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# Gender stereotype perception, perceived social support and self-efficacy in increasing women's entrepreneurial intentions

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## Abstract

**Purpose** – Women play an essential role in entrepreneurship because they have been able to make social and economic contributions in many countries. However, women continue encountering numerous difficulties when engaging in entrepreneurial activities, particularly from a societal perspective. Therefore, it is necessary to study the underlying factors influencing women's entrepreneurial intentions that lead to their success in entrepreneurship. This study examines gender stereotype perceptions, perceived social support and self-efficacy in women's entrepreneurial intentions in Batik micro, small and medium enterprises (MSMEs) in West Java, Indonesia.

**Design/methodology/approach** – This study used a quantitative method by randomly distributing questionnaires to women entrepreneurs in the MSME sector in the batik craft industry in the Trusmi area, West Java, Indonesia. The research questionnaire was completed by 150 female entrepreneurs, and a structural equation model-partial least squares (PLS) was employed to examine the hypotheses proposed in this study.

**Findings** – The findings of this study revealed that gender stereotype perception and perceived social support have a positive and significant effect on self-efficacy. Gender stereotype perceptions affect women's entrepreneurial intentions, both directly and mediated by self-efficacy. Meanwhile, perceived social support has a significant effect on women's entrepreneurial intention only when it is mediated by self-efficacy.

**Originality/value** – This study presents empirical evidence on how gender stereotype perception, perceived social support and self-efficacy affect women's entrepreneurial intentions and establishes a novel conceptual framework for women's entrepreneurship in emerging economies. This study provides academic and practical implications by identifying the entrepreneurial intentions of women who have carried out entrepreneurial activities. This study also provides direction for policymakers to encourage women's entrepreneurial intentions.

**Keywords** Entrepreneurial intention, Women entrepreneur, Gender stereotype perception, Local culture, Perceived social support

**Paper type** Research paper



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## 1. Introduction

Women entrepreneurs have been in the spotlight in various countries because they have contributed to the economy and society. Women have the ability to advance the wheels of the economy, thereby increasing opportunities for entrepreneurship (Alshibani *et al.*, 2023; Anggadwita *et al.*, 2021; Lemaire *et al.*, 2021) by being involved in commercial activities that can improve their socio-economic situation (Ramadani and Gërguri-Rashiti, 2017; Ali and Yousuf, 2019). Previous studies have extensively studied women's entrepreneurial intentions and motives (e.g. Anggadwita and Dhewanto, 2016; Jafari-Sadeghi, 2020; Jafari-Sadeghi *et al.*, 2021; Anggadwita *et al.*, 2021; Shastri *et al.*, 2022). Jafari-Sadeghi (2020) identified opportunities-driven, necessity-driven and mixed motives among women entrepreneurs. Adom and Anambane (2020) found that gender stereotypes serve as a "push" factor for women's entrepreneurship, leading to a higher proportion of entrepreneurs motivated by necessity rather than opportunity. In addition, the findings of Jafari-Sadeghi *et al.* (2021) indicate that women start enterprises in their home countries out of necessity (lack of job opportunities.) According to Beynon *et al.* (2020), entrepreneurship in emerging countries is more strongly characterized by need-based entrepreneurship, so total entrepreneurial activity tends to be high. The gender perspective in entrepreneurship study has highlighted the distinctions between male and female entrepreneurs, focusing on the drivers of intention and motivation for firm creation (Malach-Pines and Schwartz, 2008; Gupta *et al.*, 2008, 2009; Bourgain and Chaudat, 2015; Rouse *et al.*, 2013). There is some evidence addressing factors of intention and motivation for women (Thébaud, 2015; Verheul *et al.*, 2006), but identifying gender differences in the drivers of intention and motivation to start new firms remains a research topic that needs to be explored on a broader level (Jafari-Sadeghi, 2020; Rezaei *et al.*, 2021).

Indonesia is an emerging economy that encourages entrepreneurial activities, and women have the opportunity and potential to participate in these activities. The issue of gender equality has received global attention, and the Indonesian government, in particular, has established various policies to support gender equality, such as protective, corrective and non-discriminatory policies. However, the policy has not been able to overcome the perception of gender stereotypes in the community, including in entrepreneurial activities. Based on the Global Gender Gap Report 2022, Indonesia is ranked 92 out of 146 nations, an improvement from its previous position of 101 in 2021 (World Economic Forum, 2022). The Global Gender Gap Index assesses gender inequality across four domains: economic participation and opportunity, educational attainment, health and survival and political empowerment. In terms of economic participation and opportunity, Indonesia exceeds the global average. In addition, the Gender Inequality Index, which measures three dimensions, including reproductive health, empowerment and labor market participation, places Indonesia in the 110th place out of 170 countries in 2021 (UNDP, 2021). The focus on gender equality is also included in the fifth Sustainable Development Goals (SDGs) indicator. Although these data do not focus specifically on entrepreneurship, it may indicate that Indonesia has experienced an increase in women's participation in economic activities.

Issues related to gender in entrepreneurial activities provide different views between male and women entrepreneurs. This is based on several previous studies showing that gender stereotypes have a negative effect on women's intentions to develop their careers as entrepreneurs (Gupta *et al.*, 2008, 2009; Gupta and Bhawe, 2007), enhance business growth (Zampetakis *et al.*, 2016) and gain access to financing opportunities (Brush *et al.*, 2018; Malmström *et al.*, 2017). Handayani *et al.* (2022) found that not all women in Indonesia dare to use their capacities on an equal footing with men, and most people still adhere to the stereotype that women "should be at home" or "should not work." Meanwhile, Hartono *et al.* (2019) found that gender stereotypes did not moderate the relationship between business relationships and the business success of women entrepreneurs in Indonesia but did weaken

the relationship between innovative behavior and business success. [Laguía et al. \(2022\)](#) revealed that diminishing the likelihood of negative gender stereotypes in entrepreneurship can elevate women's aspirations for entrepreneurship careers. Although there is a significant amount of literature on men and women in entrepreneurship, there is still a lack of study that employs a "gender lens" in an entrepreneurial context ([Baines and Wheelock, 2000](#); [Marlow and Patton, 2005](#)), especially in Indonesia as an emerging country.

Entrepreneurial self-efficacy is a crucial aspect of women's entrepreneurship. However, scientific attention to women's entrepreneurship research still needs to be improved in highlighting the antecedents and consequences of self-efficacy ([Bulanova et al., 2016](#)). Only some studies have attempted to conceptualize and empirically test how social perceptions influence the psychological aspects of women's entrepreneurship ([Gupta et al., 2008, 2009](#)). Taking views about gender roles and stereotypes for granted creates a significant barrier to women's engagement in entrepreneurial activities ([Welsh et al., 2014](#)). In addition, perceived social support can increase self-efficacy by providing comfort, appreciation, care and recognition. However, if a person does not receive social support, it can weaken his/her belief in his/her abilities ([Benight and Bandura, 2004](#)). This demonstrates that the presence of support from the closest people and the surrounding environment affects a person's self-efficacy level. Support from the social environment, including family, friends or relatives, encourages a person to develop specific intentions in pursuing an entrepreneurial role ([Bouncken and Kraus, 2022](#); [Gieure et al., 2019](#)). People with high self-efficacy can better overcome obstacles and difficulties in achieving a goal ([Al-Mamary et al., 2020](#)), including in their entrepreneurial activities.

Batik is a traditional Indonesian textile art that has been recognized as a Masterpiece of the Oral and Intangible Heritage of Humanity by UNESCO in 2009. It involves a process of applying wax to fabric, which resists dye, creating a pattern on the cloth. The wax is then removed, revealing the pattern created by the dye. Batik is one of the many Indonesian cultural works that combine art and technology. Batik works are widespread in Indonesia and are undergoing developments in designs and motifs, with distinct motifs serving as the regional cultural character of each location. One of the potential MSMEs in Indonesia is located in the Trusmi Region, Cirebon, West Java, which has a unique local culture, one of which is the batik cloth with a "mega mendung" motif, which is its trademark. Batik Trusmi is a cultural legacy that represents the unique style of the Cirebon sultanate ([Laily, 2021](#)). The preservation of Cirebon batik art is achieved through various efforts, including the batik business. Trusmi, which is home to a majority of batik artisans, is considered the center of batik production in Cirebon, and it is renowned for its home industries and batik sales ([Laily, 2021](#)). The results of interviews with the head of the Trusmi Batik community group revealed that the proportion of women participating in entrepreneurship was more dominant, reaching 70%. Therefore, exploring the intentions of women entrepreneurs in Batik MSMEs is beneficial in evaluating and studying the factors influencing them to engage in entrepreneurial activities.

This study aims to answer the research questions: (1) What is the effect of gender stereotypes perceptions, perceived social support and self-efficacy on women's entrepreneurial intentions in Indonesian Batik MSMEs? (2) Does self-efficacy mediate the effect of gender stereotype perceptions and perceived social support on women's entrepreneurial intentions? The organization of this study is as follows: this article begins with an introduction in the first section that describes the background of the research. [Section 2](#) presents a literature review and the development of hypotheses for this study. [Section 3](#) is research methods providing information on research design, samples, data collection and measures of variables. [Section 4](#) presents the profiles of the respondents and the empirical findings from this study. Furthermore, [Section 5](#) presents a discussion and conclusions, including implications, limitations of the study and future research directions.

## 2. Literature review

Several researchers have characterized women's entrepreneurship as an individual or a group of women managing a business to fulfill their daily necessities and achieve financial independence (Guérin *et al.*, 2013). Barani and Dheepa (2013) defined women's entrepreneurship as creating businesses that empower and strengthen women at the socio-economic level. According to Anggadwita and Dhewanto (2016), women entrepreneurs are defined as those who engage in entrepreneurship by identifying opportunities, taking risks, and attempting to combine unique resources in their environment. Anggadwita and Dhewanto (2016) highlighted that women entrepreneurs, particularly those already married, have a dual role as housewives and businesswomen. The importance of women entrepreneurs to economic growth lies in their ability to generate new employment opportunities, capitalize on business prospects, and offer diverse perspectives on managerial, organizational, and business issues (Ramadani *et al.*, 2013). Women's productive activities aim to increase their economic independence and enable them to contribute more to the development of the economy (Anggadwita and Dhewanto, 2016) and positively affect their personal and social environments (Tur-Porcar *et al.*, 2017).

This study uses the theory of planned behavior (TPB) as a starting point for understanding women's entrepreneurial intentions. The TPB posits that planned behavior is intentional and can be predicted most accurately by the intention to behave as an entrepreneur (Ajzen, 1991), including establishing and creating a business. Therefore, an entrepreneurial activity involving the establishment of a business will be seen as intentional planned behavior, and intention will be considered a cognitive state. The term "intention" refers to a cognitive process of focusing one's thoughts, based on past experiences and behaviors, toward a particular objective or strategy for accomplishing that target (Bird, 1988). Krueger (2000) suggests that entrepreneurial intention develops from perceptions of the desirability and feasibility of entrepreneurial action. Entrepreneurial intention is the primary determinant factor for someone to act and behave entrepreneurially (Bagozzi, 1992; Anggadwita and Dhewanto, 2016). Ferreira *et al.* (2018) stressed the importance of studying entrepreneurial intention because the entrepreneurial process is a way of thinking that prioritizes opportunities over risks. Hence, identifying business opportunities is a deliberate process. According to Pham *et al.* (2021), entrepreneurial goal intention depends on the context of the situation, which is influenced by environmental conditions and temporality, including support from and interaction with the community environment.

In this study, social cognitive theory (SCT) is employed to elucidate the concept of self-efficacy, while social role theory is utilized to explicate gender stereotype perceptions and perceived social support with the aim of exploring the proposed hypotheses. Self-efficacy refers to an individual's confidence in their capability and skill to accomplish particular tasks and achieve specific outcomes (Bandura, 1997). SCT explains that human behaviors result from the interplay of personal factors, behavior, and external factors (Bandura, 2012). The theory shows that the stronger the self-efficacy, the more confident people are in facing stressful, problematic situations, and the greater their success in achieving their goals (Benight and Bandura, 2004). Self-efficacy greatly influences an individual's ability to carry out actions, persistence in overcoming obstacles and challenges, and achievement in carrying out actions (Bandura, 1997). Bandura (2012) contends that self-efficacy is a highly influential factor on behavior, both directly and indirectly, through processes and aspects such as goal setting, expectations of outcomes, perceptions of resources, and environmental barriers.

