


SOCIAL MOTIVATION OF DAYAK WOMEN'S ENTREPRENEURSHIP: EXPLORE THE HOME INDUSTRY IN EAST KALIMANTAN

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| ARTICLE INFO | ABSTRACT |
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| <p>Article history:</p> <p>Received 20 January 2023</p> <p>Accepted 13 March 2023</p> | <p>Purpose: This article aims to examine the scale of social motivation and a measure of the entrepreneurial level of Dayak women working in small (home-based) industries.</p> <p>Theoretical framework: The context of ‘push-pull theory’, it emphasizes exploratory factor analysis to test entrepreneurial motivation. Regarding entrepreneurial motivation, there are five vital motives, including cultural preservation, independence, economic support, environment, and work flexibility. They have a massive motivation for entrepreneurship</p> <p>Design/methodology/approach: We interviewed individual informants, in which a semi-structured schedule explored the responses of Dayak women. Open-ended questions were asked to draw attention to the history of being involved in the business world. Thus, the study adopted a mixed methods approach.</p> <p>Findings: The Dayak women have a massive motivation for entrepreneurship. They also realize that the business has been running so far as part of preserving the culture to commit to the family economy. Even though they apply it while taking care of the family, the work environment factor has certainly been tested.</p> <p>Research, Practical & Social implications: For the future agenda, the concentration of studies refers not only to a specific gender but also to a wider cross section. Extensive comparisons should consider a qualitative approach to explore other problems related to entrepreneurial motivation.</p> <p>Originality/value: The results indicate that the related entrepreneurship to aspects of risk and income level uncertainty, so the family factor is an essential part.</p> |
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MOTIVAÇÃO SOCIAL DO EMPREENDEDORISMO DAS MULHERES DAYAK: EXPLORE A INDÚSTRIA DOMÉSTICA NO LESTE DE KALIMANTAN

RESUMO

Objetivo: Este artigo visa examinar a escala de motivação social e uma medida do nível empreendedor de mulheres Dayak que trabalham em pequenas indústrias (domésticas).

Referencial teórico: O contexto da “teoria push-pull”, enfatiza a análise fatorial exploratória para testar a motivação empreendedora. Em relação à motivação empreendedora, existem cinco motivos vitais, incluindo

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preservação cultural, independência, apoio econômico, meio ambiente e flexibilidade de trabalho. Eles têm uma enorme motivação para o empreendedorismo

Desenho/metodologia/abordagem: Entrevistamos informantes individuais, em que um roteiro semiestruturado explorou as respostas das mulheres Dayak. Foram feitas perguntas abertas para chamar a atenção para o histórico de envolvimento no mundo dos negócios. Assim, o estudo adotou uma abordagem de métodos mistos.

Resultados: As mulheres Dayak têm uma enorme motivação para o empreendedorismo. Eles também percebem que o negócio vem funcionando até aqui como parte da preservação da cultura de se comprometer com a economia familiar. Apesar de aplicá-lo no cuidado da família, o fator ambiente de trabalho certamente foi testado.

Pesquisa, implicações práticas e sociais: Para a agenda futura, a concentração de estudos refere-se não apenas a um gênero específico, mas também a um corte transversal mais amplo. Extensas comparações devem considerar uma abordagem qualitativa para explorar outros problemas relacionados à motivação empreendedora.

Originalidade/valor: Os resultados indicam que o empreendedorismo relaciona aspectos de risco e incerteza do nível de renda, portanto o fator família é parte essencial.

Palavras-chave: Motivação Social, Empreendedorismo, Mulheres Dayak, Indústria Doméstica.

MOTIVACIÓN SOCIAL DEL EMPRENDIMIENTO DE LAS MUJERES DAYAK: EXPLORE LA INDUSTRIA DEL HOGAR EN KALIMANTAN ORIENTAL

RESUMEN

Propósito: Este artículo tiene como objetivo examinar la escala de motivación social y una medida del nivel empresarial de las mujeres Dayak que trabajan en pequeñas industrias (basadas en el hogar).

Marco teórico: el contexto de la 'teoría push-pull', enfatiza el análisis factorial exploratorio para probar la motivación empresarial. En cuanto a la motivación empresarial, hay cinco motivos vitales, que incluyen la preservación cultural, la independencia, el apoyo económico, el medio ambiente y la flexibilidad laboral. Tienen una gran motivación para el emprendimiento.

