

# THE EFFECTS OF MINDSET, FAMILY ENVIRONMENT, AND SOCIAL MEDIA ON NORTH SUMATERA HOUSEWIVES' INTEREST IN ENTREPRENEURSHIP

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## ABSTRACT

The family environment viewed that a housewife did not necessarily be an entrepreneur, since she would eventually take care of her husband and children. Some housewife entrepreneurs were also less interested in using social media as product promotion media since many of them could not use smartphones and were less skillful in marketing their products. As a result, their products could not attract consumers and the housewife entrepreneurs could not increase their income. Moreover, such a phenomenon decreased the housewives' motivation and interest in entrepreneurship. This research method used a descriptive quantitative method based on the survey through path analysis using SPSS 22. The population of this study included 674,237 entrepreneur housewives throughout North Sumatera. By cluster random sampling, 80 of them were selected to be the samples, meaning that two or three entrepreneur housewives throughout North Sumatera were taken randomly. The results of this study, based on the partial hypothesis, stated that the housewives' and family environment mindset in entrepreneurship had a positive and significant effect on increasing entrepreneurial motivation, and these two variables affected the entrepreneurial interest of North Sumateran housewives. Simultaneously, the housewives' and family environment mindset in entrepreneurship, as well as the use of social media for business had a positive and significant effect on North Sumateran housewives' interest in entrepreneurship through the variable of increasing entrepreneurial motivation.

Keyword : *mindset, family environment, social media housewives' interest ,entrepreneurship*

## INTRODUCTION

Every developed country needs about two or three percent of the average population to be an entrepreneur. Countries that concentrate on entrepreneurs have a strategic advantage compared to those having few entrepreneurs. The countries taking into account the entrepreneur sector can provide labor, produce products consumer desires, and increase national economic growth as well as the state's foreign exchange. In North Sumatera, people are rarely interested in becoming entrepreneurs. On average, males were more intended to be an entrepreneur than women that were only a third of the number of entrepreneurs. Mostly, women becoming entrepreneurs were housewives, because they wanted to earn money after they got divorced or their husbands passed away. In other words, those housewives became entrepreneurs not because of a strong desire or interest in entrepreneurship. The number of North Sumateran housewife entrepreneurs in 2016-2020 is presented in Table 1.

**Table 1 Number of North Sumateran Housewife Entrepreneurs in 2016-2020**

Year	The Number of Entrepreneurs in North Sumatera (People)	The Number of Female Entrepreneurs in North Sumatera (People)	The Number of Housewife Entrepreneurs in North Sumatera (People)
2016	3,249,000	2,940,000	980,000
2017	3,456,600	2,300,000	766,600
2018	4,322,000	2,559,500	853,100
2019	5,415,000	2,166,000	722,000
2020	7,393,290	2,022,712	674,237

Source: Central Bureau of Statistic, 2020

Based on Table 1, in 2016-2020, the number of North Sumateran housewives interested in entrepreneurship decreased because some of them were still in their comfort zone. They remained to think of looking for a husband earning a higher income. If they had a husband who could earn a big salary, they did not need to be entrepreneurs. Meanwhile, the family environment viewed that a housewife did not necessarily be an entrepreneur, since she would eventually take care of her husband and children. Therefore, such a family environment view strengthened the housewives' comfort zone where they did not have a strong motivation for entrepreneurship. Moreover, the current social media useable for business promotion is less attractive to housewives. Some of them were less able to use smartphones and some of the housewife entrepreneurs were not creative in marketing their products. Consequently, their products could not attract consumers and the housewife entrepreneurs could not increase their income, thereby reducing North Sumateran housewives' motivation for entrepreneurship and interest in becoming entrepreneurs.

