

## THE ROLE OF SOCIAL SUPPORT FOR WOMEN ENTREPRENEURS IN REDUCING CONFLICT TO INCREASE BUSINESS PERFORMANCE

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**Abstract:** The government's efforts to accelerate economic growth in Indonesia are carried out by encouraging people to become entrepreneurs. Several studies conducted during the last 10 years show that the growth of entrepreneurship in a country cannot be separated from the participation and role of women. The purpose of this study was to determine the relationship between social support and business performance improvement of women entrepreneurs. This study found that social support has an important role, especially for women entrepreneurs, with social support provided to women, multiple role conflicts can be reduced. Women can do their job to the fullest, and still carry out their role as wives and mothers in the family. The social support provided to women entrepreneurs really helps them to be able to calmly do their jobs, build and develop their businesses. Increasing social support will reduce dual role conflicts and will have an effect on improving the business performance of women entrepreneurs. The managerial implications of the research are 1. Women as entrepreneurs (women's entrepreneurship) can find the various forms of social support needed to help them reduce the dual role conflicts that are often experienced by women's entrepreneurship 2. Women as entrepreneurs (women's entrepreneurship) can develop appropriate strategies to improve their business performance through the social support they receive. 3. Women as business actors (women entrepreneurship) can find out what dual role conflicts will arise and affect their business performance when they do not get social support.

**Keywords:** social support, women entrepreneurs, dual role conflict, business performance

**Abstrak:** Upaya pemerintah untuk mempercepat pertumbuhan ekonomi pada Indonesia dilakukan dengan cara mendorong masyarakatnya untuk berwirausaha. Beberapa penelitian yang dilakukan selama kurun waktu sepuluh tahun ini, menunjukkan bahwa pertumbuhan kewirausahaan pada sebuah negara didukung oleh peran dan partisipasi perempuan. Tujuan penelitian ini adalah mengetahui hubungan antara dukungan sosial bagi peningkatan kinerja usaha wirausaha perempuan. Fokus penelitian ini adalah pada pengusaha wanita. Temuan dari penelitian ini: bahwa dukungan sosial memiliki peran penting terutama bagi pengusaha perempuan, dengan adanya dukungan sosial yang diberikan kepada perempuan, konflik peran ganda dapat dikurangi. Perempuan dapat melakukan pekerjaannya secara maksimal, dan tetap menjalankan perannya sebagai istri dan ibu dalam keluarga. Dukungan sosial yang diberikan kepada pengusaha perempuan sangat membantu mereka untuk dapat dengan tenang melakukan pekerjaannya, membangun dan mengembangkan usahanya. Peningkatan dukungan sosial akan mengurangi konflik peran ganda dan akan berpengaruh pada peningkatan kinerja usaha perempuan pengusaha. Implikasi manajerial penelitian adalah 1. Perempuan sebagai pelaku usaha (kewirausahaan perempuan) dapat menemukan berbagai bentuk dukungan sosial yang dibutuhkan untuk membantu mereka mengurangi konflik peran ganda yang sering dialami oleh kewirausahaan perempuan 2. Perempuan sebagai pelaku usaha (kewirausahaan perempuan) dapat menyusun strategi yang tepat untuk meningkatkan kinerja usahanya melalui dukungan sosial yang diterima oleh mereka. 3. Perempuan sebagai pelaku usaha (kewirausahaan perempuan) dapat mengetahui konflik peran ganda apa saja yang akan muncul dan berpengaruh terhadap kinerja usaha mereka ketika mereka tidak mendapatkan dukungan sosial.