Diseño/metodología/enfoque: Entrevistamos a informantes individuales, en los cuales un programa semiestruturado exploró las respuestas de las mujeres Dayak. Se hicieron preguntas abiertas para llamar la atención sobre la historia de estar involucrado en el mundo de los negocios. Por lo tanto, el estudio adoptó un enfoque de métodos mixtos.

Resultados: Las mujeres Dayak tienen una gran motivación para emprender. También se dan cuenta de que el negocio ha estado funcionando hasta ahora como parte de preservar la cultura para comprometerse con la economía familiar. Si bien lo aplican mientras cuidan a la familia, el factor ambiente de trabajo ciertamente ha sido probado.

Implicaciones de investigación, prácticas y sociales: para la agenda futura, la concentración de estudios se refiere no solo a un género específico sino también a una sección transversal más amplia. Las comparaciones extensas deberían considerar un enfoque cualitativo para explorar otros problemas relacionados con la motivación empresarial.

Originalidad/valor: Los resultados indican que el emprendimiento está relacionado con aspectos de riesgo e incertidumbre del nivel de ingresos, por lo que el factor familiar es parte fundamental.

Palabras clave: Motivación Social, Emprendimiento, Mujeres Dayak, Industria del Hogar.

INTRODUCTION

Women's entrepreneurial motivation is a phenomenon that deserves to be highlighted because something closely related it to career, household, and business continuity (Jayawarna et al., 2013). We have studied several constructs derived from studies on male gender as entrepreneurs to understand this among women. In fact, this is not necessarily consistent with comprehensively explaining motivation, where treatment for women differs from men (Itani et al., 2011; Tlaiss, 2015). In addition, constructs that discuss entrepreneurial motivation have

not paid attention to social and cultural aspects (Alcantara & Kshetri, 2013; Itani et al., 2011; Tlaiss, 2015).

The Dayak are one of the oldest tribes on the island of Borneo, Indonesia (Purwadi et al., 2020). An understanding of the motivations of Dayak women who work as entrepreneurs in the home industry world is becoming increasingly important considering that their participation not only raises talent and economic prospects, but reduces genders inequality in the wider community (Srimulyani, 2013). Entrepreneurship emphasize the importance of developing human resources (Dewi & Ginting, 2022) and predictor of poverty alleviation (Hussin & Aziz, 2021). The human factor has a dominant role in the movement of almost all elements of economic development and growth, including rural development (Radosavljevic, et al., 2022).

Macroeconomic dimensions, such as social order, standard of living, population structure, and development characteristics, are the main points for pounding entrepreneurial motivation in various countries (Hessels et al., 2008). Developing countries (Dawson & Henley, 2012) can not fully adopt conventional constructions that are perfected for developed countries). As in Indonesia, the diversity of local and national cultures influences the perspective of the family. From another point of view, this forms the motivation of women to become entrepreneurs (Nasrullah & Dickson, 2011). Values in the patriarchal social system set different roles and priorities, where family obligations are considered the responsibility of women, while men only focus on making a living. In fact, they have shown such a social system to not encourage women's economic and social involvement outside the home (Jyoti et al., 2011). For women who are trying to find economical means, such as income-generating activities, it seems talented to encourage cottage industries as a fulfillment of needs. The current challenge is the review of patriarchal gender productivity and women's micro-entrepreneurship (Al-Dajani & Marlow, 2010). Simply put, the conceptualization of socio-cultural values into motivational scales and measures seeks to understand the entrepreneurial motivation of Dayak women.

Entrepreneurial motives vary across gender, culture, and economy. The study of socio-cultural values is a priority that attracts attention through the involvement of entrepreneurship itself (Itani et al., 2011; Mordi et al., 2010). Interestingly, there is a dearth of empirical studies that study the entrepreneurial motivation of Dayak women in terms of social factors. The lack of conceptual clarity, measurable definitions, and practical implications has limited understanding of how Dayak women are based on motivational channels, their effects, and what obstacles they face in engaging in entrepreneurship and socio-cultural elements.

Consistent definitions and limited socio-cultural relevance measurement items, of course, only reach practical and theoretical implications regarding entrepreneurial motivation (Goswami et al., 2019; Itani et al., 2011).

Contribution to this article focuses on investigating the role of social motivation for Dayak women in home industries in East Kalimantan. Limitation of the problem lies in the push and attraction of social motivation. This phenomenon needs to be highlighted more sharply. Therefore, the consideration of the analysis of the role of social motivation is developed into the construction of social relevance in entrepreneurship in the home industry. They have said not much about the news, so there is hope to create something new. We summarize the proposition of the paper into five parts, including the introduction, literature review, research methods, results and discussion, and finally, the conclusion.