Social role theory (Eagly, 1997) offers a theoretical framework for understanding gender stereotypes by suggesting that men and women conform to the expectations associated with their social roles. This theory highlights how individuals, groups, communities, and economic systems interact and are influenced by the broader social structures in which they are situated (Dulin, 2007). According to Hoffman and Hurst (1990), gender stereotypes legitimize

the allocation of sexes into social roles in reaction to the sexual division of labor by attributing intrinsic personality differences to the sexes. Eagly and Steffen (1984) provide evidence that the core of stereotypes is the notion that men have more “agency” (self-assertive and dominant) than women, while women are more “communal” (selfless and concerned with others). Men are likelier to be breadwinners, whereas women are likelier to be homemakers and child caretakers (Hoffman and Hurst, 1990). Two types of sex differences in personality that underlie gender stereotypes are “role-based” and “gender-based” (Hoffman and Hurst, 1990). Women are attributed communal personality traits such as warmth and concern for others, whereas men are attributed agent personality traits such as aggressiveness and competitiveness (Williams and Best, 1990; Abele *et al.*, 2008; Cuddy *et al.*, 2015).

Meanwhile, perceived social support is an internal process that reveals an individual’s interpretation of others as objects. Perceived social support is important because it can provide individuals with emotional and tangible resources, such as encouragement, advice, and assistance, that can help them cope with stress and overcome challenges. Having social support from family and friends is crucial in changing one’s perception of their ability to accomplish tasks, and it also helps in boosting motivation and the decision to initiate a business (Lee *et al.*, 2011). Courneya *et al.* (2000) argue that social support can provide a greater understanding of motivation and behavior. The notion of perceived social support concerning entrepreneurial intentions is similar to the subjective norms proposed in earlier research (Najafabadi *et al.*, 2016). Subjective norms are one of the constructs that form the theory of planned behavior (Ajzen, 1991), which refers to the pressure to perform a behavior that comes from observing what others consider significant to say or do. However, the construction of social influence differs from social support, which refers to beliefs that assistance is necessary to execute behavior (Courneya *et al.*, 2000). Perceived social support can be essential in shaping women’s attitudes and beliefs about entrepreneurship and providing the practical and emotional support needed to succeed as entrepreneurs.

### *2.1 Gender stereotype perception, self-efficacy, and entrepreneurial intention*

Gender stereotype perceptions influence how people behave regarding economic activities in society, including entrepreneurial activities. Empirical evidence demonstrates that women have lower success expectations than men in numerous occupations, including entrepreneurship (Eccles, 1994). Trevelyan (2009) believes that persons with high self-efficacy initiate and persist in their activities and behaviors despite uncertainty and low resources. Not surprisingly, previous studies have indicated significantly lower levels of self-efficacy among women in careers that have historically been considered “nontraditional” for women (Bandura *et al.*, 2001; Betz and Hackett, 1981; Scherer *et al.*, 1990). This gender difference is mainly observed in domains stereotypically associated with “masculine” skills, such as professions in business and entrepreneurship. Therefore, women’s entrepreneurship is less attractive and lacks community support (Baughn *et al.*, 2006) because it is strongly conditioned by social norms and tasks assigned based on gender (del Mar Fuentes-Fuentes *et al.*, 2017), encouraging women to continue to view themselves as inadequate and incapable of engaging in economic activities (Marlow and Patton, 2005). In addition, significant evidence indicates that women are more likely than men to limit their job aspirations and interests due to a lack of confidence in their capabilities (Bandura, 1992a, b). This study posits that women entrepreneurs’ perceptions of gender stereotypes that promote equality in their social roles can enhance their self-efficacy in entrepreneurial activities. This study proposes the following hypothesis:

*H1. Gender stereotype perception has a significant effect on self-efficacy*

Gender stereotype are observed to cognitively influence attitudes and behavior (Sweida and Reichard, 2013; Wheeler and Petty, 2001). Previous studies have examined gender stereotype perceptions and their relationship with entrepreneurial intentions (Gupta *et al.*, 2008, 2009). Because these stereotypes are embedded in society, women entrepreneurs may consistently perceive and internalize the masculine traits linked to entrepreneurship, which can have a detrimental impact on their attitudes and behaviors toward entrepreneurship-related tasks (Sweida and Reichard, 2013). Sweida and Reichard (2013) noted that women with implicit stereotypes about entrepreneurship had lower entrepreneurial intentions than those with explicit stereotypes. Women choose entrepreneurial jobs to better balance their work and family life (Petridou *et al.*, 2009). In contrast, men view entrepreneurship as a way to create wealth and pursue economic opportunities (García-González *et al.*, 2019). This study's proposed hypothesis is as follows:

*H2. Gender stereotype perception has a significant effect on women's entrepreneurial intentions*

## 2.2 Perceived social support, self-efficacy, and entrepreneurial intention

Self-efficacy can be influenced by various factors, including perceived social support. Sarason *et al.* (1987) defined social support as the intensity of an individual's attachment-based interactions with friends and family. In general, social support relates to a person's views and expectations concerning the advice, guidance, and assistance obtained from their social group (Sahban *et al.*, 2014), which can increase their self-efficacy. Perceived social support is associated with entrepreneurship, the process through which an entrepreneur captures the significance of social objects, social (human) aspects, and environmental challenges (Mathur and Nihalani, 2012). Dyer (1994) reveals that some scholars perceive women as having less social support than their male counterparts. Previous studies have shown a positive relationship (Cheung and Sun, 2000; Albayrak Okçin and Gerçeklioğlu, 2013; Turan and Koç, 2018) between perceived social support from individuals, family, or friends on their self-efficacy. This study posits that women entrepreneurs' self-efficacy is influenced by the perception that their social environment supports their entrepreneurial activities, increasing their confidence in their capacity to succeed in entrepreneurial activities. Therefore, this study suggests:

*H3. Perceived social support has a significant effect on self-efficacy.*

Social support is a form of financial, instrumental, and emotional assistance that can encourage entrepreneurial intentions (Welsh *et al.*, 2014). The family domain drives individuals to mobilize talent, wealth, and resources and provides a mental framework for establishing and expanding enterprises (Aldrich and Cliff, 2003; Neneh, 2022). Sahban *et al.* (2016) state that peer or group support encourages entrepreneurial intentions. Nowiński and Haddoud (2019) reveal that social support can be found through the help of family and friends, which is very important in fostering entrepreneurial intentions. Molino *et al.* (2018) and Neneh (2022) examined a positive relationship between perceived social support and entrepreneurial intentions. Meanwhile, Zolin *et al.* (2013) revealed that women still experience many obstacles in carrying out entrepreneurial activities compared to men, such as social discrimination in the workplace and a lack of support to start a business. The significance of perceived social support in increasing women's entrepreneurial intentions needs to be studied further, and this study puts forward the following hypothesis:

*H4. Perceived social support has a significant effect on women's entrepreneurial intentions*

Self-efficacy is fundamental in determining entrepreneurial intentions (Elnadi and Gheith, 2021). Hassan *et al.* (2020) state that self-efficacy is the primary cognitive determinant that

precedes entrepreneurial goals. Individuals with poor self-efficacy are less motivated to act, resulting in a low intention to behave. Newman *et al.* (2019) demonstrate that the majority of prior research has viewed entrepreneurial intention as the main result of entrepreneurial self-efficacy, leading to the development of entrepreneurial intention (Zhao *et al.*, 2005; Wilson *et al.*, 2007; McGee *et al.*, 2009; Sweida and Reichard, 2013). Nevertheless, previous research (e.g. Tolentino *et al.*, 2014; Wilson *et al.*, 2007) implies that some women may not take advantage of opportunities to become entrepreneurs because they tend to have less confidence in their ability to run a business (Austin and Nauta, 2016). This study further analyzes the relationship between self-efficacy and women entrepreneurs' goals by proposing the hypothesis:

*H5. Self-efficacy has a significant effect on women's entrepreneurial intentions*

### *2.3 Mediating role of self-efficacy*

Previous research has found that women have lower self-efficacy and entrepreneurial intentions than men (Chen *et al.*, 1998; Gatewood *et al.*, 2002), although little research has been conducted on the relationship between gender perceptions, self-efficacy, and entrepreneurial intentions. Bandura *et al.* (2001) found that women's entrepreneurial activities can be considerably influenced by their perceptions of their lack of entrepreneurial skills. Kickul *et al.* (2004) found a direct relationship between self-efficacy in considering entrepreneurship as a professional career, concluding that women limit their career choices due to a perceived lack of entrepreneurial skills. Bandura (1992a, b) argues that fostering women's entrepreneurial activities can significantly enhance their perception of their entrepreneurial abilities and that entrepreneurial self-efficacy cannot explain gender differences in entrepreneurial intentions. Therefore, levels of self-efficacy between men and women entrepreneurs are the same. These perceptual characteristics will not influence their entrepreneurial activities and attitudes (Camelo-Ordaz *et al.*, 2016). Sweida and Reichard (2013) and Wilson *et al.* (2009) investigated the role of entrepreneurial self-efficacy as a mediator between gender stereotypes and entrepreneurial intentions. They found that the relationship was mediated by entrepreneurial self-efficacy. This study further investigates the mediating role of self-efficacy by proposing the following hypothesis:

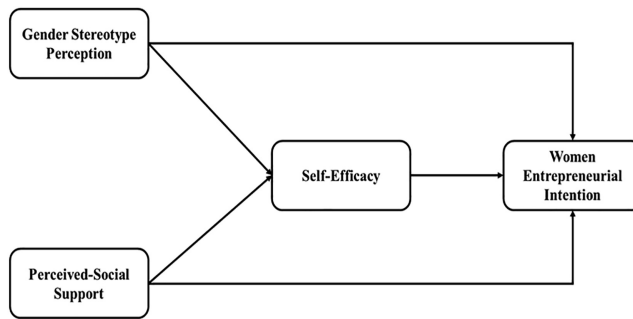
*H6. The relationship between gender stereotype perceptions and women's entrepreneurial intention is mediated by self-efficacy.*

Entrepreneurial activity has a high risk and uncertainty (Hsu *et al.*, 2017). In order to boost their entrepreneurial intentions, individuals may require support from their family and friends to enhance their self-efficacy (Molino *et al.*, 2018; Welsh *et al.*, 2014). The support of family and friends plays a vital role in increasing individual confidence when pursuing an entrepreneurial career path (Criaco *et al.*, 2017), especially for women. Social role theory can be used to study the factors that influence self-efficacy in fostering entrepreneurial intentions and behavior (Boyd and Vozikis, 1994). Perceived social support strengthens individuals' belief in their capacity to perform entrepreneurial tasks, therefore increasing their intention to engage in entrepreneurial activity. Thus, when individuals have a low level of perceived social support and lack confidence in their entrepreneurial abilities, their motivation to participate in entrepreneurial activities tends to diminish (Camelo-Ordaz *et al.*, 2016). This study proposes a mediating role of self-efficacy with the following hypothesis:

*H7. The relationship between perceived social support and women's entrepreneurial intention is mediated by self-efficacy.*

The conceptual model presented in Figure 1 below provides an overview of the development of the hypotheses in this study. The model illustrates the relationships between variables in

**Figure 1.**  
Conceptual model



Source(s): Authors

the study and serves as a visual representation of the proposed hypotheses. In this study, the conceptual model highlights the proposed relationships between variables such as gender stereotype perception, perceived-social support, self-efficacy, and women's entrepreneurial intention.

### 3. Research methodology

#### 3.1 Sample and data collection

This research employs a quantitative and hypothesis-deductive approach to explore the correlation between variables. The aim of the quantitative method is to identify the characteristics of a "typical" entrepreneur by utilizing a large sample size ( $n$ ) and a parametric distribution, as suggested by [Dana and Dana \(2005\)](#). The study employs a probability sampling technique with a random sampling approach to select the participants. The population in this study consist of women business owners from Batik MSMEs in the Trusmi area of Cirebon, West Java, Indonesia. [Minniti and Bygrave \(2001\)](#) found that studying the entrepreneurial intentions of women entrepreneurs who have operated their own enterprises provides insights and experiences that assist other people in developing valuable abilities and performance strategies to foster entrepreneurial intentions. Experienced entrepreneurship is a crucial requirement for the formation of successful entrepreneurs as it enables them to develop psychological resilience ([Ciptono et al., 2023](#)).