**Kata kunci:** dukungan sosial, pengusaha perempuan, konflik peran ganda, kinerja usaha

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## INTRODUCTION

One of the government's efforts to accelerate economic growth in Indonesia is to encourage people to engage in entrepreneurial activities. The involvement of women in entrepreneurship based on the 2016 Economic Census shows a percentage of 54.96 percent. Data obtained between 2014-2018 there were 64 million registered MSMEs. A total of 64 million MSMEs are engaged in various business fields and create various innovations. Based on data on the number of MSMEs that have sprung up in Indonesia, it is an indication that entrepreneurship is one of the drivers of society to improve the economy starting from the smallest environment to finally have an impact on increasing economic growth in Indonesia. MSMEs contributed to a gross domestic product (GDP) of 60% in 2018. Based on available data, the development of MSMEs in Indonesia in recent years has shown a significant increase, including data showing that women's participation in MSMEs contributes up to nine point one percent of GDP and about five percent of exports.

Women entrepreneurs can be defined as women or a group of women who start, manage, and operate a business or business. Women entrepreneurs run businesses because various motives underlie them to start a business; one of the most significant motives for women to run a business is to help improve the family's economic life. There are many business opportunities that women can run, and they even have more effective options than male entrepreneurs because the business opportunity for women is tremendous not only for now but also for the future.

The increasing number of women as owners and entrepreneurs is a benchmark that women are increasingly aware of their role in society, especially the role of women as individuals who contribute to improving the family economy and more broadly improving the country's economy. Business opportunities for female entrepreneurs are greater than male entrepreneurs. Women have many advantages that men do not have, including the female entrepreneur, who tends to be superior in negotiating. Women have a flexible nature and are more flexible in dealing with things. According to Candida G. Brush, assistant professor of Management Policy of Boston University, female entrepreneurs are more cooperative, informal, and easier to build agreements with other parties.

The role of women in the context of entrepreneurship cannot be ignored, because women can become leaders in changing society. As entrepreneurs, women have the capacity as extension workers for community empowerment. This opinion is supported on the grounds that women can have a positive impact on society through their involvement. The contribution of women in fostering economic development is very dependent on how much support is given to women.

Previous research conducted over the last 10 years shows that the growth of entrepreneurship in a country cannot be separated from the participation and role of women. The results of the study conducted by Minniti et al. (2005) found that the participation of women as entrepreneurs has increased quite sharply in the past decade and is increasingly important in developed countries. and growing. However, the growth rate in the number of women-owned enterprises is still systematically lower than that of men. The results show that the participation of women in business creation activities is lower than that of men, with twice the frequency of women.

In developing countries, this ratio is considered unfavorable, as male participation is close to 75% (Minniti and Arenius, 2003). Research conducted by Wilson (2007) supports this statement, according to him, the percentage of business ownership by women in Asia, Africa, Eastern Europe and Latin America is only 25%, the rest are men. Although a few years ago the number of female business owners was still small, it is worth noting that the participation of women as entrepreneurs around the world is increasing, as noted by Still. and Timms, 2000. The proportion of male and female entrepreneurs has also increased sharply over the past decade.

Research conducted by Brisco in 2000 in China found that 25% of new businesses in China were run by women, while in Japan it was much better, where four out of five new SMEs were owned by women. Another finding by Tinnaprilla (2007) revealed that in Indonesia, based on the survey results of Small and Household Handicraft Industries (IKKR) it was stated that 43% of the 2,351 million entrepreneurs at the end of 2001 were women.

According to an opinion published by Sunita in 2013, "As individuals, women face many challenges in creating and managing businesses. These barriers are affected by a variety of family roles, levels of education, lack of training, self-doubt, lack of funding, and legal and social forms. Women must empower themselves and others within their limits through community empowerment through the creation of businesses to create social change and increase economic activity in an immediate environment. In contrast, male entrepreneurs tend to be more competitive, formal, and think systematically. In addition, female entrepreneurs also tend to be more sensitive to their business intuition. So if you can develop these advantages, of course, your business will also grow tremendously. However, female entrepreneurs are generally too careful in doing business and even too afraid to take risks. So, if this weakness is not managed correctly, it will result in a relatively small number of female entrepreneurs entering the business world.

