepreneur. Informant - 2 intention to run a business is because her passion in fashion. Her parents fully support her entrepreneurial intention. According to Informant - 2, the business opportunities in Manado are widely opened, and the development of entrepreneurship in Manado is growing especially boutique or fashion store. Informant - 2 said that entrepreneurship in Manado is growing up but the role of Minahasa young women are still as costumers, and not having too much intention to run a business.

Informant - 3 has an intention to be a culinary entrepreneur. Informant - 3 said that she doesn't want to work as civil servant or lawyer although she is studying law, because become an entrepreneur is her desire. As her additional income, Informant - 3 sells football jersey. Informant - 3 wants to be an entrepreneur because she wants live independently and received supports by her parents. According to Informant - 3, the business opportunities in Manado are widely opened, and the development of entrepreneurship in Manado is growing especially women entrepreneur. Informant - 3 said that entrepreneurship in Manado is growing up but the role of most Minahasa young women are still as consumers.

Informant - 4 has little intention to be an entrepreneur. Open a new business is a second choice after become a public notary, based on what she is studying at faculty of law. Informant - 4 will be an entrepreneur if she didn't have a job, and might open a small business for her additional income. According to Informant - 4, entrepreneurship in Manado is prospective. But, according to Informant - 4, Minahasa women do not give enough contribution into entrepreneurship development in Manado. Informant - 4 compared Minahasa young women with young women from other ethnicities in Manado. Minahasa young women make prestige as their priority and do not want to an entrepreneur.

Informant - 5 said that she does not want to work as an employee in a company. She wants to be an independent woman. But, although she doesn't want to be a company worker, she believes that she needs to work as an employee in a company because she needs money as her capital for open a business. Informant - 5 was inspired by her lecturers in university. Before she became a university student, she did not have an intention to be an entrepreneur. Her hobby of music also motivates her to open a business. Her parents are supporting her to independent, and her intention to be an entrepreneur. To support her entrepreneurial intention, Informant - 5 still wants to expand her network and connection with other people. She said that with more friends she had, it will make her effort to reach her intention become easier. According to Informant - 5, entrepreneurship in Manado is rapidly developed because the competition with migrant people. She also said that women

entrepreneurship in Manado is in good condition because so many small businesses in Manado are running by a woman.

Informant - 6 has an intention to become an entrepreneur. But, because of the capital of create a new business she preferred to find a job based on her educational background. She said that she might be an environment analyst or an architect. Informant - 6 thought that she was not good in marketing or entrepreneurship although she wants to be an entrepreneur. She needs partner to work together with her. Her intention to be an entrepreneur was come from the biographies from success people. Her parents also support her to be an entrepreneur. About entrepreneurship in Manado, Informant - 6 said that the development of entrepreneurship in Manado is increasing. The effect of the increase of entrepreneurship development in Manado is good. It could creates so many opportunity to find a job and create job demands or vocations. According to Informant - 6, young Minahasa women are not having too much intention to run a business. She said that the consumerism attitude among Minahasa women makes Minahasa women lose the entrepreneurship competition.

Informant - 7 said that she wants open small business like small shop or boutique. She would be an entrepreneur although she also wants to be a teacher. Her parents' background as entrepreneurs motivated her to run a business. She ever sold clothes for her cost to study. She got money from her parents as capital of her business. Her parents fully support her to be an entrepreneur. According to Informant - 7, the intention to be an entrepreneur of Minahasa women in Manado is still need to improvement. She said the development of entrepreneurship in Manado is slow, and the role of Minahasa women is still below women from other ethnicities. She said most of Minahasa young women are not directed towards entrepreneurship by their parents.

Informant - 8 has an intention to become an entrepreneur. Her intention to be an entrepreneur was come from her initiative to live independent. Her parents support her intention to become an entrepreneur, and will give her enough money as capital. According to Informant - 8 said that the problem of women entrepreneurship among young women in Manado is because they do not have enough money or capital to open or running a business. About entrepreneurship in Manado, Informant - 8 said that the development of entrepreneurship in Manado is growing. The building of mall and many stores in Manado are in progress. It creates so many opportunity to find a job and create job demands or vocations. She said that women in Manado, especially Minahasa women should take the opportunity to open business.

Informant - 9 said that she has intention to be an entrepreneur. She wants to run an event organizer or party planner business. Her intention to be an entrepreneur came from her lecturers in university. What she studied in university motivate her to be an entrepreneur although not in the near future. Based on Informant - 9's opinion, the development of entrepreneurship among Minahasa women in Manado is growing. Informant - 9 said that it evidenced by the increasing number of Minahasa restaurants in Manado, and tightening competition with people from other ethnicities.

Discussion

Women Entrepreneurship in Manado

Informant - 1 stated that the entrepreneurship in Manado is increasing. But, the self employment enthusiasm of young Minahasa women make most of them still cannot compete with women from other ethnicities. The other informants also expressed the same opinion about the competition with women from other ethnicities. They said that young Minahasa women still cannot lead the competition with other. They took shopping in Manado as example which shows that young Minahasa women as employee, while their boss is people from other ethnicity. Although just as an employee, Informant - 1 said: *"Most of young Minahasa women in Manado have an intention to become entrepreneur, and didn't want to depend on their parents."*

Informant - 2 has a statement that the development of entrepreneurship in Manado is growing up, and Minahasa women have an important role in that case, but as the costumer. She stated: *"Mall is everywhere, store is everywhere, but we are always be costumers."* Informant - 2 state that the development is felt by all people in Manado. But only few stores at Mall in Manado owned by Minahasa people. Although doesn't have intention to be an entrepreneur, Informant - 4 said that entrepreneurship in Manado is prospective. So many shopping malls and stores become a signal of development in Manado. Informant - 4 stated: *"Manado is a good place to open new shopping stores. I admit it because I think consumerism among Minahasa women is high. We love shopping."* According to Informant - 4, Minahasa women like shopping. Informant - 3, Informant - 6, Informant - 7, and Informant - 8 also said same statement with Informant - 4. They said that entrepreneurship in