Based on data from the Trusmi Village office, there are 201 women entrepreneurs in this area. This study's minimum number of samples was determined by the number of indicator items multiplied by five ([Hair et al., 2019](#)), which was 125 samples. This study adopted a cross-sectional survey design using a self-administered questionnaire. Questionnaires were distributed directly to women entrepreneurs who own Batik MSMEs. A total of 150 respondents filled out the questionnaire and met the requirements for further processing. Direct distribution enables interaction with respondents and ensures that questionnaires are completed in line with preset circumstances. This study ensures the anonymity of individuals who completed the questionnaire.

#### 3.2 Measures of variables

This study evaluates respondents' perspectives using an ordinal scale with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The survey questionnaire was divided into two parts: the first part was designed to determine the respondent's demographics, and the second part was designed to determine the respondent's perceptions of the research variables (women's entrepreneurial intention, self-efficacy,

perceived social support, and gender stereotype perception). The question items used to operationalize the study model's constructs were adapted from the existing literature. The questionnaire for this study was translated into Indonesian to facilitate a better understanding of its contents by the respondents. In this study, 25 items were allocated to identify the characteristics of the four variables.

Entrepreneurial intention, defined as the desire or intention of an individual to engage in entrepreneurial activities (Ajzen, 1991; Ajzen and Fishbein, 1980), was the main focus of this study and was measured using a seven-item scale derived from Liñán and Chen (2009). Meanwhile, self-efficacy refers to an individual's belief in their ability to perform entrepreneurial activities and responsibilities effectively (Chen *et al.*, 1998) and was used as a mediator/intervening variable in this study, as measured by a seven-item scale adapted from Zhao *et al.* (2005). In this study, the definition of perceived social support from Sahban *et al.* (2014) is people's beliefs and expectations about advice, guidance, and assistance from social groups. Perceived social support is an independent variable with three items adapted from Zimet *et al.* (1988) and Anggadwita and Dhewanto (2016). Also placed as an independent variable, gender stereotype perception is defined as how society perceives women as "role-based" and "gender-based" (Hoffman and Hurst, 1990) in entrepreneurial activities. Gender stereotype perception was measured using five items adapted from Malach-Pines and Schwartz (2008) and three from García-González *et al.* (2019).

The pre-test was conducted to ensure the validity and reliability of the questionnaire items by distributing the questionnaires to 30 respondents. The reliability of the survey instrument was evaluated using the value of Cronbach alpha >0.6, and the validity was evaluated using Pearson product-moment with the criteria of  $r\text{-count} \geq r\text{-table}$  (2-tailed test with sig. 0.05). Four items were eliminated because they did not meet the required value criteria.

## 4. Results

### 4.1 Profile of respondents

Table 1 provides profiles of the respondents in this study. The majority of respondents were between the ages of 31–40 years (43.3%) and 41–60 years (30.7%), and it was found that 24% of women entrepreneurs with relatively young ages (21–30 years) had been involved in the management of the batik business. The educational background of the respondents shows they have received education levels up to senior high school (37.3%), diplomas (26.7%), and bachelor's degrees (26%). Only a small proportion of respondents have an elementary school (3.3%) and junior high school (6.7%) education. Most respondents are also married (92.7%), and 71.3% have 1–3 children. In addition, the survey results found that the occupation of most women entrepreneurs' husbands is entrepreneur/self-employment (52.5%), where they and their wives oversee the batik business together.

According to the business profile, 47.3% of respondents' firms have been operating for 6–10 years, while 10% have been operating for more than 16 years as family businesses. Most of their employees consists of 1–4 people (72.0%) with an annual turnover of <IDR 300 million (72.7%). However, several businesses were also found to have more than 20 employees (2.7%) and an annual turnover of IDR 300 million – IDR 2.5 billion (27.3%).

### 4.2 Structural Equation Modeling (SEM)

4.2.1 *Evaluating the measurement model.* This study uses Partial Least Square – Structural Equation Modeling (PLS-SEM) analysis to understand the complexity of the proposed research model (Hair *et al.*, 2019). The requirements for convergent validity are met if all constructs have a loading factor >0.70 and an AVE >0.5 (Hair *et al.*, 2019). The results

Characteristics of respondents			Characteristics of respondents			Women's entrepreneurial intentions determinants
	Total	Percentage (%)		Total	Percentage (%)	
<i>Personal Information</i>			<i>Business Profile</i>			<div>1299</div>
<i>Age</i>			<i>Length of Business</i>			
20–30 years	36	24	<5 years	36	24	
31–40 years	65	43.3	6–10 years	71	47.3	
41–60 years	46	30.7	11–15 years	28	18.7	
>60 years	3	2	>16 years	15	10	
<i>Education Background</i>			<i>Number of Employees</i>			
Primary School	5	3.3	<5 people	108	72	
Junior High School	10	6.7	6–19 People	38	25.3	
Senior High School	56	37.3	>20 people	4	2.7	
Diploma	40	26.7	<i>Annual Turnover</i>			
Bachelor's degree	39	26	<300 IDR Million	109	72.7	
<i>Marital Status</i>			300 IDR Million – 2.5 IDR Trillion	41	27.3	
Married	139	92.7				
Single	9	6				
Divorced	2	1.3				
<i>Number of Children</i>						
Have No Children	19	12.7				
1–3 kids	107	71.3				
4–5 kids	20	13.3				
>5 kids	4	2.7				
<i>Husband's Job</i>						
Entrepreneur/Self-Employment	73	52.5				
Permanent Employee	34	24.5				
Non-permanent Employee	32	23				
<b>Source(s):</b> Authors						

Table 1.  
Profile of respondents

demonstrated that the 21 items fulfilled the standard loading factor and AVE values, meeting the convergent validity criteria. Internal consistency was demonstrated by the alpha Cronbach value of all constructs >0.7 and the composite reliability (CR) value > 0.7 (Chin, 1998). The analysis of the two measurements shows that the reliability of this study is consistent and accurately represents the study population. Test results for convergent validity (loading factor and AVE), internal consistency (alpha Cronbach and CR), and VIF in this study are presented in Table 2.

This study also evaluates discriminant validity using the Fornell-Lacker matrix, which involves comparing the square root of the AVE (average variance extracted) with the correlation of latent variables (Fornell and Larcker, 1981). The square root value must be higher than the maximum correlation with other constructs to ensure discriminant validity. The results showed a higher value than the correlation between other latent variables. The results of the Fornell-Larcker Criterion test are presented in Table 3 below. In addition, this study examines the Heterotrait-Monotrait Ratio (HTMT) correlation using a bootstrap approach that allows the establishment of connection intervals for HTMT, with a value of 1 falling outside the range of the interval (Henseler et al., 2015). Based on the findings presented in Table 4, it can be inferred that the HTMT score met the requirements for discriminant validity.

**Table 2.**  
VIF, loading factor,  
cronbach alpha, CR,  
and AVE

**Table 3.**  
Means, standard  
deviations, and  
correlation matrix

This study also tested the variance inflation factor (VIF) to show the significance of the correlation between constructs. The VIF value in this study meets the criteria with a value of  $<5$  (Hair *et al.*, 2019), so there are no collinearity issues (see Table 2).

4.2.2 *Evaluating the structural model.* Figure 2 depicts the structural model used in this study. Six of the seven hypotheses are supported empirically, while one hypothesis is not supported. The structural model above shows a 45% variance for self-efficacy ( $R^2 = 0.450$ ) and a 53% variance for women's entrepreneurial intentions ( $R^2 = 0.530$ ), which indicates the medium category.

Self-efficacy has a positive and significant effect on women's entrepreneurial intentions ( $\beta = 0.414$ ,  $t = 3.806$ ,  $p < 0.000$ ). It plays a significant role as a mediator of the relationship between gender stereotype perceptions and women's entrepreneurial intentions ( $\beta = 0.226$ ,  $t = 3.007$ ,  $p < 0.05$ ) and perceived social support and women's entrepreneurial intentions

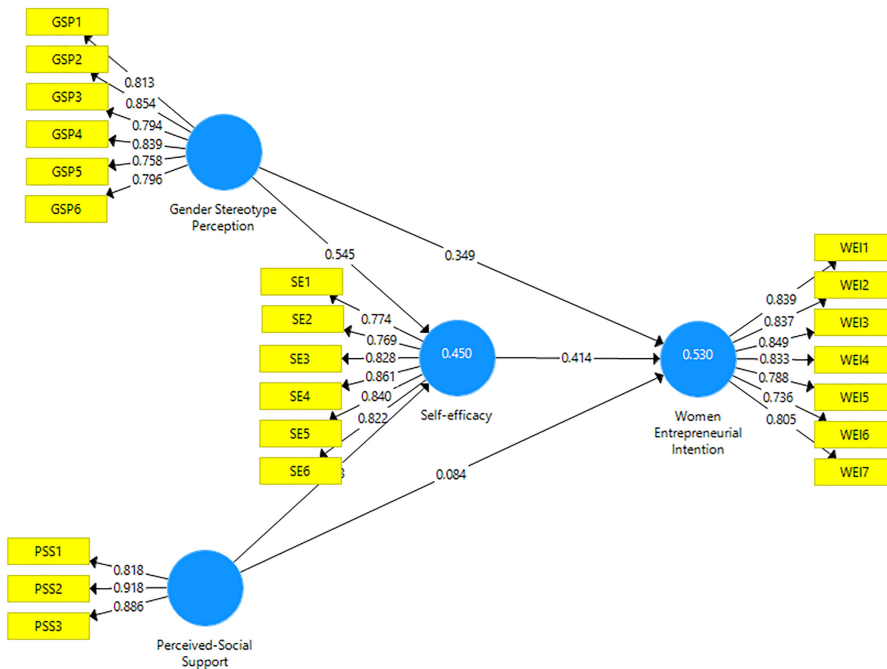
	Original sample	Sample mean	2.5%	97.5%
GSP $\rightarrow$ SE	0.526	0.523	0.351	0.665
GSP $\rightarrow$ WEI	0.364	0.365	0.226	0.526
PSS $\rightarrow$ SE	0.261	0.275	0.098	0.443
PSS $\rightarrow$ WEI	0.086	0.089	-0.035	0.241
SE $\rightarrow$ WEI	0.397	0.391	0.159	0.595

**Note(s):** Women Entrepreneurial Intention = FEI; Gender Stereotype Perception = GSP

Self-efficacy = SE; Perceived Social Support = PSS

**Source(s):** Authors

**Table 4.**  
Heterotrait-monorait  
(HTMT) confidence  
intervals



**Figure 2.**  
Structural model

( $\beta = 0.107, t = 2.036, p < 0.05$ ). It has been shown that gender stereotype perception has a positive and significant effect on self-efficacy ( $\beta = 0.545, t = 5.710, p < 0.000$ ) and women's entrepreneurial intentions ( $\beta = 0.349, t = 4.728, p < 0.000$ ). Perceived social support has been shown to have a positive and significant effect on self-efficacy ( $\beta = 0.253, t = 2.783, p < 0.05$ ) but no effect on women's entrepreneurial intentions ( $\beta = 0.084, t = 1.224, p > 0.05$ ).

Table 5 shows the predictive relevance ( $Q^2$ ) for model validation, in which  $Q^2 > 0$  indicates exogenous latent variables as explanatory variables capable of predicting endogenous variables (Tenenhaus *et al.*, 2005). This study found that women's entrepreneurial intentions ( $Q^2 = 0.339$ ) and self-efficacy ( $Q^2 = 0.249$ ) have strong predictive relevance.

Table 6 shows that H1, H2, H3, H5, H6, and H7 are supported, while H4 is not. This study also investigates the practical relevance of the significant effect by examining the effect size of the relationship between variables. The results demonstrated a strong effect between gender stereotype perception and self-efficacy ( $F^2 = 0.438$ ) and a moderate effect size on women's entrepreneurial intentions ( $F^2 = 0.173$ ). A small effect size was found between perceived social support and self-efficacy ( $F^2 = 0.107$ ), and a moderate effect size was found in the relationship between self-efficacy and women's entrepreneurial intentions ( $F^2 = 0.187$ ). Meanwhile, the relationship between perceived social support and women's entrepreneurial intentions is insignificant ( $F^2 = 0.013$ ).

The goodness of fit (GoF) analysis was performed to evaluate the measurement and structural models and to be a predictive measure of the model as a whole (Hair *et al.*, 2019). The model used in this study is considered a good fit based on the obtained calculation results, which yielded a GoF value of 0.581.