Even so, women cannot walk alone if there is no support from the surrounding environment, especially the family, because women are not like men who have roles as heads of families and breadwinners. For women entrepreneurs, social support and social capital are obtained from the various networks they have. A social network is an individual's organized system of relationships with other people. Kim and Sherraden (2014) note that social networks consist of strong and weak ties. Strong bonds are obtained from friends and family, which are shown through frequent interactions, reciprocal exchanges, and close relationships. While can measure weak bonds through support from business partners and acquaintances, it has infrequent interactions and is limited to one type of relationship. Social support can provide comfort, both physical and psychological, to the individual because social support affects the incidence and effects of anxiety states experienced by a person.

Many research has proven that the top ranges of war inside the factor is likewise related to the prevalence of terrible strain and mental well-being. Girls whinge of terrible pressures due to the numerous conflicts they experience. moreover, to having many function conflicts, ladies generally lack ok guide from society. Indeed, in numerous research, social guide for marketers performs an important essential function inside the entrepreneurial process. in a really very range of research, parental consent and environmental

approval is proven to play an essential function in someone cultivating entrepreneurial interests (Adeline et al. 2015; Kim et al. 2001, Lee et al. 2011)

Currently, many women entrepreneur try to maintain their residence monetary cycle from organizations that they own. Therefore, they want social guide from own circle of relatives and moreover the surroundings to live up the enterprise overall performance they have got built. dual function war Lee and Choo (2001) argue that work-own circle of relatives war is break up into 3 parts, namely:

1. Job Spouse Conflict/ common work conflict is a conflict that arises birth among married (married) female businessmen. Women face competition in fulfilling their roles as entrepreneurs and partners (wife).
2. Job Parent Conflict (JPC) is a conflict faced by women in their roles as working or business women and women taking on maternal roles in the family
3. Job Home Maker Conflict (JHMC) is a conflict that occurs in married women entrepreneurs because of the different roles for women who work and the role of women as regulators in the household.

Based on the theory expressed by Lee and Choo (2001), in the common work conflict. When a woman performs her role as a woman entrepreneur or a woman goes to work and becomes a wife, a minimal conflict will happen to them. In this section, women have a role to meet economic needs; here, husband and wife support each other. Here it is not only the husband who is the primary breadwinner, but the wife as a partner also has a role, so those female entrepreneurs who have partners do not experience dual role conflicts.

The results of research conducted by Dianne et al. (2018) found that there is a relationship between two dimensions of the Business Family Interface: namely instrumental support which is is illustrated by the financial support of the family, and the emotional support of family and business performance. Eve et al. (2020), finds that marriage has both positive and negative effects on women-owned businesses. Furthermore, it was also found that the business experienced growth when the owner received moral support to support his business operations. Furthermore, according to research, business will be affected when business owners face difficulties in balancing business responsibilities and family responsibilities.

Research conducted by Adwin (2015) in particular, provides an in-depth understanding of the role of finance, social and human capital in women's entrepreneurial performance. According to Adwin, financial capital may not always affect business success, but instead found negative relationship between financial capital and operating performance. On the other hand, a positive relationship was found between performance and educational attainment, and between performance and partner commitment indicating that these variables may be more important than microcredit for success of female entrepreneurs in Indonesia.

The following briefly summarizes the findings from previous research that helped the authors find gaps and novelties from this research. Research conducted by Michela et al. (2015), shows that family support has a positive and negative effect. Support from the family can improve the company's performance, on the contrary, the financial support provided by the family actually has a negative impact on the company's performance. In this study, it was found that the form of support needed by women to be able to improve their business performance was support such as public/private services, including public/private child care services, and elderly care services.

Based on the background, previous research and the purpose of this research, the authors found a research gap that could be used as an approach to answer the research objectives and solve existing problems. The author concludes that social support is needed for women, both those who work in companies and women entrepreneurs. The positive relationship that women have in the environment, both the family environment and the environment where they carry out their activities as workers and business actors.

The results of the previous study also explained that financial support cannot be used as a measure of the success of the business carried out by women, women need more social support to help them succeed in running the business they build. Social support becomes a tool to help women reduce the occurrence of dual role conflicts when they carry out their activities as business actors, as mothers and as wives.