## **RESEARCH METHOD**

This research employed a descriptive quantitative method by using the concept of a survey. Echdar (2017), quantitative descriptive methods with the survey concept systematically explain the real conditions, where hypotheses are made and then carried out with quantitative data analysis, and researchers conduct a series of field research to carry out data processing, hypothesis determination, and conclusion drawing. The quantitative descriptive data analysis was undertaken through path analysis, which Silalahi (2006), it is used to describe the relationship between independent and dependent variables, independent variables, and intervening variables, as well as the dependent and the intervening variables. The population of this study included 674,237 housewives interested in entrepreneurship. This study used clustered random sampling technique, where Silalahi (2006), in this particular technique, the samples are taken randomly based on the existing conditions. In this research, 80 samples were taken and represented housewives from certain regions throughout North Sumatera. Two or three housewives from each region were selected through the manual and random distribution of questionnaires.

## **LITERATURE REVIEW**

### **Mindset**

Furce (2008), mindset is a process of forming creative and innovative thinking, as well as positive thinking to build an idea in creating something useful for society. Efferin, et al. (2016), mindset can form intelligent and creative thinking in building creative ideas useful in the community to meet their needs. Owalla and Al Ghafri (2020), women's mindsets must change to be more creative. This can be done by delivering their unstated ideas for the creation of a useful product. They should not rely more on emotions since they can hinder women's mindset in entrepreneurship.

### **Family Environment**

Jung, et al. (2018), the family environment greatly influences women's mindset of entrepreneurship since the family environment can much inhibit women's willingness to be entrepreneurs, especially to be leaders in companies, thus blocking women's mindsets to develop. Shabbir (2020), the family environment is the first environment that can affect a person's both women's and men's mindset and behavior, and final decisions to be created products social needs and desires.

## The Use of Social Media

Nugraha and Widyaningsih (2018), using social media is carried out through online media aimed at increasing creativity and training mindsets in creating certain products beneficial for the community. Bjursell and Lisa (2011), social media can be useful for obtaining actual information, increasing creativity and reasoning power, creating something useful for the community, such as creating online products useable by social media users and for online businesses. Sri Rejeki and Yusup (2020), many housewives could not wisely use social media for entrepreneurship because their reasoning skills in using social media for entrepreneurship cannot be used as a reference in increasing business productivity or performance.

## Entrepreneurial Motivation

Singh (2014), entrepreneurial motivation is the attitude and behavior of entrepreneurs in running their business with dedication, enthusiasm, and high responsibility, where these attitudes and behaviors are a strong impetus to always innovate and be creative in creating products suiting consumer needs. Suddaby, et al. (2016), entrepreneurial motivation is an attitude that can encourage a person to be an entrepreneur, where this attitude becomes a trigger and enthusiasm for entrepreneurship. Sintya (2019), every woman who wants to be an entrepreneur must have a strong reason and mentality in entrepreneurship that will create a strong interest in entrepreneurship, and work hard in carrying out her entrepreneurship obligations.

## Interest in Entrepreneurship

Devi and Safina (2021), interest in entrepreneurship is a sense of intending and willing to create something useful for society. Rusdiana (2018), interest in entrepreneurship is a strong desire based on a strong motivation to meet the needs of the community by increasing the power of reasoning and ideas to create products beneficial to society. Dwi Kurniawati and Kusmuriyanto (2018), women's interest in entrepreneurship is a sense of willingness to make the business a stepping stone in developing products that have never been produced through increasing reasoning power and developing ideas.

## RESULTS AND DISCUSSION

### The Effects of Mindset, Family Environment, and the Use of Social Media on North Sumateran Housewives' Interest in Entrepreneurship

#### Analysis of Multiple Linear Regression Equation

Table 2 Multiple Linear Regression Equation Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.485	4.565		2.735	.008		
	X1 (Mindset)	.486	.109	.459	4.465	.000	.969	1.032
	X2 (Family Environment)	.049	.097	.052	6.505	.002	.972	1.029
	X3 (The Use of Social Media)	-.021	.109	-.019	-.189	.851	.996	1.004

a. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Based on Table 2, the output of the linear equation is as follow:

$$Y = 12.485 + 0.486X_1 + 0.049X_2 - 0.021X_3$$

The value of the regression coefficient X1 for the housewives' mindset is 0.194, meaning that North Sumateran housewives' mindset had a positive and significant effect on their interest in entrepreneurship, where the better their mindset entrepreneurship, their interest in entrepreneurship increased by 0.486%..The value of the regression coefficient X2 for the family environment is 0.049, showing that the family environment positively and significantly affected North Sumateran housewives' interest in entrepreneurship, where the better the response of the family environment regarding entrepreneurship, the North Sumateran housewives' interest in entrepreneurship enhanced by 0.049%.. The value of the regression coefficient X3 for the use of social media for business is - 0.021, indicating that the use of social media had a negative effect on North Sumateran housewives' interest in entrepreneurship, where the better the use of social media for business, the North Sumateran housewives' interest in entrepreneurship decreased by 0.021%.

### Determination Coefficient (R<sup>2</sup>)

Table 3 Results of Determination Coefficient Test Model Summary<sup>b</sup>

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics						
				R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson	
1	.772 <sup>a</sup>	.722	.792	4.75017	.722	7.249	3	76	.000	1.727

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Table 3 presents the determination coefficient (Adjusted R Square) is 0.792. It showed that 79.2% of the variables of mindset, family environment, and the use of social media when for business had a strong effect on North Sumateran housewives' interest in entrepreneurship, while the rest was equal to 20.8% influenced by other variables not discussed in this study.

### Simultaneous Hypothesis Test

Table 4 Results of Simultaneous Test ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	490.674	3	163.558	7.249	.000 <sup>b</sup>
	Residual	1714.876	76	22.564		
	Total	2205.550	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Data Processing (SPSS), 2020

Based on Table 4, the F-table value of 7.249 is greater than the F-count value of 2.72. Therefore, simultaneously the mindset, family environment, and the use of social media for business positively and significantly affected North Sumateran housewives' interest in entrepreneurship.

### Partial Hypothesis Test

Table 5 Results of Partial Test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	T		Tolerance	VIF
1 (Constant)	12.485	4.565		2.735	.008		
X1 (Mindset)	.486	.109	.459	4.465	.000	.969	1.032
X2 (Family Environment)	.049	.097	.052	6.505	.002	.972	1.029
X3 (The Use of Social Media)	-.021	.109	-.019	-.189	.851	.996	1.004

a. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Based on Table 5, partially, the variables of mindset and family environment had a positive and significant effect on North Sumateran housewives' interest in entrepreneurship. This can be seen from the t-value for both variables greater than the t-table value of 1.665.

### The Effects of Mindset, Family Environment, and the Use of Social Media for Business on the Improvement of Entrepreneurial Motivation

#### Multiple Linear Regression Equation

Table 6 Multiple Linear Regression Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	T		Tolerance	VIF
1 (Constant)	23.196	5.282		4.392	.000		
X1 (Mindset)	.109	.126	.100	3.865	.000	.969	1.032
X2 (Family Environment)	.067	.112	.070	8.603	.001	.972	1.029
X3 (The Use of Social Media)	-.057	.126	-.051	-.450	.654	.996	1.004

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Based on Table 6, the output of the linear equation is as follow:

$$Z = 23.196 + 0.109X_1 + 0.067X_2 - 0.057X_3$$

The value of the regression coefficient X1 for housewives' mindset is 0.109, meaning that each housewife's mindset had a positive and significant effect on increasing entrepreneurial motivation, where the better the housewives' mindset of entrepreneurship, their entrepreneurial motivation increased by 0.109%. The value of regression coefficient X2 for the family environment is 0.067, showing that the family environment positively and significantly affected the improvement of entrepreneurial motivation, where the better the family environment response to entrepreneurship, the housewives motivated to be involved in entrepreneurship enhanced by 0.067%. The value of the regression coefficient X3 for the use of social media for business is -0.57, indicating that the use of social media had a negative effect on increasing entrepreneurial motivation, where the better the use of social media for business, the housewives' motivation to be involved in entrepreneurship decreased by 0.057%.