5. Discussion and conclusion

Perceived social support might play a significant role in encouraging women to start businesses. This study proposes a framework for capturing women's perceptions of gender

Table 5.  
Q-square

	SSO	SSE	$Q^2 = (1 - SSE/SSO)$
Women Entrepreneurial Intention	1050.000	693.925	0.339
Gender Stereotype Perception	1200.000	1200.000	
Self-efficacy	1050.000	788.313	0.249
Perceived-Social Support	450.000	450.000	

Source(s): Authors

Table 6.  
Hypothesis testing and  
effect size

Hypotheses	Mean	SD	t-value	p-value	$F^2$	Category	Conclusion
H1 GSP → SE	0.343	0.081	5.710	0.000	0.484	Strong Effect	Supported
H2 GSP → WEI	0.542	0.085	4.728	0.000	0.156	Moderate Effect	Supported
H3 PSS → SE	0.087	0.071	2.783	0.006	0.104	Weak Effect	Supported
H4 PSS → WEI	0.254	0.097	1.224	0.222	0.012	Insignificant Effect	Not Supported
H5 SE → WEI	0.414	0.113	3.806	0.000	0.200	Moderate Effect	Supported
H6 GSP → SE → WEI	0.226	0.075	3.007	0.003	0.226	Moderate Effect	Supported
H7 PSS → SE → WEI	0.107	0.054	2.036	0.042	0.105	Weak Effect	Supported

Source(s): Authors

stereotypes and perceived social support in driving their self-efficacy and entrepreneurial intentions. Although each country's social and cultural context may differ, this framework can be used to understand the factors that influence women's entrepreneurial intentions in other emerging countries where gender stereotypes are still prominent in the culture. This framework can be modified or adapted to different contexts by incorporating additional factors, such as economic or cultural factors relevant to a particular country. However, the basic concepts of this framework still apply and can be used as a guide to comprehend the factors influencing women's entrepreneurial intentions in various contexts.

This study empirically examines the framework proposed in this study using a hypothetical-deductive approach. Based on the findings of the PLS-SEM test, six of the seven hypotheses proposed are supported.

The results of this study show empirical evidence that gender stereotype perceptions have a positive and significant effect on self-efficacy; hence, [H1](#) is supported. This study's findings support the findings of [del Mar Fuentes-Fuentes \*et al.\* \(2017\)](#), which indicate that women rank themselves similarly to men regarding most entrepreneurial values. Women's self-perceptions that they value work security more than men ([Malach-Pines and Schwartz, 2008](#)) can help explain their entrepreneurial self-efficacy level. Many women reject the masculine mindset underlying entrepreneurship and define their entrepreneurial experience as one that conforms to "universal" business standards ([del Mar Fuentes-Fuentes \*et al.\*, 2017](#)). Stereotyped gender perceptions of women entrepreneurs in the context of Batik MSMEs may be related to the general view of the role of women in creating and preserving local culture and heritage. Women are considered protectors and guardians of culture, and as women entrepreneurs in the batik industry, they are expected to preserve and promote this culture. This study found that women believe there is no difference between the roles of men and women entrepreneurs regarding gender stereotypes, and they can become successful women entrepreneurs. This study demonstrates that gender stereotype perceptions encourage women's self-efficacy regarding their ability to develop Batik MSMEs and achieve success.

The [H2](#) proposed in this study is also empirically proven, where gender stereotype perception positively and significantly affects women's entrepreneurial intention. This study's findings corroborate those of [Gupta \*et al.\* \(2008, 2009\)](#), who proved that stereotypes are prescriptive in shaping expected individuals' behavior. Gender stereotype perceptions significantly influence women's entrepreneurial intentions in contemporary society. According to [Petridou \*et al.\* \(2009\)](#), women entrepreneurs are more interested in learning knowledge, improving skills, and facing professional competition and local business networks than men. It indicates they will put in the maximum effort to start and run a business independently. Women entrepreneurs' intention level in Batik MSMEs in Indonesia is relatively high. Women in Indonesia often have difficulty finding formal employment; thus, they look for alternatives, such as creating their own businesses. Many women are involved in the Batik MSMEs as batik artisans or entrepreneurs. The batik industry has tremendous potential to generate revenue and promote local culture. The findings of this study demonstrate that gender stereotype perceptions are no longer an obstacle for women to become entrepreneurs because being involved in Batik MSMEs is an opportunity to promote local culture, create jobs, and generate additional income.

Social support is essential in providing motivation and confidence to individuals to overcome challenges and obstacles in running a business. Perceived social support has been shown to have a positive and significant effect on self-efficacy, although it shows a weak effect size; thus, [H3](#) is supported. This study supports previous research, which found that social environments influence self-efficacy, leading to entrepreneurial intentions ([Cheung and Sun, 2000](#); [Albayrak Okçin and Gerçeklioğlu, 2013](#); [Turan and Koç, 2018](#)). Social support from family is crucial for women entrepreneurs because family is the primary source of support

and can influence the decision to start a business. In addition, support from friends, business partners, and the government can also help women entrepreneurs overcome obstacles and gain market access. The perceived social support by women entrepreneurs in Batik MSMEs in Indonesia is essential in increasing their self-efficacy and business success. Therefore, it is necessary to pay attention to efforts from family, business partners, and the government in providing adequate support for women entrepreneurs in the Batik MSMEs.

According to research conducted by [Heuer and Liñán \(2013\)](#), entrepreneurship is a role that does not aim to meet the expectations of others, even though the environment influences their entrepreneurial motivation. In contrast, this study does not support [H4](#), in which perceived social support has no significant effect on women's entrepreneurial intentions. In line with previous research, perceived social support does not significantly affect women's entrepreneurial intentions since they are motivated by their goals and abilities rather than social judgment ([Anggadwita et al., 2021](#)). Although social support may exist and be felt by women entrepreneurs in Batik MSMEs in Indonesia, personal views of this support may differ. Some women may experience great social support, while others may not, thus influencing their entrepreneurial goals. In addition, the social support perceived by women entrepreneurs in Batik MSMEs in West Java, Indonesia, may not be appropriate for their business startup demands. Consequently, perceived social support does not significantly affect women's entrepreneurial intentions.

Self-efficacy positively and significantly affects women's entrepreneurial intentions, so [H5](#) is supported. [Mueller and Dato-On \(2008\)](#) argue that self-efficacy is a crucial factor in completing tasks required for business creation, which can then motivate individuals to participate in entrepreneurial activities. [Khurshid and Khan's \(2017\)](#) study revealed that self-efficacy significantly influences women's entrepreneurial intentions, allowing them to succeed in specific business tasks and not limiting their attitudes towards entrepreneurship. This study demonstrates that women entrepreneurs with high self-efficacy are more confident in their abilities to overcome challenges and take risks associated with entrepreneurship. They also tend to have high self-confidence in taking advantage of business opportunities in Batik MSMEs and developing their business.

This research confirms the findings of [Zhao et al. \(2005\)](#) and [Mueller and Dato-On \(2008\)](#) that self-efficacy mediates between feminine gender perception and entrepreneurial intentions. This finding also identifies the role of self-efficacy as a mediator of the relationship between gender stereotype perception and women's entrepreneurial intention, which indicates that [H6](#) is empirically supported. Self-efficacy is the first step in increasing the self-confidence of women to carry out entrepreneurial activities. However, it is influenced by various factors, including social perceptions, and influences women's participation in the entrepreneurial process by encouraging entrepreneurial intentions. Similarly, [H7](#) is supported in that self-efficacy mediates the relationship between perceived social support and women's entrepreneurial intentions. The results of this study support previous research, which revealed that self-efficacy mediates the social environment regarding entrepreneurial intentions (e.g. [Boyd and Vozikis, 1994](#); [Criaco et al., 2017](#)). Thus, this study identifies that support from the social environment, such as family, friends, and the surrounding community, does not directly shape a person's intention to pursue entrepreneurship but is driven by their beliefs and abilities.

### *5.1 Implications for the study*

This study contributes to the academic literature on women's entrepreneurial intentions by providing empirical evidence of Indonesia as a developing country. The integration of TPB, SCT, and social roles theory provides a comprehensive insight into women's entrepreneurship literature. Studies on entrepreneurial intentions, stereotyped gender

perceptions, perceived social support, and self-efficacy have significantly contributed to the stream of research on behavior and entrepreneurship research. This study highlights the importance of psychological and social factors in influencing entrepreneurial intentions and behavior. This study provides empirical evidence that gender stereotype perceptions and perceived social support should be considered in driving women's self-efficacy and women's entrepreneurial intentions. The findings of this study indicate that the proposed conceptual model is appropriate for describing women's entrepreneurial intentions in emerging economies, especially in Indonesia. The findings of this study have the potential to enhance our comprehension of entrepreneurial behavior and make a positive contribution to foster entrepreneurship that is inclusive and sustainable on a global scale.

Practically, the findings of this study demonstrate that in Indonesia, gender differences do not limit women entrepreneurs from taking risks and making decisions to become entrepreneurs. Thus, it does not limit the potential of women-owned businesses, especially the batik business in the Trusmi area, which is the focus of this research. This study can also help in balancing gender roles in entrepreneurship and eliminating the gender stereotypes that limit women's participation in the field. Batik businesses can grow and develop under the management of women entrepreneurs. The support of family, close friends, and the surrounding community is an excellent opportunity to increase individual self-efficacy with strong intentions, desires, and determination to achieve goals in entrepreneurship.

This research implicates that government action has the ability to encourage women's entrepreneurship development by analyzing how various groups of women entrepreneurs perceive stereotypes in their social context. Increasing social awareness of the role of women entrepreneurs, regardless of their characteristics or enterprises, could facilitate the development of new social norms that legitimize women entrepreneurs and their firms. In addition, this study's findings imply that women entrepreneurs' intention in running a batik business is to preserve local culture; this has implications for the government to facilitate and support various programs and policies to increase awareness of preserving local culture and exploring its economic potential. Thus, a series of government policies and actions that encourage the diversity and richness of entrepreneurial models can, over time, create a society that rejects gender stereotypes.

### *5.2 Limitations and future studies*

This research has limitations that can be explored in future studies, such as the relatively small sample size that may have influenced the insignificance of the results. Therefore, conducting the study with a larger sample size could help generalize the findings. This study also only focuses on women entrepreneurs of Batik MSMEs in Cirebon with regional characteristics and local culture that may be different from other regions; however, the empirical evidence of the model in this study can be applied to other regions and fields. In addition, this study only focuses on social perception factors of women entrepreneurs; other, broader factors can be investigated in identifying women's entrepreneurial intentions, such as political and cultural perceptions.

This study can drive future research by identifying factors influencing entrepreneurial intentions and behavior in various social and cultural contexts, including emerging and developed countries. In order to better comprehend the factors that affect entrepreneurial intentions and behavior, future research may create a more comprehensive framework and generate more efficient programs and policies that promote entrepreneurship on a global scale. Furthermore, future research directions may involve examining the effects of gender stereotype perception and perceived social support in greater detail to gain insight into how they influence the business growth of women entrepreneurs.

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# Gender stereotype perception, perceived social support and self-efficacy in increasing women's entrepreneurial intentions

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# Gender stereotype perception, perceived social support and self-efficacy in increasing women's entrepreneurial intentions

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## Abstract

**Purpose** – Women play an essential role in entrepreneurship because they have been able to make social and economic contributions in many countries. However, women continue encountering numerous difficulties when engaging in entrepreneurial activities, particularly from a societal perspective. Therefore, it is necessary to study the underlying factors influencing women's entrepreneurial intentions that lead to their success in entrepreneurship. This study examines gender stereotype perceptions, perceived social support and self-efficacy in women's entrepreneurial intentions in Batik micro, small and medium enterprises (MSMEs) in West Java, Indonesia.

**Design/methodology/approach** – This study used a quantitative method by randomly distributing questionnaires to women entrepreneurs in the MSME sector in the batik craft industry in the Trusmi area, West Java, Indonesia. The research questionnaire was completed by 150 female entrepreneurs, and a structural equation model-partial least squares (PLS) was employed to examine the hypotheses proposed in this study.

**Findings** – The findings of this study revealed that gender stereotype perception and perceived social support have a positive and significant effect on self-efficacy. Gender stereotype perception affect women's entrepreneurial intentions, both directly and mediated by self-efficacy. Meanwhile, perceived social support has a significant effect on women's entrepreneurial intention only when it is mediated by self-efficacy.

