

BUSINESS EFFICACY OF YOUNG MALE ENTREPRENEURS BASED ON SPOUSAL CONTEXT

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ABSTRACT

The purpose of this study is discover the differences of relationship between spousal involvement and emotional social support with business efficacy of young male entrepreneurs based on their spousal working status. Most of previous studies about business efficacy only discover from individual characteristics, but it still seldom discovered by spousal context, such as spousal involvement, social emotional spousal support and spousal working status. Young male entrepreneur's spouse has important roles for their business venture running. This study used a quantitative approach with survey method. The population in this study were 61 young male entrepreneurs who has married and lives in Surabaya or surrounding areas. Analysis of this study using analysis of covariance and correlation. Research findings show that there are differences of relationship between spousal involvement and business efficacy based on spousal working status. This study also show that there are differences of relationship between spousal emotional social support and business efficacy based on spousal working status. The involvement of wives who work outside of their husband business institution has not correlate with husband's business efficacy. The involvement of wives who work in their husband business institution has strong correlation with husband's business efficacy. Similarly, the emotional social support of wives who work in their husband business institution has strong correlation with husband's business efficacy.

Keywords : business efficacy, spousal, involvement, support, working status

INTRODUCTION

Young entrepreneurs have many challenges to create new businesses venture and also maintain their business sustainability. Challenges to be a young entrepreneur is not an easy challenge, but it does not mean that is impossible. Previous studies say that entrepreneur or business efficacy becomes strong predictor to businesses scale-up of young entrepreneurs (Hmielski & Baron, 2008). Business efficacy is the degree to which a person sees himself having the ability to successfully perform various roles and duties as an entrepreneur (Chen et al, 1998, in Hmieleski & Baron, 2008). Without a minimum level of efficacy for business, potential young entrepreneurs may not be willing to engage in their early business formation process (Boyd & Vozikis, 1994, in Hmieleski & Baron, 2008). Individuals with a high level of efficacy is likely

to create challenging targets, keep their outstanding level and reach its target even under difficult circumstances, can rise from adversity quickly despite being in adverse conditions (Bandura, 2001). In the context of entrepreneurship, particularly someone with a high efficacy in entrepreneurship or business will have an advantage in running their business. Enterprises will be loaded with overload information, uncertainty, and high pressure all the time and require business efficacy to running. (Hmieleski & Baron, 2008). Studies on business often discovered by demographic factors such as gender, education background, occupation of their parents, childhood family environment and work history (Hisrich 1990). Research about business topic is also commonly assessed based typologies of entrepreneurs, personality characteristics, motivation and culture of entrepreneurs (Hisrich et al, 2007). Based on this, it can be concluded still not much research related to entrepreneurship in terms of marital relationship.

Male entrepreneurs are more likely to have a spouse involved in their business than female entrepreneurs (Matzek et al, 2010). It shows that the spouse, the wife in particular, have an important role in supporting the husband's business venture. That role could be the involvement of the business and emotional social support (Danes et al, 2010). The wife can be involved directly in support of husband's business, such as financial aid administration, network building, helping the production, marketing and so forth (Mahastanti & Nugrahanti, 2010). The wife may also be involved indirectly to support the husband's business, such as household chores that can not be done by the husband who is busy running the business. Indirect involvement is also an important thing for the husband's business (Rosenblatt, 1985). Spousal emotional social support is also an important role in improving husband's business efficacy because through such support can be energy business for husband to facing many distress circumstances (Danes, et al, 2010).

Spousal working status is also assumed to have an impact on spouse involvement and emotional social support toward husband business venture. Wives who works in their husband's business institution may have direct involvement and support to the husband's business. Wives who works outside their husband's business institution may have indirect involvement and support such as providing financial assistance. The wife who works as a housewife can also involve; and support indirectly in marketplace (Danes, et al., 2010). Each of spousal working status will give its own impact toward the involvement and the emotional social support for husband's business efficacy.

