



## Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia – Food & Beverage Sector

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### ABSTRACT

The food and beverage industry is a significant business sector in Indonesia. Indonesian women are known to dominate the SMEs in this sector. There is a major reason for the dramatic increase in female entrepreneurs in Indonesia. Unfortunately, a lack of success and sustainability factors is a current barrier for a culinary business. The goal of this research is to identify the characteristics of today's female entrepreneurs and to look into the gap between the wave of female entrepreneurs and business sustainability. Research questions help to strengthen the problem statement by determining the research objectives. Researchers pose four research questions, followed by four hypotheses. To evaluate research work, this study employs a qualitative methodology. 108 female entrepreneurs were surveyed and interviewed by the researchers. The findings of the study highlight the primary reasons, failure factors, success factors, and obstacles to running.

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## INTRODUCTION

In 2014, Indonesia was the world's fourth most populous country. Indonesia is a country of approximately 17,000 islands, each with its own culture and traditions. According to the 2013 population index report, the Indonesian population aged 15 and up is approximately 179,967,361, with 6.17% of them unemployed. When compared to previous years' figures, the unemployment rate has dropped to 10%. The Indonesian government is actively working to reduce the percentage of unemployed people in Indonesia, particularly by empowering women to start their own businesses so that they can meet their basic needs.

His life necessitates In contrast to traditional trends, the rate of evolution of women entrepreneurs in recent years has been viewed as a road map for reducing poverty and boosting the country's overall economy. The large number of unemployed in Indonesia makes the country's economy weak and even worse. In terms of unemployment, women outnumber men. This phenomenon is caused not only by women's educational backgrounds, but also by discrimination

against working women.

Many Indonesian women are now starting their own businesses, and some of them are achieving success in their careers and businesses. As a result, women's entrepreneurship in small businesses is one of the critical issues that must be addressed in the Indonesian economy. In Indonesia, as in other developing countries, the development of women entrepreneurs has enormous potential as a primary support for women's empowerment and as a social transformation that will have a positive impact on reducing unemployment and poverty. However, not only in Indonesia, but also in several other developing countries, particularly those with economic problems reflected in low per capita income and low levels of industrialization, women's potential is still not fully realized, and conditions vary. With developed countries women's entrepreneurship remains low in developing Asian countries and is influenced by a variety of factors, both directly and indirectly. Immediate factors can include economic pressures and social background. Other indirect factors include government policies and social and economic stability. Both have an impact on women's decision to become entrepreneurs.

Women's empowerment has been one of the organization's goals since the Asian financial crisis of 1997-1998. Since then, Indonesians have paid more attention to entrepreneurship. This increase is inextricably linked to the realization that the creation of female entrepreneurs will not only greatly assist the government in combating poverty, but will also be critical as a driver of economic development and social progress. Women have recently seen an increase in entrepreneurship outside of traditionally male-dominated industries. Women entrepreneurs are emerging in SMEs across the country, from restaurants to pet stores, salons, supermarkets, and real estate. The food and beverage industry is an important part of women's entrepreneurship. Many small and medium-sized businesses in Indonesia are currently concerned about the Food & Beverage sector. The dramatic rise of female entrepreneurs in Indonesia has resulted in the country becoming one of Asia's most valuable and emerging markets. Stating interesting facts about the potential of female entrepreneurs, the lack of success, and the factors influencing sustainability raises questions in our minds. This thought process leads to the formulation of the research work's problem.

The goal of this study is to identify the characteristics of female entrepreneurs in Indonesia, which can be seen through a variety of factors such as age, educational background, and role models. As a result, it will be easier to sketch out the pattern of Indonesian female entrepreneurs. Furthermore, this thesis investigates the issues underlying long-term business dominance factors in order to comprehend the current system's flaws and lack of external support. This study aims to investigate the factors that contribute to the lack of sustainability in Indonesia's food and beverage sector, paving the way for women entrepreneurs to be properly positioned in the sector.