**Originality/value** – This study presents empirical evidence on how gender stereotype perception, perceived social support and self-efficacy affect women's entrepreneurial intentions and establishes a novel conceptual framework for women's entrepreneurship in emerging economies. This study provides academic and practical implications by identifying the entrepreneurial intentions of women who have carried out entrepreneurial activities. This study also provides direction for policymakers to encourage women's entrepreneurial intentions.

**Keywords** Entrepreneurial intention, Women entrepreneur, Gender stereotype perception, Local culture, perceived social support

**Paper type** Research paper



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## 1. Introduction

Women entrepreneurs have been in the spotlight in various countries because they have contributed to the economy and society. Women have the ability to advance the <sup>54</sup>els of the economy, thereby increasing opportunities for entrepreneurship (Alshibani *et al.*, 2023; Anggadwita *et al.*, 2021; Lemaire *et al.*, 2021) by being involved in commercial activities that can improve their socio-economic situation (Ramadani and Gërguri-Rashiti, 2017; Ali and Yousuf, 2019). Previous studies have extensively studied women's entrepreneurial intentions and motives (e.g. Anggadwita and Dhewanto, 2016; Jafari-Sadeghi, 2020; Jafari-Sadeghi *et al.*, 2021; Anggadwita *et al.*, 2021; Shastri *et al.*, 2022). Jafari-Sadeghi (2020) identified <sup>7</sup>portunities-driven, necessity-driven and mixed motives among women entrepreneurs. Adom and Anambane (2020) found that gender stereotypes serve as a "pu-<sup>12</sup> factor for women's entrepreneurship, leading to a higher proportion of entrepreneurs motivated by necessity rather than opportunity. In addition, the findings of Jafari-Sadeghi *et al.* (2021) indicate that women start enterprises in their home countries out of necessity (lack of job opportunities.) According to Beynon *et al.* (2020), entrepreneurship in emerging countries is more strongly characterized by need-based entrepreneurship, so total entrepreneurial activity tends to <sup>73</sup>high. The gender perspective in entrepreneurship study has highlighted the distinctions between male and female entrepreneurs, focusing on the drivers of intention and motivation for firm creation (Malach-Pines and Schwartz, 2008; Gupta *et al.*, 2008, 2009; Bourgain and Chaudat, 2015; Rouse *et al.*, 2013). There is some evidence addressing factors of intention and motivation for women (Thébaud, 2015; Verheul *et al.*, 2006), but identifying gender differences in the drivers of intention and motivation to start new firms remains a research topic that needs to be explored on a broader level (Jafari-Sadeghi, 2020; Rezaei *et al.*, 2021).

Indonesia is an emerging economy that encourages entrepreneurial activities, and women have the opportunity and potential to participate in these activities. The issue of gender equality has received global attention, and the Indonesian government, in particular, has established various policies to support gender equality, such as protective, corrective and non-discriminatory policies. However, the policy has not been able to overcome the <sup>11</sup>perception of gender stereotypes in the community, including in entrepreneurial activities. Based on the Global Gender Gap Report 2022, Indonesia is ranked 92 out of 146 nation <sup>22</sup>n improvement from its previous position of 101 in 2021 (World Economic Forum <sup>22</sup>2022). The Global Gender Gap Index assesses gender inequality across four domains: economic participation and <sup>81</sup>opportunity, educational attainment, health and survival and political empowerment. In terms of economic participation and opportunity, Indonesia exceeds the global average. In addition, the Gender Inequality Index, which measures three dimensions, including reproductive health, empowerment and labor market participation, places Indonesia in the 110th place out of 170 countries in 2021 (UNDP, 2021). The focus on gender equality is also included in the fifth Sustainable Development Goals (SDGs) indicator. Although these data do not focus specifically on entrepreneurship, it may indicate that Indonesia has experienced an increase in women's participation in economic activities.

Issues related to gender in entrepreneurial activities provide different views between male and women entrepreneurs. This is based <sup>71</sup> several previous studies showing that gender stereotypes have a negative effect on women's intentions to develop their careers as entrepreneurs (Gupta *et al.*, 2008, 2009; Gupta and Bhawe, 2007), enhance busi-<sup>65</sup> growth (Zampetakis *et al.*, 2016) and gain access to financing opportunities (Brush *et al.*, 2018; Malmström *et al.*, 2017). Handayani *et al.* (2022) found that not all women in Indonesia dare to use their capacities on an equal footing with men, and most people still adhere to the stereotype that women "should be at home" or "should not <sup>67</sup>ork." Meanwhile, Hartono *et al.* (2019) found that gender stereotypes did not moderate the relationship between business relationships and the business success of women entrepreneurs in Indonesia but did weaken

the relationship between innovative behavior and business success. Laguía *et al.* (2022) revealed that diminishing the likelihood of negative gender stereotypes in entrepreneurship can elevate women's aspirations for entrepreneurship careers. Although there is a significant amount of literature on men and women in entrepreneurship, there is still a lack of study that employs a "gender lens" in an entrepreneurial context (Baines and Wheelock, 2000; Marlow and Patton, 2005), especially in Indonesia as an emerging country.

Entrepreneurial self-efficacy is a crucial aspect of women's entrepreneurship. However, scientific attention to women's entrepreneurship research still needs to be improved in highlighting the antecedents and consequences of self-efficacy (Bulanova *et al.*, 2016). Only some studies have attempted to conceptualize and empirically test how social perceptions influence the psychological aspects of women's entrepreneurship (Gupta *et al.*, 2009). Taking views about gender roles and stereotypes for granted creates a significant barrier to women's engagement in entrepreneurial activities (Welsh *et al.*, 2014). In addition, perceived social support can increase self-efficacy by providing comfort, appreciation, care and recognition. However, if a person does not receive social support, it can weaken his/her belief in his/her abilities (Benight and Bandura, 2004). This demonstrates that the presence of support from the closest people and the surrounding environment affects a person's self-efficacy level. Support from the social environment, including family, friends or relatives, encourages a person to develop specific intentions in pursuing an entrepreneurial role (Bouncken and Kraus, 2022; Gieure *et al.*, 2019). People with high self-efficacy can better overcome obstacles and difficulties in achieving a goal (Al-Mamary *et al.*, 2020), including in their entrepreneurial activities.

Batik is a traditional Indonesian textile art that has been recognized as a Masterpiece of the Oral and Intangible Heritage of Humanity by UNESCO in 2009. It involves a process of applying wax to fabric, which resists dye, creating a pattern on the cloth. The wax is then removed, revealing the pattern created by the dye. Batik is one of the many Indonesian cultural works that combine art and technology. Batik works are widespread in Indonesia and are undergoing developments in designs and motifs, with distinct motifs serving as the regional cultural character of each location. One of the potential MSMEs in Indonesia is located in the Trusmi Region, Cirebon, West Java, which has a unique local culture, one of which is the batik cloth with a "mega mendung" motif, which is its trademark. Batik Trusmi is a cultural legacy that represents the unique style of the Cirebon sultanate (Laily, 2021). The preservation of Cirebon batik art is achieved through various efforts, including the batik business. Trusmi, which is home to a majority of batik artisans, is considered the center of batik production in Cirebon, and it is renowned for its home industries and batik sales (Laily, 2021). The results of interviews with the head of the Trusmi Batik community group revealed that the proportion of women participating in entrepreneurship was more dominant, reaching 70%. Therefore, exploring the intentions of women entrepreneurs in Batik MSMEs is beneficial in evaluating and studying the factors influencing them to engage in entrepreneurial activities.

This study aims to answer the research questions: (1) What is the effect of gender stereotypes perceptions, perceived social support and self-efficacy on women's entrepreneurial intentions in Indonesian Batik MSMEs? (2) Does self-efficacy mediate the effect of gender stereotype perceptions and perceived social support on women's entrepreneurial intentions? The organization of this study is as follows: this article begins with an introduction in the first section that describes the background of the research. Section 2 presents a literature review and the development of hypotheses for this study. Section 3 is research methods providing information on research design, samples, data collection and measures of variables. Section 4 presents the profiles of the respondents and the empirical findings from this study. Furthermore, Section 5 presents a discussion and conclusions, including implications, limitations of the study and future research directions.

## 2. Literature review

Several researchers have characterized women's entrepreneurship as an individual or a group of women managing a business to fulfill their daily necessities and achieve financial independence (Guérin *et al.*, 2013). Barani and Dheepa (2013) defined women's entrepreneurship as creating businesses that empower and strengthen women at the socio-economic level. According to Anggadwita and Dhewanto (2016), women entrepreneurs are defined as those who engage in entrepreneurship by identifying opportunities, taking risks, and attempting to combine unique resources in their environment. Anggadwita and Dhewanto (2016) highlighted that women entrepreneurs, particularly those already married, have a dual role as housewives and businesswomen. The importance of women entrepreneurs to economic growth lies in their ability to generate new employment opportunities, capitalize on business prospects, and offer diverse perspectives on managerial, organizational, and business issues (Ramadani *et al.*, 2013). Women's productive activities aim to increase their economic independence and enable them to contribute more to the development of the economy (Anggadwita and Dhewanto, 2016) and positively affect their personal and social environments (Tur-Porcar *et al.*, 2017).

This study uses the theory of planned behavior (TPB) as a starting point for understanding women's entrepreneurial intentions. The TPB posits that planned behavior is intentional and can be predicted most accurately by the intention to behave as an entrepreneur (Ajzen, 1991), including establishing and creating a business. Therefore, an entrepreneurial activity involving the establishment of a business will be seen as intentional planned behavior, and intention will be considered a cognitive state. The term "intention" refers to a cognitive process of focusing one's thoughts, based on past experiences and behaviors, toward a particular objective or strategy for accomplishing that target (Bird, 1988). Krueger (2000) suggests that entrepreneurial intention develops from perceptions of the desirability and feasibility of entrepreneurial action. Entrepreneurial intention is the primary determinant factor for someone to act and behave entrepreneurially (Bagozzi, 1992; Anggadwita and Dhewanto, 2016). Ferreira *et al.* (2018) stressed the importance of studying entrepreneurial intention because the entrepreneurial process is a way of thinking that prioritizes opportunities over risks. Hence, identifying business opportunities is a deliberate process. According to Pham *et al.* (2021), entrepreneurial goal intention depends on the context of the situation, which is influenced by environmental conditions and temporality, including support from and interaction with the community environment.

In this study, social cognitive theory (SCT) is employed to elucidate the concept of self-efficacy, while social role theory is utilized to explicate gender stereotype perceptions and perceived social support with the aim of exploring the proposed hypotheses. Self-efficacy refers to an individual's confidence in their capability and skill to accomplish particular tasks and achieve specific outcomes (Bandura, 1997). SCT explains that human behaviors result from the interplay of personal factors, behavior, and external factors (Bandura, 2012). The theory shows that the stronger the self-efficacy, the more confident people are in facing stressful, problematic situations, and the greater their success in achieving their goals (Benight and Bandura, 2004). Self-efficacy greatly influences an individual's ability to carry out actions, persistence in overcoming obstacles and challenges, and achievement in carrying out actions (Bandura, 1997). Bandura (2012) contends that self-efficacy is a highly influential factor on behavior, both directly and indirectly, through processes and aspects such as goal setting, expectations of outcomes, perceptions of resources, and environmental barriers.

Social role theory (Eagly, 1997) offers a theoretical framework for understanding gender stereotypes by suggesting that men and women conform to the expectations associated with their social roles. This theory highlights how individuals, groups, communities, and economic systems interact and are influenced by the broader social structures in which they are situated (Dulin, 2007). According to Hoffman and Hurst (1990), gender stereotypes legitimize

the allocation of sexes into social roles in reaction to the sexual division of labor by attributing intrinsic personality differences to the sexes. Eagly and Steffen (1984) provide evidence that the core of stereotypes is the notion that men have more “agency” (self-assertive and dominant) than women, while women are more “communal” (selfless and concerned with others). Men are likelier to be breadwinners, whereas women are likelier to be homemakers and child caretakers (Hoffman and Hurst, 1990). Two types of sex differences in personality that underlie gender stereotypes are “role-based” and “gender-based” (Hoffman and Hurst, 1990). Women are attributed communal personality traits such as warmth and concern for others, whereas men are attributed agent personality traits such as aggressiveness and competitiveness (Williams and Best, 1990; Abele *et al.*, 2008; Cuddy *et al.*, 2015).