LITERATURE REVIEW

Motivation for Women to be Entrepreneurs

It does not base the decision of women to take part in the industrial sector on a single motive. The literature confirms that motivation is diverse and psychological based on environmental, location, and personal attributes (Endaryono, 2016).

Table 1. Motivational Factors

| References | Measurement | Point |
|--------------------------------|-------------|------------------------|
| Jyoti et al. (2011) | Pull | Financial freedom |
| Kirkwood (2009) | Pull | Decision-making |
| McGowan et al. (2012) | Pull | Desire to be free |
| Orhan & Scott (2001) | Push | Competition |
| Orhan & Scott (2001) | Push | Educational background |
| Kirkwood (2009) | Push | Income |
| Walker (2009) | Push | Security |
| McGowan et al. (2012) | Push | Response |
| Hughes (2003) | Push | At home |
| Hughes (2003); Kirkwood (2009) | Pull | Freedom of decision |
| Carter et al. (2003) | Pull | Self-control |
| Goswami et al. (2019) | Push | Independent |
| Goswami et al. (2019) | Push | Support |
| Mordi et al. (2010) | Push | Family boundaries |
| Itani et al. (2011) | Pull | Culture |
| Hughes (2003), Kirkwood (2009) | Push | Flexibility |
| Goswami et al. (2019) | Pull | Balance |

Source: Prepared by the authors (2022)

We categorized entrepreneurial motives into two types, namely psychological and economic (Baumol, 1996; Douglas & Shepherd, 2002; Ajzen, 1991; Ajzen & Fishbein, 1975; Shapero & Sokol, 1982). Both of them are very relevant in supporting the exploration

mechanism (Carsrud & Brannback, 2011). It refers to several motives related to the 'pull theory' and drive of entrepreneurial motivation. Its emergence will attract individuals to entrepreneurial activities, while driving factors indirectly force individuals to complete them (Kirkwood, 2009; Mishra, 2005; Orhan & Scott, 2001; Segal et al., 2005). Table 1 displays several motivational factors based on driving indicators.

Entrepreneurial Motivation

For Dayak women, entrepreneurial motivation is in contrast to economic and cultural elements because, in developing countries, they still base it on exploiting resources. In developed countries, especially in the informal sector, the need for self-realization, achievement, skill utilization, self-esteem, and dissatisfaction motivated women entrepreneurs in their lives. In contrast, in developing countries, it oriented them towards family livelihood, financial security, and income needs (International Labor Organization, 2013; Itani et al., 2011).

Equally important, in developing countries, it discriminated them against in terms of labor market participation. On the one hand, the level of control that men have over women's lives is dominant (Hazarika & Goswami, 2016). We consider men breadwinners, so that they assumed family obligations to be the main responsibility of women (Achmad & Saputro, 2017). Work flexibility is a factor that attracts women to business activities because family burdens are not new (Itani et al., 2011).

Women who are less competitive are more risk averse than men (Hazarika et al., 2016). Non-economic factors such as independence, culture, work flexibility, autonomy, and independence become the motivation of women (Itani et al., 2011). Greater family responsibilities attract women to entrepreneurship because of their flexibility (Boden, 2006; McKay, 2001). Entrepreneurial involvement allows them to prove their ability, independence, and freedom in challenging male hegemony (Vaz et al., 2013). Linking entrepreneurship and the use of information technology, Chew et al., (2013) express that advances in information technology contribute to the perception of women who have assets, optimism, and a willingness to innovate.

The entrepreneurial motivation drive for Dayak women is associated with poor economic conditions and job dissatisfaction. Job opportunities, dissatisfaction with working conditions, and unemployment (Itani et al., 2011) motivated the decision to become an entrepreneur.

Home Industry Entrepreneurship and Current Situation

Their contribution, which reached 58 million in the 2018, implies the brilliance of micro, small and medium enterprises (MSMEs) in Indonesia. Women played 60% of them. Apart from that, the national workforce is absorbed up to 116 million (97%) of the total productive workforce (Muliadi et al., 2020). At the local level (such as East Kalimantan Province), MSMEs is a buffer for 307,343 workers and of which 94.96% are micro-enterprises. What's special is that throughout 2020, MSMEs in East Kalimantan involved a lot of local raw materials sourced from their natural wealth. By doing so, they expect it to maintain the existence of local products against export volumes. Since the global economic crisis, MSMEs have not been affected (Kaur & Bansal, 2020).