The purpose of this study is discover the differences of relationship between spousal involvement and emotional social support with business efficacy of young male entrepreneurs based on their spousal working status.

LITERATURE REVIEW

Business Efficacy

Bandura (2001) explains that efficacy is difference of the individual confidence or belief to achieve his goal. Individuals with different levels of efficacy would have a different effort to accomplish their tasks or jobs. With the efficacy differences will also show the extent to which individual efforts to overcome obstacles, and the extent to which individuals will keep pursuing the goal though the many obstacles to get it (Drnovsek et al, 2010).

In particular, the efficacy in entrepreneurship or business involves an individual's belief associated with the capacity to reach the target and the control of positive and negative cognition as entrepreneurs during the process of building its business (Drnovsek et al, 2010). Attributes efficacy in entrepreneurship would be very important to establish new business. Individuals with high efficacy in entrepreneurship that has a higher likelihood to start a business than the individual who has the attributes of a low efficacy in entrepreneurship.

Efficacy in entrepreneurship will also have an impact on the development of owned businesses (Danes, et al., 2010).

Spousal Involvement

Perception as a couple and as a member in building a business is an advantage for a young couple to build a business. Time allocation is an important issue to indicate the presence of a partner in both cases, both in the family and in business. This is related to the needs of couples associated with physical presence or involvement to build a joint venture. Changes in the structure associated with the spousal involvement in the business is important as a determinant of the success of individuals to build businesses (Danes, 2010).

The wife can be involved directly in support of husband's business, such as financial aid administration, network building, helping the production, marketing and so forth (Mahastanti & Nugrahanti, 2010). The wife may also be involved indirectly to support the husband's business, such as household chores that can not be done by the husband who is busy running the business. Indirect involvement is also an important thing for the husband's business (Rosenblatt, 1985).

Spousal Emotional and Social Support

Young entrepreneurs who are building their business, need any kind of support from their spouse (Gartner, 1989 in Danes, 2010). Social support from spouse can be an important aspect to make a new effort that could stand to succeed (Cramton, 1993 the Danes in 2010). For example, emotional and social support will useful when the individual is having a bad day, people who have social and emotional support from her partner will try to settle the matter together and provide the motivation to face challenges in the future.

Emotional and social support can be generally defined the extent to which people believe will need support such as information or feedback would be fulfilled (Precidano & Hetler, 1983 the Danes in 2010). Emotional and social support from the spouse allows a businessman to limit the negative emotions that arise when he is in a hard situation to build his business.

Spousal Working Status

Wives who do not work or be a housewife will indirectly involve and support in the marketplace. Wives who work outside of husband business institution may indirectly involve and support through provide financial assistance. While wives who work in husband business institution will directly involve and support to the husband's business (Danes, et al., 2010).

Hypothesis

1. There are differences of relationship between spousal involvement with the business efficacy based on spousal working status.
 - a. There is a relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work as a housewife.
 - b. There is a relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work outside of husband's business institution.
 - c. There is a relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work in husband's business institution.
2. There are differences of relationship between spousal emotional social support with the business efficacy based on spousal working status.
 - a. There is a relationship between spousal emotional social support with the business efficacy of young male entrepreneurs with spouse who work as a housewife.

- b. There is a relationship between spousal emotional social support with the business efficacy of young male entrepreneurs with spouse who work outside of husband's business institution.
- c. There is a relationship between spousal emotional social support with the business efficacy of young male entrepreneurs with spouse who work in husband's business institution.