Entrepreneurship is frequently confused with the concepts of entrepreneur and entrepreneurship (Helmi, 2009). Experts have provided adequate definitions of entrepreneurship, entrepreneur, and self-employment. Entrepreneurship is a business activity, whereas entrepreneur is an entrepreneurial spirit built to bridge the gap between knowledge and skills in the field. Entrepreneurship is a living statement about how individuals can be developed, their perspectives changed, and their ideas put into action through an organized and systematic program for entrepreneurs (Hani, Racmania, Setyaningsih, & Putri, 2012). Entrepreneurship is regarded as one of the best economic development strategies for developing the country's economic growth and sustaining the country's competitiveness in the face of the increasing trend of globalization (Keat, Selvarajah, & Meyer, 2011). An entrepreneur, on the other hand, is someone who owns and runs a business at his or her own expense and risk (Driessen & Zwart, 2010). Entrepreneurs are risk takers, coordinators and organizers, gap fillers, leaders, and creative innovators or imitators (Bula, 2012). Entrepreneurs always take the risk of buying at a fixed price but selling at an uncertain price. Entrepreneurs are risk-taking individuals who take action to pursue opportunities that others fail to recognize or may even perceive as problems or threats (Schermerhorn, 2010).

Being an entrepreneur has its own set of advantages, such as promoting economic growth, increasing productivity, developing new technologies, products, and services, and introducing change and competition into the market (Echdar, 2013). Additionally, creativity in expressing new ideas is required for business continuity. To compete with others, entrepreneurs must be creative; otherwise, the business will not grow and may even go bankrupt. Confidence and independence in seeking profits and opportunities are also essential for business people.

Women entrepreneurs were not as numerous as men and were initially restricted to specific industries such as salons, fashion, and catering. Entrepreneurs are businesswomen. Entrepreneurs, as women, play endearing roles by constantly interacting with and sharply adapting to the financial, socioeconomic, and support environment in society (Iyiola & Azuh, 2014). These women work as entrepreneurs for a variety of reasons, including the desire to demonstrate their abilities as achievements, to contribute to the household economy, to be bored with their previous jobs, or to be housewives. Women see business opportunities, want to gain experience, earn more money, and be financially independent, and want to have flexibility and control over their lives.

Many women start businesses. Women-owned businesses are growing at a faster rate than men-owned businesses (Niethammer, 2013). According to the National Foundation for Women Business Owners (NFWBO), women own over 9 million businesses in the United States (Schermerhorn, 2010). Women enter business for a variety of reasons, including the desire to demonstrate their performance abilities, to support their families, and for other personal reasons. The development of female entrepreneurs promotes women's empowerment and social transformation. Women's entrepreneurship will become increasingly important for both business and development (Niethammer, 2013). Women-owned businesses are thriving in some countries. Women entrepreneurs, however, continue to face discrimination. Gender discrimination, a lack of mutual support, limited or no access to information, inadequate education and training facilities, a lack of confidence in one's abilities, and access to resources are all major factors that discourage women from starting businesses (Iyiola & Azuh, 2014). These factors can make it difficult for women.

These government provisions are available to all entrepreneurs working in the SME sector, including women entrepreneurs. Several studies have found that SME business owners believe they work harder, earn more money, and are more proud than employees. When compared to working for someone else, the income from this business can meet their daily needs. Women-owned SMEs are estimated to account for 31 to 38 percent (8 to 10 million) of formal SMEs in emerging markets. Having your own business provides its own satisfaction, which includes, among other things, earning a living.

More income is also not restricted by office hours, making it easier for female entrepreneurs to balance family and business. The majority of Indonesian female entrepreneurs run small and medium-sized businesses. According to IWAPI data, the majority of women entrepreneurs in Indonesia work in the small business sector, followed by the medium business sector. Figure 2 depicts an example of this.