### Determination Coefficient (R<sup>2</sup>)

**Table 7 Results of Determination Coefficient Model Summary<sup>b</sup>**

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. F Change	Durbin-Watson		
				R Square Change	F Change	df1			df2	
1	.720 <sub>a</sub>	.815	.824	5.49603	.815	4.373	3	76	.003	1.704

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Based on Table 7, the value of the determination coefficient (Adjusted R Square) is 0.824. It showed that 82.4% of the variables of mindset, family environment, and the use of social for business had a strong influence on the variable of entrepreneurial motivation improvement and the remaining 17.6% were influenced by other variables excluded from this study.

### Simultaneous Hypothesis Test

**Table 8 Simultaneous Hypothesis Test ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.802	3	11.267	3.373	.003 <sup>b</sup>
	Residual	2295.686	76	30.206		
	Total	2329.488	79			

a. Dependent Variable: Z

b. Predictors: (Constant), X3, X2, X1

Source: Data Processing (SPSS), 2020

Table 8 presents the F-count value is 3.373 greater than the F-table value of 2.72. It indicated that, simultaneously, mindset, family environment, and the use of social media for business positively and significantly affected the entrepreneurial motivation increase.

### Partial Hypothesis Test

**Table 9 Partial Hypothesis Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	23.196	5.282		4.392	.000		
	X1 (Mindset)	.109	.126	.100	3.865	.000	.969	1.032
	X2 (Family Environment)	.067	.112	.070	8.603	.001	.972	1.029
	X3 (The Use of Social Media)	-.057	.126	-.051	-.450	.654	.996	1.004

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Based on Table 9, partially, the variables of mindset and family environment had a positive and significant effect on the entrepreneurial motivation improvement. It can be seen from the t-value for each of both variables greater than the t-table value of 1.665.

### The Effects of Entrepreneurial Motivation Increase on North Sumateran Housewives' Interest in Entrepreneurship

#### Simple Linear Regression Equation Analysis

**Table 10 Simple Linear Regression Equation Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	24.734	2.895		8.543	.000		
	Z (North Sumateran housewives' interest in entrepreneurship)	2.037	.110	.038	5.332	.001	1.000	1.000

a. Dependent Variable: X

Source: Data Processing (SPSS), 2020

Based on Table 10, the simple regression equation is as follow:

$$Y = 24.734 + 2.037X_1$$

The value of the regression coefficient Z shows a positive value of 2.037. It indicated that the entrepreneurial motivation improvement had a positive and significant effect on the North Sumateran housewives' interest in entrepreneurship, where the housewives' entrepreneurial motivation of entrepreneurship increased their interest in entrepreneurship by 2.037%.

### Determination Coefficient (R<sup>2</sup>)

Table 11 Results of Determination Coefficient Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.738 <sup>a</sup>	.801	.811	5.31379	.801	3.110	1	78	.001	1.642

a. Predictors: (Constant), Z

b. Dependent Variable: X

Source: Data Processing (SPSS), 2020

Based on Table 11, the determination coefficient value (Adjusted R Square) is 0.811 or 81.1%. It showed that the increase in entrepreneurial motivation strongly influenced North Sumateran housewives' interest in entrepreneurship, while the remaining 18.9% were affected by other factors not described in this study.

### Partial Test

Table 13 Results of Partial Test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	24.734	2.895		8.543	.000		
	Z (North Sumateran housewives' interest in entrepreneurship)	2.037	.110	.038	5.332	.001	1.000	1.000

a. Dependent Variable: X

Source: Data Processing (SPSS), 2020



Based on Table 13, partially, the variable of the entrepreneurial motivation improvement had a positive and significant effect on North Sumateran housewives' interest in entrepreneurship, where this can be seen from the t-count value of 5.332 greater than the t-table of 1.665.