The problem-solving approach that the author uses in this study is to determine how much social support is

needed by women to reduce dual role conflict. The extent to which the reduction in dual role conflict that occurs in women has an impact on their business performance as entrepreneurs. The research was conducted in Indonesia on women perpetrators/business owners, social support variables used in this study were instrumental support, informational support, emotional support and positive assessment, for multiple role conflict variables, research uses variables Job-Spouse Conflict, Job-Parent Conflict, and Job-Home Maker Conflict.

Based on the background related to the role of social support for women business owners/managers and the effect of social support in improving business performance that has been carried out in previous studies, this study has the following objectives: To determine the effect of Social support to reduce the occurrence of dual role conflicts in women's entrepreneurship; Determining indirect effects of social support on firm performance through dual role conflict; Determine the direct effect of dual role conflict on firm performance.

## METHODS

The research was conducted in September 2021. For 3 weeks the researchers distributed questionnaires using the Google Form. Questionnaires were distributed via personal chat on Whatsapp and also to the female MSME community via email or Whatsapp groups. Respondents who filled out the questionnaire were not limited by the type of business and the area where they lived.

The research data used in this research are primary data and secondary data. Secondary data is used to find the novelty of this study and to find the appropriate indicator variables for this study from previous studies. Primary data comes from respondents who fill out the questionnaire. The way to find respondents is snowball sampling, where the researcher introduces an acquaintance to a relative or friend who meets the specified qualifications and then asks the researcher to fill out a questionnaire about the g form rice field. The criteria for respondents who can answer the questionnaire are as follows. A woman who has been married for at least 6 months, has at least one child, and has been in business for at least 6 months.

This study uses a quantitative descriptive method by conducting survey research based on data by distributing questionnaires to respondents. To get answers as needed in this study, research questions were prepared using indicators from each research variable used. The following are the indicator variables used in this study:

1. Social Support Variable Indicator (Instrumental support (tangible or instrumental support); Informational support; Emotional support (emotional support); and Positive assessment.
2. Indicators of Women Entrepreneurs' Performance Variables (Business Growth; Increasing operating profit; Business Assets)
3. Work Family Conflict Variable Indicator (Dual Role Conflict)(Job-Spouse Conflict; Job-Parent Conflict; and Job-Home Maker Conflict)

To make it easier to analyze each answer given by the respondent, a Likert scale is used in the questionnaire, besides that several open-ended questions aim to confirm the respondent's data to match the predetermined criteria.

The following briefly summarizes the findings from previous research that helped the authors find gaps and novelties from this research. Figure 1 explains how and why this research was conducted, the following is a brief description of the framework developed in this research: The overall aim of this study is to further examine the relationship between social support in reducing the dual role conflict of female entrepreneurs/business owners to improve women's entrepreneurial performance. Previous research found that social support is needed for women's entrepreneurship, with social support women can run their business well, so that it will affect their business performance, but previous research has not found how social support can

reduce dual role conflict. This study uses a dual role conflict variable as an intervening variable (mediation) between social support as the independent variable and the performance of women entrepreneurs as the dependent variable. Based on the picture of the frame of mind and the background of the research that was written at the beginning, the hypothesis proposed in this study is as follows:

- H1: There is an effect of Social Support on Dual Role Conflict
- H2: There is an indirect effect of Social Support on Business Performance through Multiple Role Conflicts
- H3: There is a direct effect of dual role conflict on business performance
- H4: There is an influence of Social Support on Business Performance

## RESULTS

Demographics of respondents in this study were seen from the place of domicile. From the form, we find that 66.1% lived in the West Java area, and 14.3% resided in DKI Jakarta, who lived in the Special Region Yogyakarta (DIY) as many as 8.9%. The rest were domiciled in the Special Region of Yogyakarta. East Java, Central Java, Aceh, Bengkulu, Banten, Bali, and Gorontalo. Data of respondents based on marital status as much as 85.7% are married, 10.7% are widows whose husbands died, and 3.6% are divorced widows.