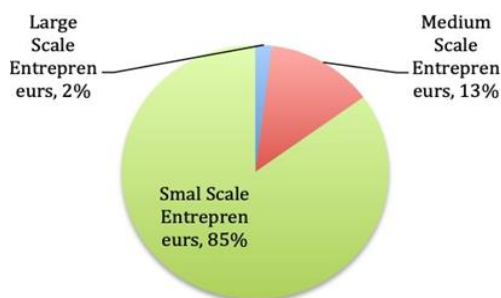


Figure 1. Women Entrepreneurs in Indonesia

Source: Indonesian Women Entrepreneurs Association (IWAPI) Membership Database

The UKM sector is a forum for women's economic empowerment, but women continue to face economic barriers as a result of their participation in the UKM sector. Access to finance, business registration, taxes, fees, and charges were discovered to be impediments. Despite the fact that the Indonesian government has promised capital loans to entrepreneurs in the SME sector, women entrepreneurs, in particular, continue to face some of the difficulties mentioned earlier. This could be due to the government's ineffective system for regulating and assisting entrepreneurs in the SME sector.

The number of women entrepreneurs in Indonesia is rapidly increasing, as evidenced by the many small and medium enterprises that have been developed in various ways and are succeeding. No one knows the exact number of female entrepreneurs in Indonesia; that is, there is no national data on the number of female business owners in Indonesia. In recent years, many active women's organizations have been conducting various training and other programs to support women entrepreneurs in Indonesia and to produce more Indonesian women entrepreneurs.

Young married women between the ages of 30-35 are doing business, and the majority of them work in the food industry, opening shops or restaurants in strategic locations and also running a catering business out of their homes. Women run the majority of culinary businesses. As previously stated and discussed, many women work in the food and beverage sector in SMEs, with a figure of around 19%.

Due to the potential for land in Indonesia, the culinary industry is expanding, and Indonesian entrepreneurs are becoming more creative in this regard. This industry has bright prospects, and Indonesia has a diverse range of traditional foods. To compete in other markets, Indonesian entrepreneurs have innovated and modified most traditional foods into modern foods. Because this is a high-risk business, each entrepreneur must have a distinct concept.

Women entrepreneurs in the food and beverage industry have enormous growth potential and numerous opportunities. Indonesian women are well-known for their expertise in food and beverage innovation; this is what women do.

## RESEARCH METHOD

### Online survey

Surveys are used to collect information about specific data. Its objectives include collecting precise data from the research object as well as interpreting and analyzing data in a systematic manner. A survey's goal is to collect facts about the phenomenon, gather additional information, and evaluate. A survey can be conducted via email, letter, paper inquiries, phone, or online.

Online surveys are one of the best ways to identify all problems. Online surveys are advantageous for a number of reasons, including cost-effectiveness, time savings, faster processing, paperless, multi-language, unlimited respondents, greater accuracy, ease of use, and flexibility. As a result, in order to answer research questions, researchers will use online surveys in conjunction with a survey sampling method in which only a small number of respondents in a community will be used as data samples. This online survey will refer to exploratory research with limited questions, according to the research objectives.

The survey sample in Indonesia will be drawn at random. This study focuses on 108 Indonesian female entrepreneurs. For the company to be classified further, it must be a SME in Food & Beverage, such as a restaurant, cafe, bakery, and so on. The survey results demonstrate

### Interview

Semi-structured interviews were used. The conversation will be led to explore more of the topic that was created, and it will be possible to add some new questions in the middle of the conversation to get more information about the topic. The interview will be conducted with two respondents (Indonesian entrepreneurs) chosen at random. The results of the interviews reveal the study's output.

## RESULTS AND DISCUSSIONS

The section Results and Discussion contains all scientific findings obtained as research data. This section is expected to provide a scientific explanation that can logically explain why these results were obtained in a clear, complete, detailed, integrated, systematic, and long-term manner.

The discussion of the research findings can take the form of both qualitative and quantitative theoretical descriptions. In practice, this section can be used to compare the current study's research findings to the research findings of previous researchers referred to in this study. Scientific research results can take the form of new discoveries or improvements, confirmation or rejection of a scientific phenomenon by previous researchers, or a combination of the two.