Meanwhile, perceived social support is an internal process that reveals an individual’s interpretation of others as objects. Perceived social support is important because it can provide individuals with emotional and tangible resources, such as encouragement, advice, and assistance, that can help them cope with stress and overcome challenges. Having social support from family and friends is crucial in changing one’s perception of their ability to accomplish tasks, and it also helps in boosting motivation and the decision to initiate a business (Lee *et al.*, 2011). Courneya *et al.* (2000) argue that social support can provide a greater understanding of motivation and behavior. The notion of perceived social support concerning entrepreneurial intentions is similar to the subjective norms proposed in earlier research (Najafabadi *et al.*, 2016). Subjective norms are one of the constructs that form the theory of planned behavior (Ajzen, 1991), which refers to the pressure to perform a behavior that comes from observing what others consider significant to say or do. However, the construction of social influence differs from social support, which refers to beliefs that assistance is necessary to execute behavior (Courneya *et al.*, 2000). Perceived social support can be essential in shaping women’s attitudes and beliefs about entrepreneurship and providing the practical and emotional support needed to succeed as entrepreneurs.

### 2.1 Gender stereotype perception, self-efficacy, and entrepreneurial intention

Gender stereotype perceptions influence how people behave regarding economic activities in society, including entrepreneurial activities. Empirical evidence demonstrates that women have lower success expectations than men in numerous occupations, including entrepreneurship (Eccles, 1994). Trevelyan (2009) believes that persons with high self-efficacy initiate and persist in their activities and behaviors despite uncertainty and low resources. Not surprisingly, previous studies have indicated significantly lower levels of self-efficacy among women in careers that have historically been considered “nontraditional” for women (Bandura *et al.*, 2001; Betz and Hackett, 1981; Scherer *et al.*, 1990). This gender difference is mainly observed in domains stereotypically associated with “masculine” skills, such as professions in business and entrepreneurship. Therefore, women’s entrepreneurship is less attractive and lacks community support (Baughn *et al.*, 2006) because it is strongly conditioned by social norms and tasks assigned based on gender (del Mar Fuentes-Fuentes *et al.*, 2017), encouraging women to continue to view themselves as inadequate and incapable of engaging in economic activities (Marlow and Patton, 2005). In addition, significant evidence indicates that women are more likely than men to limit their job aspirations and interests due to a lack of confidence in their capabilities (Bandura, 1992a, b). This study posits that women entrepreneurs’ perceptions of gender stereotypes that promote equality in their social roles can enhance their self-efficacy in entrepreneurial activities. This study proposes the following hypothesis:

H1. Gender stereotype perception has a significant effect on self-efficacy

Gender stereotype are observed to cognitively influence attitudes and behavior (Sweida and Reichard, 2013; Wheeler and Petty, 2001). Previous studies have examined gender stereotype perceptions and their relationship with entrepreneurial intentions (Gupta *et al.*, 2008, 2009). Because these stereotypes are embedded in society, women entrepreneurs may consistently perceive and internalize the masculine traits linked to entrepreneurship, which can have a detrimental impact on their attitudes and behaviors toward entrepreneurship-related tasks (Sweida and Reichard, 2013). Sweida and Reichard (2013) noted that women with implicit stereotypes about entrepreneurship had lower entrepreneurial intentions than those with explicit stereotypes. Women choose entrepreneurial jobs to better balance their work and family life (Petridou *et al.*, 2009). In contrast, men view entrepreneurship as a way to create wealth and pursue economic opportunities (García-González *et al.*, 2019). This study's proposed hypothesis is as follows:

H2. Gender stereotype perception has a significant effect on women's entrepreneurial intentions

### 2.2 Perceived social support, self-efficacy, and entrepreneurial intention

Self-efficacy can be influenced by various factors, including perceived social support. Sarason *et al.* (1987) defined social support as the intensity of an individual's attachment-based interactions with friends and family. In general, social support relates to a person's views and expectations concerning the advice, guidance, and stance obtained from their social group (Sahban *et al.*, 2014), which can increase their self-efficacy. Perceived social support is associated with entrepreneurship, the process through which an entrepreneur captures the significance of social objects, social (human) aspects, and environmental challenges (Mathur and Nihalani, 2012). Dyer (1994) reveals that some scholars perceive women as having less social support than their male counterparts. Previous studies have shown a positive relationship (Cheung and Sun, 2000; Albayrak Okçin and Gerçeklioğlu, 2013; Turan and Ç, 2018) between perceived social support from individuals, family, or friends on their self-efficacy. This study posits that women entrepreneurs' self-efficacy is influenced by the perception that their social environment supports their entrepreneurial activities, increasing their confidence in their capacity to succeed in entrepreneurial activities. Therefore, this study suggests:

H3. Perceived social support has a significant effect on self-efficacy.

Social support is a form of financial, instrumental, and emotional assistance that can encourage entrepreneurial intentions (Welsh *et al.*, 2014). The family domain drives individuals to mobilize talent, wealth, and resources and provides a mental framework for establishing and expanding enterprises (Aldrich and Cliff, 2003; Neneh, 2022). Sahban *et al.* (2016) state that peer or group support encourages entrepreneurial intentions. Nowiński and Haddoud (2019) reveal that social support can be found through the help of family and friends, which is very important in fostering entrepreneurial intentions. Molino *et al.* (2018) and Neneh (2022) examined a positive relationship between perceived social support and entrepreneurial intentions. Meanwhile, Zolin *et al.* (2013) revealed that women still experience many obstacles in carrying out entrepreneurial activities compared to men, such as social discrimination in the workplace and a lack of support to start a business. The significance of perceived social support in increasing women's entrepreneurial intentions needs to be studied further, and this study puts forward the following hypothesis:

H4. Perceived social support has a significant effect on women's entrepreneurial intentions

Self-efficacy is fundamental in determining entrepreneurial intentions (Elnadi and Gheith, 2021). Hassan *et al.* (2020) state that self-efficacy is the primary cognitive determinant that

precedes entrepreneurial goals. Individuals with poor self-efficacy are less motivated to act, resulting in a low intention to behave. Newman *et al.* (2019) demonstrate that the majority of prior research has viewed entrepreneurial intention as the main result of entrepreneurial self-efficacy, leading to the development of entrepreneurial intention (Zhao *et al.*, 2005; Wilson *et al.*, 2007; McGee *et al.*, 2009; Sweida and Reichard, 2013). Nevertheless, previous research (e.g. Tolentino *et al.*, 2014; Wilson *et al.*, 2007) implies that some women may not take advantage of opportunities to become entrepreneurs because they tend to have less confidence in their ability to run a business (Austin and Nauta, 2016). This study further analyzes the relationship between self-efficacy and women entrepreneurs' goals by proposing the hypothesis:

H5. *Self-efficacy has a significant effect on women's entrepreneurial intentions*

### 2.3 Mediating role of self-efficacy

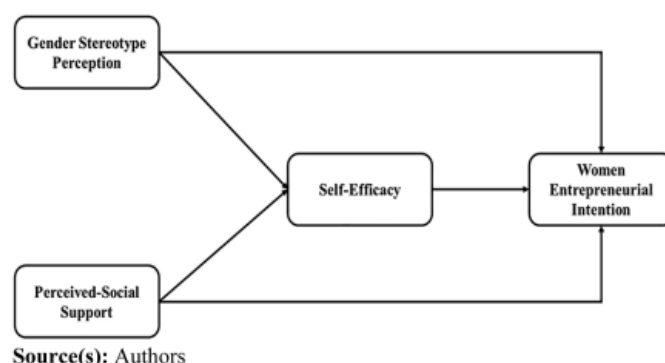
Previous research has found that women have lower self-efficacy and entrepreneurial intentions than men (Chen *et al.*, 1998; Gatewood *et al.*, 2002), although little research has been conducted on the relationship between gender perceptions, self-efficacy, and entrepreneurial intentions. Bandura *et al.* (2001) found that women's entrepreneurial activities can be considerably influenced by their perceptions of their lack of entrepreneurial skills. Kickul *et al.* (2004) found a direct relationship between self-efficacy in considering entrepreneurship as a professional career, concluding that women limit their career choices due to a perceived lack of entrepreneurial skills. Bandura (1992a, b) argues that fostering women's entrepreneurial activities can significantly enhance their perception of their entrepreneurial abilities and that entrepreneurial self-efficacy cannot explain gender differences in entrepreneurial intentions. Therefore, levels of self-efficacy between men and women entrepreneurs are the same. These perceptual characteristics will not influence their entrepreneurial activities and attitudes (Camelo-Ordaz *et al.*, 2016). Sweida and Reichard (2013) and Wilson *et al.* (2009) investigated the role of entrepreneurial self-efficacy as a mediator between gender stereotypes and entrepreneurial intentions. They found that the relationship was mediated by entrepreneurial self-efficacy. This study further investigates the mediating role of self-efficacy by proposing the following hypothesis:

H6. *The relationship between gender stereotype perceptions and women's entrepreneurial intention is mediated by self-efficacy.*

Entrepreneurial activity has a high risk and uncertainty (Hsu *et al.*, 2017). In order to boost their entrepreneurial intentions, individuals may require support from their family and friends to enhance their self-efficacy (Molino *et al.*, 2018; Welsh *et al.*, 2014). The support of family and friends plays a vital role in increasing individual confidence when pursuing an entrepreneurial career path (Criaco *et al.*, 2017), especially for women. Social role theory can be used to study the factors that influence self-efficacy in fostering entrepreneurial intentions and behavior (Boyd and Vozikis, 1994). Perceived social support strengthens individuals' belief in their capacity to perform entrepreneurial tasks, therefore increasing their intention to engage in entrepreneurial activity. Thus, when individuals have a low level of perceived social support and lack confidence in their entrepreneurial abilities, their motivation to participate in entrepreneurial activities tends to diminish (Camelo-Ordaz *et al.*, 2016). This study proposes a mediating role of self-efficacy with the following hypothesis:

H7. *The relationship between perceived social support and women's entrepreneurial intention is mediated by self-efficacy.*

The conceptual model presented in Figure 1 below provides an overview of the development of the hypotheses in this study. The model illustrates the relationships between variables in



Source(s): Authors

Figure 1.  
Conceptual model

the study and serves as a visual representation of the proposed hypotheses. In this study, the conceptual model highlights the proposed relationships between variables such as gender stereotype perception, perceived-social support, self-efficacy, and women's entrepreneurial intention.

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### 3. Research methodology

#### 3.1 Sample and data collection

This research employs a quantitative and hypothesis-deductive approach to explore the correlation between variables. The aim of the quantitative method is to identify the characteristics of a "typical" entrepreneur by utilizing a large sample size (n) and a parametric distribution, as suggested by Dana and Dana (2005). The study employs a probability sampling technique with a random sampling approach to select the participants. The population in this study consist of women business owners from Batik MSMEs in the Trusmi area of Cirebon, West Java, Indonesia. Minniti and Bygrave (2001) found that studying the entrepreneurial intentions of women entrepreneurs who have operated their own enterprises provides insights and experiences that assist other people in developing valuable abilities and performance strategies to foster entrepreneurial intentions. Experienced entrepreneurship is a crucial requirement for the formation of successful entrepreneurs as it enables them to develop psychological resilience (Ciptono *et al.*, 2023).

Based on data from the Trusmi Village office, there are 201 women entrepreneurs in this area. This study's minimum number of samples was determined the number of indicator items multiplied by five (Hair *et al.*, 2019), which was 125 samples. This study adopted a cross-sectional survey design using a self-administered questionnaire. Questionnaires were distributed directly to women entrepreneurs who own Batik MSMEs. A total of 150 respondents filled out the questionnaire and met the requirements for further processing. Direct distribution enables interaction with respondents and ensures that questionnaires are completed in line with preset circumstances. This study ensures the anonymity of individuals who completed the questionnaire.

#### 3.2 Measures of variables

This study evaluates respondents' perspectives using an ordinal scale with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The survey questionnaire was divided into two parts: the first part was designed to determine the respondent's demographics, and the second part designed to determine the respondent's perceptions of the research variables (women's entrepreneurial intention, self-efficacy,

perceived social support, and gender stereotype perception). The question items used to operationalize the study model's constructs were adapted from the existing literature. The questionnaire for this study was translated into Indonesian to facilitate a better understanding of its contents by the respondents. In this study, 25 items were allocated to identify the characteristics of four variables.