Given the economic, environmental, and social turmoil for Dayak women, ideally, they do not involve themselves in various activities, especially in permanent work in the informal or formal sector outside the home. In this situation, home-based entrepreneurial activities are a viable option.

MATERIAL AND METHODOLOGY

Sampling Procedure

Primary data collected from Dayak women who work in cottage industries in Pampang Village (Samarinda, East Kalimantan) support this article. The sample collection procedure was selected randomly. Reports from the informant unit comprise those who work as home industry entrepreneurs. Clustering of informants based on those who manage independently or without employee involvement. We interviewed individual informants, in which a semi-structured schedule explored the responses of Dayak women for 10–30 minutes from June 2021–September 2021. The demarcation of the primary data identified their level of knowledge and perception as measured by their suitability and ability in their field. Open-ended questions were asked to draw attention to the history of being involved in the business world. Thus, the study adopted a mixed methods approach.

Scale

Empirical studies that consider social and cultural significance to uncover the entrepreneurial motives and practices of Dayak women are still scarce. In addition, the study also attempted to apply measures to evaluate the data got. The scale in measuring the entrepreneurial motivation of informants in the context of a cottage industry becomes a material for further evaluation.

In practice, the first step is to embed items that reflect the proposed construct, including pre-testing the items for content validity. In the second step, the revision procedure for the reflective sample, assesses scale reliability and construct validity (Hair et al., 2010). We got fifteen attributes from the literature to expose the findings. We selected the items based on the representativeness, clarity, and uniqueness of the constructs (Devellis, 2012; Nunnally & Bernstein, 2010).

They interpreted construct assessment of five points (1: strongly disagree, 2: disagree, 3: undecided, 4: agree, and 5: strongly agree). We based the extraction of motivational constructs on Exploratory Factor Analysis (EFA) which served as assumptions and designs of motivational factors. Later, the results of the EFA depend on the magnitude of the factor analysis (Devellis, 2012; Hair et al., 2010; Nunnally & Bernstein, 2010). The eigenvalues and screw plots calculate the variance that explains the factor retention criteria (Hair et al., 2010; Jyoti et al., 2011). The two criteria in question are determining factors that are maintained for the minimum requirements for factor analysis (Hair et al., 2010).

Measurements

The relevance of the measurement represents the desire of Dayak women in fulfilling the necessities of life through entrepreneurship. Furthermore, the driving factors comprising decision independence, competition, support, income, and flexibility are categorized as driving indicators. The pull indicators include financial independence, freedom of decision making, national culture, family culture, weaving and beading culture, balance, cultural preservation, self-control, desire to be independent, and facilities.

RESULTS AND DISCUSSION

The informants' identities were 104 Dayak women aged between 25 years - 40 years (65%) and +40 years (30%). We also got valuable knowledge from those aged <25 years by 5%. Table 3 also summarizes the statistics of the items measured. Among these items, national culture is very important because it reaches the highest average score of 4.481). Competition items are at the level of 3.321 or relatively low.

Other information comes from Kaiser-Meyer-Olkin (KMO) which detects sample adequacy and the Barlett sphericity test evaluates the factorability of the observed factor matrix. Barlett's test ($\text{Chi}^2 = 808.198$ and $p < 0.001$) and the KMO output got 0.762. It shows that the measured item reflects the 'very good' factor. The similarity ranges from 0.657 to 0.855, which shows that we classified the variance of the original value as 'moderate' in

actualizing common factors. In the next criterion is the Eigen Kaiser, which suggests a five-factor solution and is in line with the Scree plot. The orthogonal Varimax rotation combines five constructs on the motivation variable, which is highly relevant to the fifteen items.