RESEARCH METHODS

Participant

The research subjects in this study were 61 young male entrepreneurs under 45 years old, married, domiciled in Surabaya and surrounding areas. Based on the age of the subject, there are 9 people aged under 30 years old, 26 people aged 30-39 years old, and 26 people aged 40-45 years old. Based on the age of marriage, there are 22 people who have been married for 1-5 years, 15 people who had been married for 6-10 years and there are 24 people who have been married over 10 years. Based on the long run their businesses, there are 27 people have been running the business for 1-5 years, 20 people have been running the business for 6-10 years, and 14 people have been running the business more than 10 years. Based on the spousal working status, there are 29 people has a wife who work as a housewife, 20 people have wife who work outside of husband's business institution, and 12 people have wife who work in husband's business institution.

Research Tools

The method of collecting data in this study using a questionnaire. Data collection was performed by non-random sampling method in which researchers directly measuring instrument to purposive sampling. In this study, there are three scales of questionnaires used to measure spousal involvement, social emotional spousal support, and business efficacy.

Business efficacy scale was measured with a scale developed by the researchers from the concepts of confidence to run a business, maintain, and develop it in the future (Dronvsek et al, 2010). This unidimensional scale consists of three items, prepared using 5-point Likert format with five answer options that are spread from the range of scores 1 = strongly disagree, to score 5 = strongly agree. Reliability was measured using Cronbach Alpha and show the value of $\alpha = 0.940$.

Spousal involvement scale was modified from Danes, et al (2010), consists of three items, and to be unidimensional. The scale prepared using a 5-point Likert format with five answer options that are spread from the range of scores 1 = strongly disagree, to score 5 = strongly agree. Scale reliability was measured using Cronbach Alpha and show the value of $\alpha = 0.954$.

Spousal emotional social support scale was modified from Danes et al (2010), consists of three items, and to be unidimensional. Scale prepared using 5-point Likert format with five answer options that are spread from the range of scores 1 = strongly disagree, to score 5 = strongly agree. Scale reliability was measured using Cronbach Alpha and show the value of $\alpha = 0.870$

Data Analysis

Analysis of this study using analysis of covariance and correlation.

RESULT AND DISCUSSION

Hypothesis 1

Based on analysis of covariance was showed that there are differences of relationship between spousal involvement with the business efficacy based on spousal working status. Obtained the

value $F = 5.011$, and the value of $p = 0.029$ ($p < 0.05$) so that the first hypothesis of this study is accepted.

This study also correlate between spousal involvement with the business efficacy based on each of working spousal status. Normality test results in the group of subjects with the wife who work as a housewife showed that the data distribution is abnormal. Based on these results next measurement will use a non-parametric analysis. It was found that there is a relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work as a housewife ($p = 0.315$; $p = 0.048$; $p < 0.05$), that mean the hypothesis 1a is accepted.

Normality test results in the group of subjects with the wife who work outside of husband's business institution showed that the data distribution is abnormal. Based on these results next measurement will use a non-parametric analysis. It was found that there is no relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work outside of husband's business institution ($p = 0.367$; $p = 0.056$; $p > 0.05$), that mean the hypothesis 1b is rejected.

Normality test results in the group of subjects with the wife who work in husband's business institution showed that the data distribution is normal. Based on these results next measurement will use a parametric analysis. It was found that there is a relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work in husband's business institution ($r = 0.541$; $p = 0.035$; $p < 0.05$), that mean the hypothesis 1c is accepted.

Table 1. Spousal Involvement Correlation

Work Status		Efficacy Business	
Involvement	Not working (Housewife)	Correlation	0.315
		Coeficient	
		Sig	0.048
		N	29
		Correlation	0.367
		Coeficient	
	Work outside of husband business institution	Sig	0.056
		N	20
		Correlation	0.541
		Coeficient	
		Sig	0.035
		N	12

Hypothesis 2

Based on analysis of covariance was showed that there are differences of relationship between spousal emotional social support with the business efficacy based on spousal working status. Obtained the value $F = 5.505$, and the value of $p = 0.023$ ($p < 0.05$) so that the second hypothesis of this study is accepted.