Entrepreneurial intention, defined as the desire or intention of an individual to engage in entrepreneurial activities (Ajzen, 1991; Ajzen and Fishbein, 1980), was the main focus of this study and was measured using a seven-item scale derived from Liñán and Chen (2009). Meanwhile, self-efficacy refers to an individual's belief in their ability to perform entrepreneurial activities and responsibilities effectively (Chen *et al.*, 1998) and was used as a mediator/intervening variable in this study, as measured by a seven-item scale adapted from Zhao *et al.* (2005). In this study, the definition of perceived social support from Sahban *et al.* (2014) is people's beliefs and expectations about advice, guidance, and assistance from social groups. Perceived social support is an independent variable with three items adapted from Zimet *et al.* (1988) and Anggadwita and Dhewanto (2016). Also placed as an independent variable, gender stereotype perception is defined as how society perceives women as "role-based" and "gender-based" (Hoffman and Hurst, 1990) in entrepreneurial activities. Gender stereotype perception was measured using five items adapted from Malach-Pines and Schwartz (2008) and three from García-González *et al.* (2019).

The pre-test was conducted to ensure the validity and reliability of the questionnaire items by distributing the questionnaires to 30 respondents. The reliability of the survey instrument was evaluated using the value of Cronbach alpha >0.6, and the validity was evaluated using Pearson product-moment with the criteria of  $r\text{-count} \geq r\text{-table}$  (2-tailed test with sig. 0.05). Four items were eliminated because they did not meet the required value criteria.

#### 4. Results

##### 4.1 Profile of respondents

Table 1 provides profiles of the respondents in this study. The majority of respondents were between the ages of 31–40 years (43.3%) and 41–60 years (30.7%), and it was found that 24% of women entrepreneurs with relatively young ages (21–30 years) had been involved in the management of the batik business. The educational background of the respondents shows they have received education levels up to senior high school (37.3%), diplomas (26.7%), and bachelor's degrees (26%). Only a small proportion of respondents have an elementary school (3.3%) and junior high school (6.7%) education. Most respondents are also married (92.7%), and 71.3% have 1–3 children. In addition, the survey results found that the occupation of most women entrepreneurs' husbands is entrepreneur/self-employment (52.5%), where they and their wives oversee the batik business together.

According to the business profile, 47.3% of respondents' firms have been operating for 6–10 years, while 10% have been operating for more than 16 years as family businesses. Most of their employees consists of 1–4 people (72.0%) with an annual turnover of <IDR 300 million (72.7%). However, several businesses were also found to have more than 20 employees (2.7%) and an annual turnover of IDR 300 million – IDR 2.5 billion (27.3%).

##### 4.2 Structural Equation Modeling (SEM)

4.2.1 Evaluating the measurement model This study uses Partial Least Square – Structural Equation Model (PLS-SEM) analysis to understand the complexity of the proposed research model (Hair *et al.*, 2019). The requirements for convergent validity are met if all constructs have a loading factor >0.70 and an AVE >0.5 (Hair *et al.*, 2019). The results

Characteristics of respondents			Characteristics of respondents			Women's entrepreneurial intentions determinants
Total	Percentage (%)	Total	Percentage (%)			
<i>Personal Information</i>			<i>Business Profile</i>			
<i>Age</i>			<i>Length of Business</i>			
20–30 years	36	24	<5 years	36	24	
31–40 years	65	43.3	6–10 years	71	47.3	
41–60 years	46	30.7	11–15 years	28	18.7	
>60 years	3	2	>16 years	15	10	
<i>Education Background</i>			<i>Number of Employees</i>			
Primary School	5	3.3	<5 people	108	72	
Junior High School	10	6.7	6–19 People	38	25.3	
Senior High School	56	37.3	>20 people	4	2.7	
Diploma	40	26.7	<i>Annual Turnover</i>			
Bachelor's degree	39	26	<300 IDR Million	109	72.7	
<i>Marital Status</i>			300 IDR Million – 2.5 IDR Trillion	41	27.3	
Married	139	92.7				
Single	9	6				
Divorced	2	1.3				
<i>Number of Children</i>						
Have No Children	19	12.7				
1–3 kids	107	71.3				
4–5 kids	20	13.3				
>5 kids	4	2.7				
<i>Husband's Job</i>						
Entrepreneur/Self-Employment	73	52.5				
Permanent Employee	34	24.5				
Non-permanent Employee	32	23				

Source(s): Authors

Table 1.  
Profile of respondents

Source(s): Authors

**Table 1.**  
Profile of respondents

demonstrated that the 21 items fulfilled the standard loading factor and AVE values, meeting the convergent validity criteria. Internal consistency was demonstrated by the alpha Cronbach value of all constructs >0.7 and the composite reliability (CR) value > 0.7 (Chin, 1998). The analysis of the two measurements shows that the reliability of this study is consistent and accurately represents the study population. Test results for convergent validity (loading factor at 79 AVE), internal consistency (alpha Cronbach and CR), and VIF in this study are presented in Table 2.

This study also evaluates discriminant validity using the Fornell-Lacker matrix, which involves comparing the square root of the AVE (average variance extracted) with the correlation of latent variables (Fornell and Larcker, 1981). The square root value must be higher than the maximum correlation with other constructs to ensure discriminant validity. The results showed a higher value than the correlation between other latent variables. The results of the Fornell-Larcker Criterion test are presented in Table 3 below. In addition, this study examines the Heterotrait-Monotrait Ratio (HTMT) correlation using a bootstrap approach that allows the establishment of connection intervals for HTMT, with a value of 1 falling outside the range of the interval (Henseler et al., 2015). Based on the findings presented in Table 4, it can be inferred that the HTMT score met the requirements for discriminant validity.

Variable	VIF	Loading factor	Cronbach alpha	CR	AVE
<i>Women's Entrepreneurial Intention</i>					
• Ready to do anything to become an entrepreneur	2,615	0.839	0.914	0.932	0.661
• Professional goals to become an entrepreneur	2,543	0.837			
• Maximum effort to run the business independently	3,03	0.849			
• Thinking very seriously about starting a business	2,875	0.833			
• Being an entrepreneur can make money	2,242	0.788			
• Creating jobs for others	1,855	0.736			
• Being an entrepreneur provides a work-life balance	2,29	0.805			
<i>Gender Stereotype Perception</i>					
• Women value job security more	2.322	0.813	0.832	0.868	0.655
• Women tend to think more about many factors when starting entrepreneurial activities	2.712	0.854			
• Women have a better understanding of budgets than men	2.011	0.794			
• Women prefer flexibility in working hours	2.374	0.839			
• Women's motivation is stronger than men's in terms of skills and innovation	1.826	0.758			
• Society has recognized gender equality for women's leadership in business	2.097	0.796			
<i>Perceived Social Support</i>					
• Family support in running the business	1.577	0.818	0.846	0.907	0.766
• Friends' support in running the business	3.111	0.918			
• The support of people around them in running the business	2.853	0.886			
<i>Self-Efficacy</i>					
• Accept unexpected changes while doing business	2.342	0.774	0.898	0.919	0.666
• React quickly to take advantage of business opportunities	2.205	0.769			
• Capable of creating new ideas and products	2.408	0.828			
• Capable of producing products that satisfy unmet customer needs	2.984	0.861			
• Confidence in being able to think creatively	2.602	0.840			
• Confidence succeeds in creating new products	2.437	0.822			
<b>Source(s):</b> Authors					

**Table 2.**  
VIF, loading factor,  
cronbach alpha, CR,  
and AVE

	M	SD	(1)	(2)	(3)	(4)
(1) Women Entrepreneurial Intention	3.344	0.740	<i>(0,813)</i>			
(2) Gender Stereotype Perception	3.104	0.782	0,634	<i>(0,705)</i>		
(3) Self-efficacy	3.277	0.672	0,656	0,611	<i>(0,787)</i>	
(4) Perceived Social Support	3.252	0.697	0,375	0,324	0,431	<i>(0,875)</i>
<b>Note(s):</b> * $p < 0.05$ , ** $p < 0.01$ , and Italics values indicate that the value meets the Fornell-Larcker criterion						
<b>Source(s):</b> Authors						

**Table 3.**  
Means, standard  
deviations, and  
correlation matrix

This study also tested the variance inflation factor (VIF) to show the significance of the correlation between constructs. The VIF value in this study meets the criteria with a value of  $<5$  (Hair *et al.*, 2019), so there are no collinearity issues (see Table 2).

4.2.2 Evaluating the structural model Figure 2 depicts the structural model used in this study. Six of the seven hypotheses are supported empirically, while one hypothesis is not supported. The structural model above shows a 45% variance for self-efficacy ( $R^2 = 0.450$ ) and a 53% variance for women's entrepreneurial intentions ( $R^2 = 0.530$ ), which indicates the medium category.

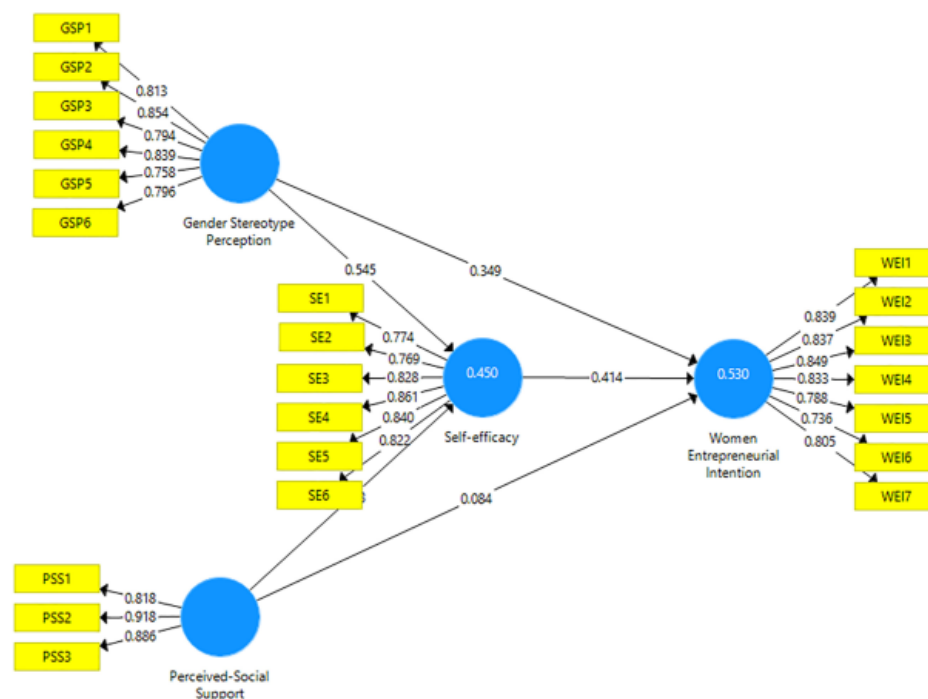
Self-efficacy has a positive and significant effect on women's entrepreneurial intentions ( $\beta = 0.414$ ,  $t = 3.806$ ,  $p < 0.000$ ). It plays a significant role as a mediator of the relationship between gender stereotype perceptions and women's entrepreneurial intentions ( $\beta = 0.226$ ,  $t = 3.007$ ,  $p < 0.05$ ) and perceived social support and women's entrepreneurial intentions

	Original sample	Sample mean	2.5%	97.5%
GSP → SE	0.526	0.523	0.351	0.665
GSP → WEI	0.364	0.365	0.226	0.526
PSS → SE	0.261	0.275	0.098	0.443
PSS → WEI	0.086	0.089	-0.035	0.241
SE → WEI	0.397	0.391	0.159	0.595

Note(s): Women Entrepreneurial Intention = FEI; Gender Stereotype Perception = GSP  
Self-efficacy = SE; Perceived Social Support = PSS

Source(s): Authors

**Table 4.**  
Heterotrait-monotrait  
(HTMT) confidence  
intervals



Source(s): Authors

**Figure 2.**  
Structural model

( $\beta = 0.107, t = 2.036, p = 0.05$ ). It has been shown that gender stereotype perception has a positive and significant effect on self-efficacy ( $\beta = 0.545, t = 5.710, p < 0.000$ ) and women's entrepreneurial intentions ( $\beta = 0.349, t = 4.728, p < 0.000$ ). Perceived social support has been shown to have a positive and significant effect on self-efficacy ( $\beta = 0.253, t = 2.783, p < 0.05$ ) but no effect on women's entrepreneurial intentions ( $\beta = 0.084, t = 1.224, p > 0.05$ ).