Using a significant level of = 5% (0.05) obtained for variables X and Y using the One-Sample Kolmogorov-Smirnov test, thus the data is normally distributed because a significance value of  $0.175 > 0.05$  was found. Based on the analysis results, it is concluded that the assumption of normality of the data has been met.

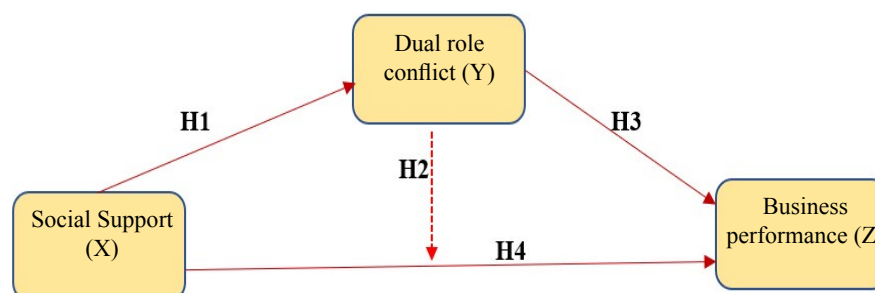


Figure 1. Conceptual framework

As for the variables X and Y using the One-Sample Kolmogorov-Smirnov test, thus the data is normally distributed because a significance value of  $0.390 > 0.05$  was found (Table 1). Based on the analysis results, the assumption of normality of the data has been met.

### Linearity Test

The linearity test aims to determine whether two variables have a linear relationship or not significantly. This test looks at how variable (X) affects variable (Y), whether the effect is directly proportional or inversely proportional. Linear. For the linearity test in SPSS 2.0, the Test for linearity is used with a significance level of 0.05. Two variables are said to have a linear relationship if the significance value on Linearity is less than 0.05 ( $< 0.05$ ) and the deviation from linearity is more than 0.1 ( $> 0.1$ ). Based on the results of SPSS data processing in Table 2, the data processing finding all variable results had a significant value for linearity less than 0.05. Then all variables have a linear relationship so that the assumption of linearity is fulfilled.

### Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption, whether there is an inequality of variance from the residuals in other observations. Residuals have two variances: homoscedasticity if the residuals have the same variance and heteroscedasticity if the residuals have unequal or different variances. A good regression model is that there is no heteroscedasticity. The model based on heteroscedasticity has a scatterplot if the points spread with an unclear pattern and are below 0 on the Y-axis.

In figure 2 we can see that the pattern is not the same as the points spread. There is no heteroscedasticity, so that the regression model can predict work productivity based on the independent variables of competence, organizational commitment, and career development. Figure 3, we can see that the pattern is not the same as the points spread. There is no heteroscedasticity, so that the regression model can predict performance based on the independent variables of competence, career development, and work productivity.

Table 1. Classical assumption result

		Sub 1	Sub 2
		Unstandardized Residual	Unstandardized Residual
N		81	81
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	9.21506050	2,55669781
Most Extreme Differences	Absolute	.100	,039
	Positive	.100	,035
	Negative	-.059	-,039
Kolmogorov-Smirnov Z	1.104	.902	
Asymp. Sig. (2-tailed)	.175	.390	

a. Test distribution is Normal.  
b. Calculated from data.

Table 2. Anova

		Sum of Squares	df	Mean Square	F	Sig.
Social Support (SS) * Dual Role Conflict (DRC)	Linearity	505.731	1	505.731	9.750	.003
Social Support (SS) * Business Performance (BP)	Linearity	1888.266	1	1888.266	28.435	.000
Business Performance (BP) * Dual Role Conflict (DRC)	Linearity	694.181	1	694.181	7.445	.009