Table 2. Descriptive Statistics, Loaded Items and Extraction Communalities

| Indicators | Mean | SD | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | EC's |
|---------------------------|---------|-------|----------|----------|----------|----------|----------|-------|
| National culture | 4.481 | 0.724 | 0.838 | | | | | 0.843 |
| Family | 4.154 | 0.845 | 0.868 | | | | | 0.798 |
| Weaving and brading | 4.221 | 0.824 | 0.917 | | | | | 0.788 |
| Cultural preservation | 4.221 | 0.847 | 0.909 | | | | | 0.784 |
| Financial autonomy | 4.404 | 0.616 | | 0.797 | | | | 0.677 |
| Self-control | 4.471 | 0.607 | | 0.734 | | | | 0.740 |
| Freedom of decision | 4.423 | 0.586 | | 0.817 | | | | 0.804 |
| Self independence | 3.865 | 0.711 | | 0.642 | | | | 0.855 |
| Efforts to be independent | 4.240 | 0.731 | | 0.598 | | | | 0.657 |
| Facility | 4.250 | 0.707 | | | 0.840 | | | 0.724 |
| Support | 4.048 | 0.716 | | | 0.863 | | | 0.692 |
| Pendapatan | 4.038 | 0.696 | | | 0.781 | | | 0.785 |
| Flexibility | 4.337 | 0.910 | | | | 0.863 | | 0.847 |
| Balance | 4.423 | 0.867 | | | | 0.906 | | 0.741 |
| Competition | 3.231 | 0.839 | | | | | 0.859 | 0.831 |
| Eigenvalue | | | 4.269 | 2.997 | 2.072 | 1.227 | 1.002 | |
| Percentage of variance | | | 28.458 | 19.982 | 13.81 | 818 | 6.681 | |
| Cronbach's alpha | 808.198 | | | | | | | |
| <i>p</i> -value | 0.000 | | | | | | | |
| KMO-MSA | 0.762 | | | | | | | |

Source: analysis series (2022).

The factors used after it combined extraction into five factors (preserving culture, independence, economic support, work environment, and work flexibility). The four items embedded in the first factor include national culture, family culture, weaving and beading culture, and cultural preservation (see Table 2). Then, five items in the second factor, including financial independence, self-control, freedom to decide, independence from oneself, and efforts to be independent. Then, the third factor is represented by three items, namely facilities, support, income. The fourth factor comprises two items, namely flexibility and balance, while the fifth factor only reflects one item as competition. There is no significant difference from the average score of all factors.

Table 3 displays descriptive statistics. Among the five scales, the respondent's decision to be independent was the 'most important' at 4.489 and followed by work flexibility at 4.406, 4.292 for economic support, and preserving culture at 4.281. The score for the work environment aspect is 'relatively lower' (3.239).

Table 3 also presents the standard logistic model with a Wald Chi² gain of 82.047 and $p < 0.01$. Post-estimation, the model achieves a classification accuracy of 89.60%. That's a sign if the model is applied 'good'. Simultaneously, the motivation of Dayak women to become entrepreneurs reached 79.4%. Another calculation indicates that all factors (except independence), affect the motivation of Dayak women to become entrepreneurs in the cottage industry.

Table 3. Descriptive Statistics and SBL

| Factors | Mean | SD | Standard Binary Logit (SBL) | | |
|------------------------|-------|-------|-----------------------------|--------------|--------------|
| | | | Odds Ratio | Coefficien t | Significan t |
| Preserving culture | 4.281 | 0.817 | 27.734 | 3.323 | 0.000 |
| Independent | 4.489 | 0.523 | 2.055 | 0.720 | 0.401 |
| Economic support | 4.292 | 0.695 | 8.839 | 2.179 | 0.007 |
| Work flexibility | 4.406 | 0.901 | 11.447 | 2.438 | 0.002 |
| Work environment | 3.239 | 0.855 | 14.861 | 2.699 | 0.000 |
| Constant | | | 0.000 | -48.295 | 0.000 |
| Wald Chi ² | | | 82.047 | | |
| Prob> Chi ² | | | 0.000 | | |
| Pseudo R ² | | | 0.794 | | |
| Correct classification | | | 89.60% | | |

Source: analysis series (2022).

Pampang is a civilized village that has a 'cultural symbol' from the Dayak indigenous people. Generally, this village is the center of tourism attention, which has a positive impact on the community's economy (ZA et al., 2021). Some informants have their own uniqueness, which is known as the 'long ear' tradition. Tourists who visit to see the crafts of weaving, beads, and ancestral heritage become their own motivation for entrepreneurship. Over the last few decades, visitors have generated 'supply' and 'demands' for the intensity of local wisdom. As a result, Dayak women concentrate on marketing, weaving, and beads wrapped in a strong cultural environment. As a result, those who are motivated compete as a driving force for tourism.

When entrepreneurship faces a myriad of problems, it is necessary to increase strong motivation (Solesvik et al., 2019). Women entrepreneurs feel a heavier economic burden on the environment. Many of them do not have equal access to resources because of traditional facilities (Lakovleva et al., 2013). This section directs them to focus on pursuing profit. In reality, it is positively tied to women's desire to secure the family economy (Botha et al., 2006; Kirkwood, 2009). Therefore, the support of the government and banks as participatory development seems to be an important session that creates new business opportunities.