As a country that has committed to the MDGs, Indonesia is seeing an increase in the number of female entrepreneurs in the food and beverage sector. People in every region of Indonesia can now find a variety of foods, thanks to the repackaging of traditional Indonesian foods into modern ones. Intense competition among entrepreneurs will force women to express their abilities and creativity in order to keep their businesses running.

In fact, women constitute the vast majority of Indonesia's unemployed. This is because the majority of Indonesian women are housewives. Women's organizations play an important role in increasing the number of female entrepreneurs in Indonesia. They will assist and solve government problems such as local income assistance by empowering women and enabling the growth of women in business. An entrepreneur contributes to economic growth by increasing productivity, developing new products and services through innovation, and fostering market change and competition.

Women start a culinary business for a variety of reasons. According to Maslow's hierarchy of needs, women start a culinary business biologically and psychologically because of the high necessities of life that encourage women to earn more money. Most women start their own businesses because they have unlimited working hours. They made the right decision by starting their own business, and they can still support their families. Furthermore, the high demand and lack of capital to start a culinary business has piqued their interest in developing small and medium-sized businesses in the food and beverage industry. There is no reason for them to spend more money at first than other business sectors. They borrow money from banks at low interest rates. With this money, they start a business. This demonstrates the need for security in Maslow's hierarchy of needs, where entrepreneurs' motivation to do business is supported when they feel safe and secure with what they have. The low monthly interest they pay will ease the burden on entrepreneurs and make them feel secure. Indonesian women, on the other hand, are known to enjoy cooking as a hobby. As a result, this could be one of the reasons they decide to start a business in the culinary field.

Indonesia has enormous potential in the global culinary market. However, there are still obstacles to overcome. Price fluctuations in food raw materials have a significant impact on culinary entrepreneurs. There are currently many organizations in Indonesia that deal with issues such as developing female entrepreneurs, SMEs, and even business development in the food and beverage sector. Furthermore, the presence of the MEA issue has compelled all of these parties to take various actions to ensure the long-term viability of small and medium-sized businesses. However, based on the findings of the interviews, Businesswomen frequently lack understanding of MEA policies, and the majority have made no preparations for dealing with the MEA.

Furthermore, the main challenges for women entrepreneurs in Indonesia are not gender issues, government regulations, or a lack of information, but rather management in the financial sector. Almost all Indonesian entrepreneurs, particularly those in small and medium-sized businesses, suffer from a lack of financial control. As an entrepreneur, you must have four components: abilities, knowledge, motivation, and characteristics. An entrepreneur must understand how to manage and control his or her company's finances; otherwise, the company will go bankrupt. Financial control issues can arise as a result of a lack of managerial knowledge and

skills. Furthermore, a lack of self-confidence and an inconvenient location can stymie the development of Indonesia's culinary industry. One of the difficulties is the difficulty in controlling employees. Indonesian female entrepreneurs are struggling to manage their employees and build a strong business team. According to Timmons' theory, a successful business requires a balance of professional teams, as well as good opportunities and resources. However, entrepreneurs must also deal with a lack of resources. It is difficult to find competent workers in Indonesia. As a result, many small and medium-sized culinary businesses have been in operation for less than three years. According to Schermerhorn's.

1. Inability to comprehend the market and customer requirements.

Miscommunications will occur between business owners and customers if the owner is unable to read the current needs of society.

2. A lack of dedication.

Commitment is essential in business, especially in the culinary industry. There are numerous challenges to doing business in the food and beverage industry. The insecurity of the Indonesian economy will result in price fluctuations in food staples. This insecurity can lead to a slew of issues, particularly in the financial sector. As a result, women entrepreneurs who focus on business and are always prepared to face various challenges must make a strong commitment.