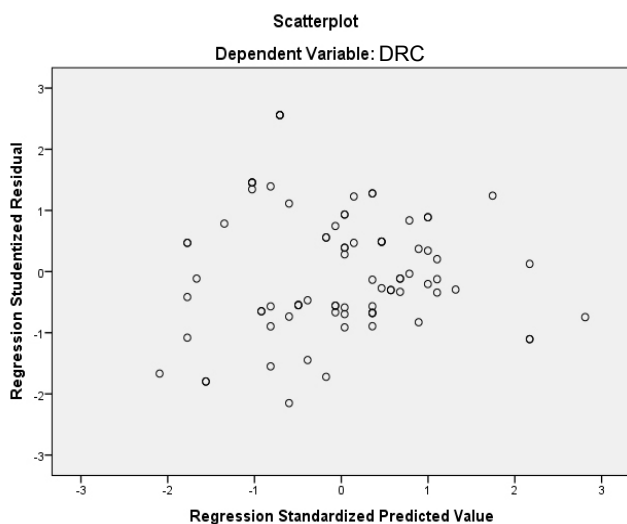


Figure 2. Heteroscedasticity test (DRC)

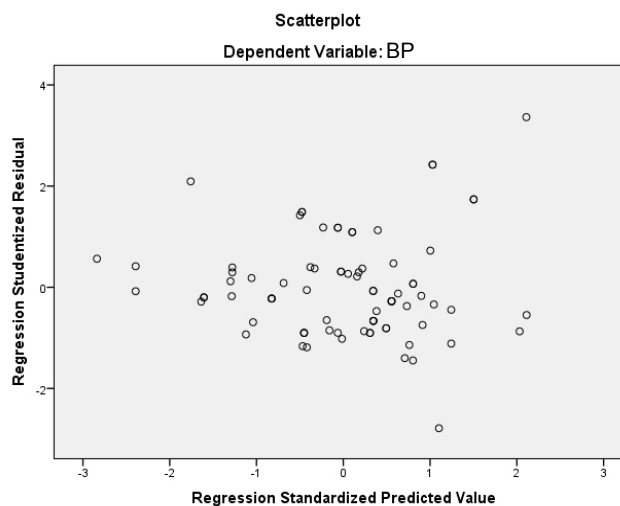


Figure 3. Heteroscedasticity test (BP)

Tabel 3. Path Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.460a	.212	.192	10,679

a. Predictors: (Constant), DRC, SS  
b. Dependent Variable: BP

The results of the analysis of Social Support to Multiple Role Conflicts showing in the table below: Table 3 shows the value of  $r^2$  (R Square) of 0.192. This value is used in calculating the value of  $e_1$ .  $e_1$  is a variant of the business performance variable that is not explained by social support.

### Sub Structural 1

$$\text{Result: } e_1 = \sqrt{1 - R^2} = \sqrt{0,212} = 0,887 \quad (1)$$

The Equation show and explain that: Every time there is an increase in social support, the rise will follow in business performance. From equation (1), it can be seen that if social support increases, business performance will also increase. Table 4 shows the value of  $R^2$  (R Square) of 0.268. This value using calculated the value of  $e_2$ .  $e_2$  is a variant of the Dual Role Conflict variable on Social Support and Business Performance, which other factors do not explain.

$$e_2 = \sqrt{1 - R^2} = \sqrt{(1 - 0,268)} = 0,963 \quad (2)$$

The equation shows that: Every time there is an increase in Social Support by 0.488, it will be followed by an increase in Business Performance by 0.390. The

dual role conflict that occurs is 0.264 showing the results that affect the business performance of 0.212. Based on Table 5, which is simplified into a correlation test table and a test of determination, we can conclude that Social Support with Business Performance results are 0.390. Variables can be said to be correlated if will follow changes in one variable in the same or opposite direction. Based on equations (1), (2) and the results of the correlation relationship, a path analysis model is obtained as follows:

### Hypothesis Testing

The Direct Effect of Social Support Variables on Dual Role Conflict

$$X \rightarrow Y = \rho_{YX} = 0,390$$

The path coefficient value of Social Support towards Multiple Role Conflict directly is 0.390 and significance is 0.000, meaning that can accept hypothesis 1 because the path coefficient value is positive (0.390) and the significant matter is less than 0.05 ( $0.000 < 0.05$ ). It means a direct positive effect of Social Support on the Dual Role Conflict of Women Entrepreneurs.