**The Effects of Mindset, Family Environment, and the Use of Social Media for Business on North Sumateran Housewives' Interest in Entrepreneurship with the Entrepreneurial Motivation Improvement as an Intervening Variable**

Based on the results of partial test (t-test) of the first, second, and third substructures, the outputs are as follows:

$Y = 0.486X_1 + 0.049X_2 - 0,021X_3$  with the determination coefficient value of  $R^2 = 0.792$

$Z = 0.109X_1 + 0.067X_2 - 0,057X_3$  with the determination coefficient value of  $R^2 = 0.824$

$Y = 2.037Z$  with the determination coefficient value of  $R^2 = 0.811$

The analysis results of the effects of the mindset, family environment, and the use of social media for business on North Sumateran housewives' interest in entrepreneurship with the entrepreneurial motivation improvement as an intervening variable can be seen in Table 14:

**Table 14 Results of Direct Effect Research**

No	Relationship between Variables	Regression Coefficient Value	Positive/Negative Coefficient	Notes
1	The effect of housewives' mindset of entrepreneurship on their entrepreneurial motivation improvement.	0.109	Positive	H <sub>1</sub> was accepted
2	The effect of family environment on housewives' entrepreneurial motivation improvement.	0.067	Positive	H <sub>2</sub> was accepted
3	The effect of the use of social media on housewives' entrepreneurial motivation improvement.	-0.057	Negative	H <sub>3</sub> was rejected
4	The effect of North Sumateran housewives' mindset on their interest in entrepreneurship.	0.486	Positive	H <sub>4</sub> was accepted
5	The effect of family environment on North Sumateran housewives' interest in entrepreneurship.	0.049	Positive	H <sub>5</sub> was accepted
6	The effect of the use of social media on North Sumateran housewives' interest in entrepreneurship.	-0.021	Negative	H <sub>6</sub> was rejected
7	The effect of entrepreneurial motivation improvement on North Sumateran housewives' interest in entrepreneurship.	2.037	Positive	H <sub>7</sub> was accepted

Source: Data Processing (SPSS), 2020

The effect of North Sumateran housewives' mindset of entrepreneurship on their interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $0.109 \times 0.486 \times 2.037 = 0.108$ . This result showed the effect of North Sumateran housewives' mindset on their interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was  $Y = 0.108 + 2.037 = 2.145$ . The effect of family environment on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $0.067 \times 0.049 \times 2.037 = 0.007$ . Consequently, the research result showed the effect of family environment on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was  $Y = 0.007 + 2.037 = 2.034$ . The effect of the use of social media on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable =  $-0.057 \times (-0.021) \times 2.037 = 0.024$ . This result indicated the effect of the use of social media on North Sumateran housewives' interest in entrepreneurship through entrepreneurial motivation improvement as an intervening variable was  $Y = 0.002 + 2.037 = 2.039$ . The summary of indirect research is presented in Table 15.

Table 15 Results of Indirect Effect Research

No	Relationship between Variables	Regression Coefficient Value	Positive/Negative Coefficient	Notes
1	The effect of North Sumateran housewives' mindset on their entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.145	Positive	H <sub>8</sub> was accepted
2	The effect of family environment on North Sumateran housewives' entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.034	Positive	H <sub>8</sub> was accepted
3	The effect of the use of social media on North Sumateran housewives' entrepreneurial motivation improvement and its impact on their interest in entrepreneurship.	2.039	Positive	H <sub>8</sub> was accepted

Source: Data Processing (SPSS), 2020

## CONCLUSION

The results of analysis (t-test), the researcher comprehensively concludes as follows: North Sumateran housewives' mindset of housewives of entrepreneurship had a positive and significant effect on entrepreneurial motivation improvement. The family environment had a positive and significant effect on entrepreneurial motivation improvement. The use of social media for business had a negative effect on entrepreneurial motivation improvement. North Sumateran housewives' mindset of entrepreneurship had a positive and significant impact on their interest in entrepreneurship. The family environment had a positive and significant effect on North Sumateran housewives' interest in entrepreneurship. The use of social media for business had a negative effect on North Sumateran housewives' interest in entrepreneurship. North Sumateran housewives' entrepreneurial motivation improvement had a positive and significant effect on their interest in entrepreneurship.

The mindset, the family environment, and the use of social media for business had a positive and significant effect on North Sumateran housewives' interest in entrepreneurship through the variable of entrepreneurial motivation improvement.

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