Table 5 shows the predictive relevance ( $Q^2$ ) for model validation, in which  $Q^2 > 0$  indicates exogenous latent variables as explanatory variables capable of predicting endogenous variables (Tenenhaus *et al.*, 2005). This study found that women's entrepreneurial intentions ( $Q^2 = 0.339$ ) and self-efficacy ( $Q^2 = 0.249$ ) have strong predictive relevance.

Table 6 shows that H1, H2, H3, H5, H6, and H7 are supported, while H4 is not. This study also investigates the practical relevance of the significant effect by examining the effect size of the relationship between variables. The results demonstrated a strong effect between gender stereotype perception and self-efficacy ( $F^2 = 0.438$ ) and a moderate effect size on women's entrepreneurial intentions ( $F^2 = 0.173$ ). A small effect size was found between perceived social support and self-efficacy ( $F^2 = 0.107$ ), and a moderate effect size was found in the relationship between self-efficacy and women's entrepreneurial intentions ( $F^2 = 0.187$ ). Meanwhile, the relationship between perceived social support and women's entrepreneurial intentions is insignificant ( $F^2 = 0.013$ ).

The goodness of fit (GoF) analysis was performed to evaluate the measurement and structural models and to be a predictive measure of the model as a whole (Hair *et al.*, 2019). The model used in this study is considered a good fit based on the obtained calculation results, which yielded a GoF value of 0.581.

## 5. Discussion and conclusion

Perceived social support might play a significant role in encouraging women to start businesses. This study proposes a framework for capturing women's perceptions of gender

Table 5.  
Q-square

	SSO	SSE	$Q^2 = (1 - SSE/SSO)$
Women Entrepreneurial Intention	1050.000	693.925	0.339
Gender Stereotype Perception	1200.000	1200.000	
Self-efficacy	1050.000	788.313	0.249
Perceived-Social Support	450.000	450.000	

Source(s): Authors

Table 6.  
Hypothesis testing and  
effect size

Hypotheses	Mean	SD	t-value	p-value	$F^2$	Category	Conclusion
H1 GSP → SE	0.343	0.081	5.710	0.000	0.484	Strong Effect	Supported
H2 GSP → WEI	0.542	0.085	4.728	0.000	0.156	Moderate Effect	Supported
H3 PSS → SE	0.087	0.071	2.783	0.006	0.104	Weak Effect	Supported
H4 PSS → WEI	0.254	0.097	1.224	0.222	0.012	Insignificant Effect	Not Supported
H5 SE → WEI	0.414	0.113	3.806	0.000	0.200	Moderate Effect	Supported
H6 GSP → SE → WEI	0.226	0.075	3.007	0.003	0.226	Moderate Effect	Supported
H7 PSS → SE → WEI	0.107	0.054	2.036	0.042	0.105	Weak Effect	Supported

Source(s): Authors

stereotypes and perceived social support in driving their self-efficacy and entrepreneurial intentions. Although each country's social and cultural context may differ, this framework can be used to understand the factors that influence women's entrepreneurial intentions in other emerging countries where gender stereotypes are still prominent in the culture. This framework can be modified or adapted to different contexts by incorporating additional factors, such as economic or cultural factors relevant to a particular country. However, the basic concepts of this framework still apply and can be used as a guide to comprehend the factors influencing women's entrepreneurial intentions in various contexts.

This study empirically examines the framework proposed in this study using a hypothetical-deductive approach. Based on the findings of the PLS-SEM test, six of the seven hypotheses proposed are supported.

The results of this study show empirical evidence that gender stereotype perceptions have a positive and significant effect on self-efficacy; hence, H1 is supported. This study's findings support the findings of del Mar Fuentes-Fuentes *et al.* (2017), which indicate that women rank themselves similarly to men regarding most entrepreneurial values. Women's self-perceptions that they value work security more than men (Malach-Pines and Schwartz, 2008) can help explain their entrepreneurial self-efficacy level. Many women reject the masculine mindset underlying entrepreneurship and define their entrepreneurial experience as one that conforms to "universal" business standards (del Mar Fuentes-Fuentes *et al.*, 2017). Stereotyped gender perceptions of women entrepreneurs in the context of Batik MSMEs may be related to the general view of the role of women in creating and preserving local culture and heritage. Women are considered protectors and guardians of culture, and as women entrepreneurs in the batik industry, they are expected to preserve and promote this culture. This study found that women believe there is no difference between the roles of men and women entrepreneurs regarding gender stereotypes, and they can become successful women entrepreneurs. This study demonstrates that gender stereotype perceptions encourage women's self-efficacy regarding their ability to develop Batik MSMEs and achieve success.

The H2 proposed in this study is also empirically proven, where gender stereotype perception positively and significantly affects women's entrepreneurial intention. This study's findings corroborate those of Gupta *et al.* (2008, 2009), who proved that stereotypes are prescriptive in shaping expected individuals' behavior. Gender stereotype perceptions significantly influence women's entrepreneurial intentions in contemporary society. According to Petridou *et al.* (2009), women entrepreneurs are more interested in learning knowledge, improving skills, and facing professional competition and local business networks than men. It indicates they will put in the maximum effort to start and run a business independently. Women entrepreneurs' intention level in Batik MSMEs in Indonesia is relatively high. Women in Indonesia often have difficulty finding formal employment; thus, they look for alternatives, such as creating their own businesses. Many women are involved in the Batik MSMEs as batik artisans or entrepreneurs. The batik industry has tremendous potential to generate revenue and promote local culture. The findings of this study demonstrate that gender stereotype perceptions are no longer an obstacle for women to become entrepreneurs because being involved in Batik MSMEs is an opportunity to promote local culture, create jobs, and generate additional income.

Social support is essential in providing motivation and confidence to individuals to overcome challenges and obstacles in running a business. Perceived social support has been shown to have a positive and significant effect on self-efficacy, although it shows a weak effect size; thus, H3 is supported. This study supports previous research, which found that social environments influence self-efficacy, leading to entrepreneurial intentions (Cheung and Sun, 2000; Albayrak Okçin and Gerçeklioğlu, 2013; Turan and Koç, 2018). Social support from family is crucial for women entrepreneurs because family is the primary source of support

and can influence the decision to start a business. In addition, support from friends, business partners, and the government can also help women entrepreneurs overcome obstacles and gain market access. The perceived social support by women entrepreneurs in Batik MSMEs in Indonesia is essential in increasing their self-efficacy and business success. Therefore, it is necessary to pay attention to efforts from family, business partners, and the government in providing adequate support for women entrepreneurs in the Batik MSMEs.

According to research conducted by Heuer and Liñán (2013), entrepreneurship is a role that does not aim to meet the expectations of others, even though the environment influences their entrepreneurial motivation. In contrast, this study does not support H4, in which perceived social support has no significant effect on women's entrepreneurial intentions. In line with previous research, perceived social support does not significantly affect women's entrepreneurial intentions since they are motivated by their goals and abilities rather than social judgment (Anggadwita *et al.*, 2021). Although social support may exist and be felt by women entrepreneurs in Batik MSMEs in Indonesia, personal views of this support may differ. Some women may experience great social support, while others may not, thus influencing their entrepreneurial goals. In addition, the social support perceived by women entrepreneurs in Batik MSMEs in West Java, Indonesia, may not be appropriate for their business startup demands. Consequently, perceived social support does not significantly affect women's entrepreneurial intentions.

Self-efficacy positively and significantly affects women's entrepreneurial intentions, so H5 is supported. Mueller and Dato-On (2008) argue that self-efficacy is a crucial factor in completing tasks required for business creation, which can then motivate individuals to participate in entrepreneurial activities. Khurshid and Khan's (2017) study revealed that self-efficacy significantly influences women's entrepreneurial intentions, allowing them to succeed in specific business tasks and not limiting their attitudes towards entrepreneurship. This study demonstrates that women entrepreneurs with high self-efficacy are more confident in their abilities to overcome challenges and take risks associated with entrepreneurship. They also tend to have high self-confidence in taking advantage of business opportunities in Batik MSMEs and developing their business.

This research confirms the findings of Zhao *et al.* (2005) and Mueller and Dato-On (2008) that self-efficacy mediates between feminine gender perception and entrepreneurial intentions. This finding also identifies the role of self-efficacy as a mediator of the relationship between gender stereotype perception and women's entrepreneurial intention, which indicates that H6 is empirically supported. Self-efficacy is the first step in increasing the self-confidence of women to carry out entrepreneurial activities. However, it is influenced by various factors, including social perceptions, and influences women's participation in the entrepreneurial process by encouraging entrepreneurial intentions. Similarly, H7 is supported in that self-efficacy mediates the relationship between perceived social support and women's entrepreneurial intentions. The results of this study support previous research, which reveals that self-efficacy mediates the social environment regarding entrepreneurial intentions (e.g. Boyd and Vozikis, 1994; Criaco *et al.*, 2017). Thus, this study identifies that support from the social environment, such as family, friends, and the surrounding community, does not directly shape a person's intention to pursue entrepreneurship but is driven by their beliefs and abilities.

### 5.1 Implications for the study

This study contributes to the academic literature on women's entrepreneurial intentions by providing empirical evidence of Indonesia as a developing country. The integration of TPB, SCT, and social roles theory provides a comprehensive insight into women's entrepreneurship literature. Studies on entrepreneurial intentions, stereotyped gender

perceptions, perceived social support, and self-efficacy have significantly contributed to the stream of research on behavior and entrepreneurship research. This study highlights the importance of psychological and social factors in influencing entrepreneurial intentions and behavior. This study provides empirical evidence that gender stereotype perceptions and perceived social support should be considered in driving women's self-efficacy and women's entrepreneurial intentions. The findings of this study indicate that the proposed conceptual model is appropriate for describing women's entrepreneurial intentions in emerging economies, especially in Indonesia. The findings of this study have the potential to enhance our comprehension of entrepreneurial behavior and make a positive contribution to foster entrepreneurship that is inclusive and sustainable on a global scale.

Practically, the findings of this study demonstrate that in Indonesia, gender differences do not limit women entrepreneurs from taking risks and making decisions to become entrepreneurs. Thus, it does not limit the potential of women-owned businesses, especially the batik business in the Trusmi area, which is the focus of this research. This study can also help in balancing gender roles in entrepreneurship and eliminating the gender stereotypes that limit women's participation in the field. Batik businesses can grow and develop under the management of women entrepreneurs. The support of family, close friends, and the surrounding community is an excellent opportunity to increase individual self-efficacy with strong intentions, desires, and determination to achieve goals in entrepreneurship.

This research implicates that government action has the ability to encourage women's entrepreneurship development by analyzing how various groups of women entrepreneurs perceive stereotypes in their social context. Increasing social awareness of the role of women entrepreneurs, regardless of their characteristics or enterprises, could facilitate the development of new social norms that legitimize women entrepreneurs and their firms. In addition, this study's findings imply that women entrepreneurs' intention in running a batik business is to preserve local culture; this has implications for the government to facilitate and support various programs and policies to increase awareness of preserving local culture and exploring its economic potential. Thus, a series of government policies and actions that encourage the diversity and richness of entrepreneurial models can, over time, create a society that rejects gender stereotypes.

#### 40 Limitations and future studies

This research has limitations that can be explored in future studies, such as the relatively small sample size that may have influenced the insignificance of the results. Therefore, conducting the study with a larger sample size could help generalize the findings. This study also only focuses on women entrepreneurs of Batik MSMEs in Cirebon with regional characteristics and local culture that may be different from other regions; however, the empirical evidence of the model in this study can be applied to other regions and fields. In addition, this study only focuses on social perception factors of women entrepreneurs; other, broader factors can be investigated in identifying women's entrepreneurial intentions, such as political and cultural perceptions.

This study can drive future research by identifying factors influencing entrepreneurial intentions and behavior in various social and cultural contexts, including emerging and developed countries. In order to better comprehend the factors that affect entrepreneurial intentions and behavior, future research may create a more comprehensive framework and generate more efficient programs and policies that promote entrepreneurship on a global scale. Furthermore, future research directions may involve examining the effects of gender stereotype perception and perceived social support in greater detail to gain insight into how they influence the business growth of women entrepreneurs.

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