3. Inadequate business location

Not only women entrepreneurs, but any entrepreneur with a business in this field, should know whether their location is easy for customers to find. However, after the services provided, the location of the business will be the second most important consideration. Customers will continue to buy products if the store/restaurant provides good service, such as food taste, friendly employees, and good food packaging, even if the location is difficult for customers to reach.

4. Lack of self-assurance

Most female entrepreneurs struggle to find business confidence, which leads to failure. Confidence is a set of behaviors and beliefs that help you face a challenge. It will be difficult for entrepreneurs to grow their businesses if they lack self-confidence and optimism. One's confidence is also influenced by one's independence. Entrepreneurs with a high level of self-confidence will face and solve their own problems without relying on others. As a leader, you must be self-assured. All female entrepreneurs must be self-assured and capable of making independent decisions. Indonesian female entrepreneurs appear to be afraid of failure, which may influence how they operate.

5. A lack of financial control.

Poor financial attention can be fatal for entrepreneurs. Most Indonesian female entrepreneurs are still learning how to effectively manage their businesses' finances.

6. A lack of managerial skills.

Indonesian women continue to lack knowledge of management and leadership strategies. That is all the knowledge required to run a culinary business. Based on this, a business plan is critical for SMEs, and without one, it is easier for businesses to fail.

7. Inexperience.

The majority of female entrepreneurs in Indonesia have emerged in small and medium-sized culinary businesses. Unfortunately, many of them have had to close their businesses in less than three years due to a lack of experience doing business in this sector. They are unable to compete in the business world.

#### 8. A scarcity of talented employees

In Indonesia, there are still many incompetent employees working in small and medium-sized culinary businesses. Most culinary business owners in Indonesia struggle to find qualified employees. This may be due to the high number of Indonesians with low education and the country's high poverty rate. Women entrepreneurs, on the other hand, continue to struggle with treating their employees as a great business team. According to Timmons' theoretical model, women entrepreneurs in Indonesia will be difficult to reach in order to succeed in the culinary business.

Despite having limited managerial knowledge, a lack of commitment, a lack of self-confidence, and a variety of other issues as barriers to business development such as poor financial control and a lack of talented employees, most Indonesian women believe that family support is the most important factor in achieving success. If the family is not fully supportive, failure is more likely. According to Maslow's hierarchy of needs, women have an especially strong need for belonging and love. Female entrepreneurs will benefit from family support as their businesses grow. However, family support is insufficient; greater emphasis should be placed on business skills.

The role of partners is one of the factors that influence business continuity. Overbearing partners can limit women's ability to express their creativity. As a result, failure is possible unless the two can support each other and make decisions together without one having a stronger role than the other. Women entrepreneurs in Indonesia, in fact, lack internal locus control. They lack confidence in their ability to make their own decisions and thus rely on others (husband). This indicates that they primarily have an external locus of control, believing that their fate is largely determined by others rather than themselves.

In conclusion, women in SMEs in Indonesia's food and beverage sector have met Maslow's hierarchy of needs successfully. Unfortunately, some people still struggle with emotions in order to receive appreciation, and this will not happen unless women have confidence and commitment in doing business. As a result, the majority of Indonesian female entrepreneurs will struggle to achieve self-actualization because they are unable to meet and fulfill their self-esteem needs. Furthermore, most culinary businesses face challenges in terms of supporting business resources, such as incompetent employees, a lack of capital, and a lack of resources, according to Timmons' theory.

Inadequate financial control and a lack of a business plan Furthermore, women entrepreneurs in Indonesia continue to face challenges in employee management and team building. Business opportunities will be lost, and success will be difficult to achieve.

## CONCLUSION

To summarize, women entrepreneurs in Indonesia are still far from achieving maximum success in running small and medium-sized businesses in the food and beverage sector. The challenge they face is a lack of managerial ability, particularly in controlling their company's finances. Other factors influence the sustainability of the culinary industry in Indonesia besides its location.

## SUGGESTION

Even if the government and family truly support women entrepreneurs in business, if it is not balanced with good management, great commitment, strong self-confidence, a strong

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