Tabel 4. Substructural Model Summary 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268 <sup>a</sup>	,072	,060	9,273

a. Predictors: (Constant), SS  
b. Dependent Variable: DRC

Table 5. Relationship between path construct variables

Effect Between Variables	Coefficient	Std. Error	T	Total	Sig.	Conclusion
<b>Direct</b>						
SS → DRC	0,390	0,126	3,859	0,390	0,000	Significant
SS → BP	0,212	0,125	2,104	0,212	0,039	Significant
DRC → BP	0,268	0,111	2,473	0,268	0,016	Significant
<b>Indirect</b>						
SS → DRC → BP	0,104	0,055	1,904	0,390	0,057	Significant

The Direct Effect of Social Support Variables on Business Performance

$$X \rightarrow Z = \rho_{ZX} = 0,212$$

The path coefficient value of Social Support on Business Performance directly is 0.212, and significance is 0.000, meaning that we can accept hypothesis 2 because the positive path coefficient is 0.212, and importance is 0.039 (0.039 < 0.05). It shows that there is a direct influence of Social Support on Business Performance for women entrepreneurs.

The Direct Effect of Dual Role Conflict On Business Performance

$$Y \rightarrow Z = \rho_{YZ} = 0,268$$

The path coefficient value of Dual Role Conflict on Business Performance directly is 0.268, and the significance is 0.001, meaning that can be accepted hypothesis 3 because the positive path coefficient value is 0.268. The significant value is 0.01 (0.001 < 0.05). This means that there is a direct positive effect of Dual Role Conflict on Business Performance for women entrepreneurs.

Indirect Effect of Social Support Variables on Business Performance through Multiple Role Conflicts

$$X \rightarrow Y \rightarrow Z = (\rho_{YX}) \times (\rho_{YZ}) = (0,390 \times 0,268) = 0,104$$

The indirect influence value obtained by Social Support on Business Performance through Multiple Role Conflicts with a coefficient value of = 0.390 multiplied

by the variable  $Z = 0.268$  to  $(0.688) \times (0.237) = 0.104$ . After the Sobel test, table 5.21 shows the z-value of 1.904. That is smaller than the characteristic z-value in the Sobel test, which is 1.96. From these results, we can conclude that Social Support directly influences the Business Performance of Women Entrepreneurs, while for Dual Role Conflict, the results are (1.904 1.96). The significance value in the Sobel test is (0.000 > 0.05), we can conclude that the Social Support variable has an indirect effect on Business Performance through Multiple Role Conflicts.

Women as entrepreneurs need social support to help them avoid dual role conflicts, and help improve their business performance. This statement is supported by the results of research conducted by Handayani et al. (2021), which states that social support is the main thing for women entrepreneurs to overcome dual role conflicts in their families. The social support they get from their families can reduce the occurrence of dual role conflicts in their families. Social support can also be defined as the availability of support from friends, partners, subordinates, family and other essential people from work tools (Kariv, 2008). We can also understand social support as a social infrastructure created by trust, cooperation and collective action that provides material resources (money, jobs, distribution networks, or non-physical resources (information, advice, emotional and psychological support) (Kuada, 2009; Kariv, 2008). For women, social support and social capital are obtained from the various networks they have. A social network is an individual's organized system of relationships with other people. Roomi (2009) argues that women entrepreneurs can be successful if they use social capital at the stage of survival, success, and



sustainability of the business they run. The results of a survey conducted in 2011 on Korean women, showed that female entrepreneurs felt that social networking had a positive effect on business performance (Lee et al. 2011).

Fielden and Hunt (2011); Greve and Salaff (2003) say that women entrepreneurs have been shown to have different social support needs than their male counterparts. Results of the study conducted by Setiawati et al. (2018) found seven new factors that encourage women to become entrepreneurs, namely family orientation, background of family and friends, income stability, recreational and supportive facilities, public presence, challenges and risks and physical limitations. Setiawati et al. (2018) also explained that the most dominant factor is family factors including running a business while doing housework, having more time for family, creating jobs for family members. family and important profitability.