This work applies to conventional ideas of 'positive associations' based on flexibility in their decisions. Women need to set priorities wisely. If their main goal is only to raise children, then it is necessary to sacrifice work. If it is an ambition, then Dayak women must bear the high consequences of reduced time for family. The exact solution to this problem lies in the aspect of motivation. Success can be got because of the motivation to create 'social-capital' which is connected to work and family (Itani et al., 2011). Dividing time is something that is difficult.

The results of our social experiments have also attracted widespread attention. A supportive work environment has a real positive impact on their existence. This situation creates the freedom to choose partners, target customers, and builds expression of personal management style into driving progress. Dayak women with independent abilities contribute to special goals in the eyes of others or the business environment (Bell & Braun, 2010).

Although it did not significantly cause the independent aspect by the involvement of two parties in decision making. Of course, this option has the potential to pose a high risk. For Dayak women who are oriented to avoid it, it leads to something disorganized (Hazarika et al., 2016). Interestingly, when they are often faced with income volatility, lack of access to marketing, low access to credit, the level of competitive competition from the modern loom industry, and technological backwardness, it can reduce progress.

This article contributes importantly to the literature with different perspectives. The scale development process resulted in five different factors. Referring to the theoretical lens, integrating women's desires through socio-cultural macro values into entrepreneurial motivation, it is reliable and psychometrically valid. It has emphasized that their entrepreneurial participation has been integrated with socio-cultural values. The general desire of women plays a role in entrepreneurial behavior (Gupta et al., 2009).

Characteristics of implications that are no less important to be observed across cultures, especially local craftsmanship, are going well. However, the construction must be refined with changed measurement items, thus requiring a more specific sample examination of certain generalized ethnicities and groups. Their replication will provide an understanding of the functions of Dayak women entrepreneurs in certain fields. Through the accuracy of the data, they consider this construct the right trick to measure growth expectations (Alcantara & Kshetri, 2013).

From the methodological dimension, we align the measurement items with the socio-cultural that motivate entrepreneurship. It articulates the general capacity of women to

maintain household commitments in order to improve welfare levels (Gupta et al., 2009; Itani et al., 2011; Tlaiss, 2015).

An empirical perspective concludes on how motivation influences career choice in the home industry, where the most significant factors in a particular group are reviewed (Jayawarna et al., 2013). The result was satisfactory, because four of the five core motivations were significant. Considering that their ability to preserve the weaving and beading culture has been successful, their level of confidence has increased. The reason is, so far, the government has prioritized people who have creativity, innovation, and entrepreneurial skills (such as Dayak women) to get credit help from banking and financial institutions with low interest rates. Various training programs also followed this treatment. The output is to market their handicraft products to the global industry. Unlike other studies (e.g. Gupta et al., 2009; Itani et al., 2011; Thompson, 2009; Tlaiss, 2015) which connect elements of the territory and local wisdom of the Dayak community. However, the individual psychological dimensions are urgent to be reviewed.

CONCLUSION

This article provides a detailed description of the entrepreneurial motivation of Dayak women in East Kalimantan. The relevance of their needs arises for several reasons. The contribution lies in improving the 'push-pull theory', which focuses on entrepreneurial motivation towards social, cultural and local wisdom. Different motivations in the weaving context and beading cottage industry are very specific and less attractive to scholars. We developed five constructs to examine the motivations of Dayak women in the cottage industry. As a result, socio-cultural values are contained in their participation in entrepreneurship.

A study of the motivational scale provides a more textured understanding of the motivations of Dayak women with environmental support. Broadly, they have a high motivation for entrepreneurship even though their independence from their current profession is still oriented towards preserving ancestral culture, family encouragement, and economic pressure. Business risks and income uncertainty depend on family support. Also, the uncertain conditions because of Covid-19 have reduced the level of tourist visits. Dayak women do not have adequate savings and investments, so the sustainability of the business is still in question. Modernization is the key to answering traditional entrepreneurship.

The highlight is important given the limitations of the study based on literacy and social interaction during the survey. The informants still seem to have difficulty responding to the questionnaires submitted because the alternative answers on the scale have limited

options. For the future agenda, the concentration of studies refers not only to a specific gender but also to a wider cross section. Extensive comparisons should consider a qualitative approach to explore other problems related to entrepreneurial motivation. Another concern is the generalization of the regression results, which only considers the role of women in the cottage industry, thus neglecting those who work in medium and large-scale industries.

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