Manado is growing up but the role of Minahasa young women are still as consumers. Informant - 3 said that: *"Entrepreneurship in Manado is growing up but the role of Minahasa young women are still as consumers."*

Informant - 7 stated that the development of women entrepreneurship in Manado is increasing, but in the slow movement. She answered: *"The development of entrepreneurship in Manado is slow, and the role of Minahasa women is still below other women. We can easier to find small shop owned by Minahasa woman. But, that is not enough."* Informant - 5 and Informant - 9 have different perception about women entrepreneurship among Minahasan women in Manado. Informant - 5 stated: *"Women entrepreneurship in Manado is increasing. There are many woman entrepreneurs in Manado although they only own small shops. They gave big contribution to entrepreneurship development in Manado."* Informant - 5 stated that women entrepreneurship in Manado rapidly increases. Start from small business, women entrepreneurship in Manado will grow up. In other words, the competition with women from other ethnicities became a stimulant for Minahasa women, to more aggressive toward entrepreneurship.

Most of informants said that entrepreneurship in Manado is developing. But, some of them have doubt about entrepreneurial intention among Minahasa women, especially young Minahasa women. According to their opinion, Minahasa women are stereotypically consumerists.

The Motivation of Informants to become Entrepreneur

Women who choose to become entrepreneurs are motivated primarily by five financial and psychological factors, specifically: (1) the desire to build wealth; (2) the wish to capitalize on business ideas they had; (3) the appeal of startup culture; (4) a long-standing desire to own their own company; and (5) working for someone else did not appeal to them (Cohoon, et al., 2010).

All of the informants have motivation that motivated them to be an entrepreneur. The reasons and motivations of informants are different each other, only several informants have same intention. Become an independent women is one of many motivation. Informant - 1 said: *"I've tried several part time jobs. I just want live independently and do not always depend to parents."* Same answer also told by Informant - 3, Informant - 5, and Informant - 8. They said that they want to be independent women. Informant - 3 said: *"I want to be an entrepreneur because she wants live independently. That is my desire."*

The entrepreneurship opportunity in Manado also becomes a cause. Informant - 2 took attention to entrepreneurship in Manado, and she want to take the advantage of it. Informant - 2 answered: *"I want to be an entrepreneur. The opportunity to be entrepreneur in Manado is open for people who live in Manado."* In other words, although she was working as an employee in a company, she found that there is many opportunity for Minahasa young women in Manado.

Informant - 5 and Informant - 9 were motivated by textbook and lecturers in university. In today's environment education has an important role to play in promoting both entrepreneurship and entrepreneurs. Informant - 5 said: *"Because I am studying business, I got some boost of motivation to become an entrepreneur."* And, Informant - 9 also said: *"My intention to be an entrepreneur was come from what the lecturers said about business and from book."* In other words, the place where the informant studied also gave them motivation to create a new business.

For Informant - 7, her family background as entrepreneurs was motivated her to become an entrepreneur. She said: *"My parents are entrepreneur. I want to be like them. They also support me to be like them."* Different with Informant - 7, Informant - 6 was motivated from biographies of many success people. Informant - 6 stated: *"If I didn't read book or biography of famous success people, I wouldn't know about entrepreneurship. Their inspired me to be more interesting to entrepreneurship."* The statement of informants shows that the motivation to become entrepreneurs can emerge from many ways. It can be from parents, lecturers, or other people.

General Findings

From nine informants, only one informant said that she had less intention to become an entrepreneur although she also said that the development of women entrepreneurship is increasing. It means all of the interviewees have good response towards entrepreneurship.

Table 1. General Findings

Intention to be entrepreneur among young Minahasa women	Reasons
<ul style="list-style-type: none"> - Have intention to become entrepreneur - Give positive response towards entrepreneurship 	<ul style="list-style-type: none"> - Have a plan to run a business. - Optimistic about entrepreneurship competition in Manado. - Desire to live independently. - Highly motivated by the entrepreneurship development in Manado.

Source: Data Processed, 2014

Despite of pessimistic view by informants about the entrepreneurial intention among young Minahasa women in Manado, they are optimistic about the development of women entrepreneurship among Minahasa women in Manado. The competition with women from other ethnicities became the reason why young Minahasa women are enthusiastic to be entrepreneur. The support by family and desire to live independently also are the reasons why informants more intend to become entrepreneur.

CONCLUSION AND RECOMMENDATION

Conclusion

Young Minahasa women in Manado have intention to become entrepreneur, and have good response towards entrepreneurship in Manado. The start-up capital, focus to education, and of course, consumerism characteristic of Minahasa women, became the problem of entrepreneurial intention among young Minahasa women in Manado. There are four reasons that come behind the answer. They are the run a business, optimistic about entrepreneurship competition in Manado, informants' desire to live independently, and the motivation of informants.

Recommendation

There are several recommendations: (1) for young Minahasa women in Manado, decrease the consumerism attitude, keep the entrepreneurial intention, and find more knowledge about entrepreneurship, to face the challenge of entrepreneurship development in Manado. Entrepreneurship introduction in Manado is needed to improve by training, socialization, or entrepreneurship education in university; (2) for future research, it will be better to conduct the same research in Manado, about the comparison of entrepreneurial intention based on ethnicity. Better to try a bigger number of informants or respondents in order to get a clearer result.

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