This study also correlate between spousal emotional social support with the business efficacy based on each of working spousal status. Normality test results in the group of subjects with the wife who work as a housewife showed that the data distribution is abnormal. Based on these results next measurement will use a non-parametric analysis. It was found that there is a relationship between spousal emotional social support with the business efficacy of young male

entrepreneurs with spouse who work as a housewife ($\rho = 0.415$; $p = 0.013$; $p < 0.05$), that mean the hypothesis 2a is accepted.

Normality test results in the group of subjects with the wife who work outside of husband's business institution showed that the data distribution is abnormal. Based on these results next measurement will use a non-parametric analysis. It was found that there is a relationship between spousal emotional social support with the business efficacy of young male entrepreneurs with spouse who work outside of husband's business institution ($\rho = 0.420$; $p = 0.033$; $p < 0.05$), that mean the hypothesis 2b is accepted.

Normality test results in the group of subjects with the wife who work in husband's business institution showed that the data distribution is normal. Based on these results next measurement will use a parametric analysis. It was found that there is a relationship between spousal emotional social support with the business efficacy of young male entrepreneurs with spouse who work in husband's business institution ($r = 0.795$; $p = 0.001$; $p < 0.05$), that mean the hypothesis 2c is accepted.

Table 2. Spousal Emotional Social Support Correlation

Work Status		Efficacy Business		
Spousal Emotional Social Support	Not working (Housewife)	Correlation	0.415	
		Coefficient		
		Sig	0.013	
			N	29
	Work outside of husband business institution	Correlation	0.420	
		Coefficient		
		Sig	0.033	
			N	20
	Work in husband business institution	Correlation	0.795	
		Coefficient		
		Sig	0.001	
			N	12

CONCLUSION

This study showed that there are differences of relationship between spousal involvement with the business efficacy based on spousal working status. Wife can contribute directly or indirectly to her husband's business venture. Directly spousal involvement is spouse involve in operational of business, such as assisting in the administration, helping production, marketing support and so on (Mahastanti & Nugrahanti, 2010). Indirectly spousal involvement is spouse involve as a good housewife, in which the husband may be able to concern in his business (Rosenblatt et al, 1985). With an increasing spouse involvement toward husband business, then the husband will be more able to work and develop their business.

It is interesting in this study, if the data is separated by the working status of the wife, it was found that there is no relationship between spousal involvement with the business efficacy of young male entrepreneurs with spouse who work outside of husband's business institution. It's contradictive with Danes, et al (2010) that said the wife working outside of husband's business institution can indirect through providing financial support.

Based on interviews with experts in family and marital psychology counselor, indicated that, while the wife works outside of husband's business institution, the wife already has her own framework that is influenced by the place where she works. Husband was not getting the

contributions from his wife's involvement because his wife has a different business framework. The wife does not really know the condition of her husband's company. Often, the wife still carrying framework from the outside when she try to involve in her husband's business, so it doesn't match with the husband's business framework. Thus the husband felt his spouse involvement has not contributed significantly to his business efficacy. (Sandjaja, personal communication, June 24th, 2016)

In this study also found a strong correlation in both variables, namely spousal spousal emotional involvement and social support to business efficacy on young male entrepreneurs with spouse who work in husband's business institution. This is support opinion of Danes, et al (2010) that said wife who work in her husband's business institution may direct involve and support to the husband's business. Wife who work in her husband's business institution became very aware about mindset and rules of the husband when running the business. Thus her involvement really contribute to the husband business efficacy. Their intensity in the meet, either at home nor at office, also strengthens the emotional social impact to husband's business efficacy (Sandjaja, personal communication, june 24th, 2016).

IMPLICATIONS

The young male entrepreneurs with spouse who work outside of husband's business institution have to try to build more communication to match their framework in business, so his spouse involvement can contribute significantly to his business efficacy. The young male entrepreneurs with spouse who work in husband's business institution have to maintain their marital relationship, so his spouse involvement and emotional social support can positively contribute to his business efficacy.

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