Classification of social support, in line with Sheridan and Radmacher (1992), Sarafino et al. (2011), Taylor (2012), and House (200); divide social support into four forms, that are:

1. Instrumental support (tangible or instrumental support); this kind of support is to supply support within a variety of materials, providing opportunities and opportunities.
2. Support information. this kind of support includes information, recommendation, and steering provided to boost one's data find solutions. this kind of data will facilitate people establish and solve issues a lot of effectively.
3. Emotional support (emotional support); this kind of support involves feelings of empathy, comfort, and trust from social support for the higher problem-solving. This support is important to agitate things that are deemed unmanageable in problem-solving.
4. Positive reviews; offer awards, feedback on results or achievements, and positive reviews.

This study found that social support has an important role, especially for women entrepreneurs. The study result provides the same answer as previous research by Michela Mari et al. 2015; in his study entitled Family embeddedness

The study results concluded that support from the family has positive and negative effects. Support from family can improve company performance. However, the financial support provided by the family has a negative impact on the company's performance. In addition, help is needed to enhance women entrepreneurs' business performance, such as public/private services, including public/personal childcare services and elderly care services. The results of research conducted by Michela et al. 2015 have not shown the role of social support in reducing dual role conflict to improve business performance.

This study found that the social support given to women can reduce dual role conflict; this is supported by the results described in the next section. When women do not experience dual role conflicts when they do their work, they can do their work to the fullest and continue to carry out their roles as wives and mothers in the family. The results showed that the social support provided to women entrepreneurs helped them to be able to do their jobs and build and develop their businesses calmly. The greater the social support is given to women, the less dual role conflict, and it will improve women's entrepreneurial performance.

The following are conclusions that can draw from the discussion based on the results of quantitative analysis, the purpose of which is to see whether there is a direct or indirect influence on the existing variables:

1. Social Support directly influences Dual Role Conflict; this is indicated by a value of 0.390. In this case, it can say that the social support provided to women entrepreneurs will reduce the occurrence of dual role conflicts so that women can carry out their roles as entrepreneurs.
2. Social support directly and significantly affects business performance with a contribution of 0.212. These results indicate that social support is beneficial for women in improving the performance of the business they run.
3. Multiple role conflicts directly and significantly affect business performance, as indicated by a figure of 0.268. This study explains that the dual role conflict experienced by women in carrying out their roles as mothers, wives, and entrepreneurs influences business performance.
4. Social Support has an indirect effect on Business Performance through Multiple Role Conflicts, as indicated by the number 0.104.

## Manajerial Implications

The study results found that social support had a significant effect on reducing dual role conflicts. The managerial implications for women's entrepreneurship are as follows: Women as entrepreneurs (women entrepreneurship) can find the various forms of social support needed to help them reduce the dual role conflict that is often experienced by women in entrepreneurship. Women as business actors (women entrepreneurship) can develop appropriate strategies to improve their business performance through the social support they receive. Women as business actors (women entrepreneurship) can determine what dual role conflicts will arise and affect their business performance when they do not get social support.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the route evaluation of this study, the 4 social helps which includes instrumental aid, informational aid, emotional aid and wonderful assessment have a direct or indirect influence on improving women's entrepreneurial business performance. The social support is given to women also has a significant effect on reducing the occurrence of dual role conflicts. When the dual role conflict consisting of Job Spouse Conflict, Job Parents Conflict and Job Home Maker Conflict is reduced or completely absent, the results of the study show that it will greatly affect the performance of women's entrepreneurial ventures.

### Recommendations

For further research, the variables of social support, and multiple prean conflict can be tested through empirical research with more female entrepreneurs as respondents. Empirical research can also be conducted to determine the contribution of cultural values and motivations that influence women entrepreneurs to improve their business performance. Female social entrepreneurship actors can also be selected respondents for further research.

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