

THE EFFECT OF SELF-AWARENESS, SELF-CONTROL, SELF-MOTIVATION, SOCIAL AWARENESS, AND SOCIAL SKILLS ON PERFORMANCE OF MSME WOMEN ENTERPRISES

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ABSTRACT

Purpose: The research aims to measure the relationship between self-awareness, self-control, self-motivation, social awareness, and social skills and business performance of female entrepreneurs.

Design/Methodology/Approach: The total population in this study was 248 businesses. The analysis used in this research used several PLS methods, which included several analyses, including Factor Analysis, Designing a Structural Measurement Model (Inner Model), Designing a Measurement Model (Outer Model), and Hypothesis Testing.

Findings: The effect of self-awareness on the performance of MSMEs shows a coefficient value of 0.435. The effect of self-control on the performance of MSMEs shows a coefficient value of 0.054. The effect of self-motivation on the performance of MSMEs shows a coefficient value of 0.273. The effect of social awareness on the performance of MSMEs shows a coefficient value of 0.048, and the effect of social skills on the performance of MSMEs shows a coefficient value of 0.246.

Research Implications: This research shows that self-awareness, self-control, self-motivation, social awareness, and social skills have a positive and significant effect on MSME performance.

Keywords: Self-Awareness; Self-Control; Self-Motivation; Social Awareness; Social Skills; Business Performance

ABSTRAK

Tujuan Penelitian: Penelitian ini bertujuan untuk mengukur hubungan antara kesadaran diri, pengendalian diri, motivasi diri, kesadaran sosial, dan keterampilan sosial dengan kinerja usaha pada wirausahawan perempuan.

Desain/Methodologi/Pendekatan Penelitian: Jumlah populasi dalam penelitian ini adalah 248 pelaku usaha. Analisis yang digunakan dalam penelitian ini menggunakan metode PLS yang meliputi beberapa analisis antara lain Analisis Faktor, Inner Model, Outer Model, dan Uji Hipotesis.

Hasil Penelitian: Pengaruh kesadaran diri terhadap kinerja UMKM menunjukkan nilai koefisien sebesar 0,435. Pengaruh pengendalian diri terhadap kinerja UMKM menunjukkan nilai koefisien sebesar 0,054. Pengaruh motivasi diri terhadap kinerja UMKM menunjukkan nilai koefisien sebesar 0,273. Pengaruh kesadaran sosial terhadap kinerja UMKM menunjukkan nilai koefisien sebesar 0,048, dan pengaruh keterampilan sosial terhadap kinerja UMKM menunjukkan nilai koefisien sebesar 0,246.

Implikasi Hasil Penelitian: Penelitian ini menunjukkan bahwa kesadaran diri, pengendalian diri, motivasi diri, kesadaran sosial, dan keterampilan sosial berpengaruh positif dan signifikan terhadap kinerja UMKM.

Kata Kunci: Kesadaran Diri; Kontrol diri; Motivasi diri; Kesadaran sosial; Kecerdasan Emosional; Kinerja Bisnis

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INTRODUCTION

Yogyakarta Special Region is in eighth place, with the highest entrepreneurial ratio, 3.37% above the national ratio. This shows that MSMEs in the Special Region of Yogyakarta Province are developing well. The development of the national and provincial entrepreneurship ratio can show increased business productivity as measured by the performance of each business being run. The number of product innovations from each business marks one way of improving business performance. Developing innovation is also driven by increasingly better business and technological developments in Indonesia. Sleman Regency has the highest number of MSMEs per year compared to the other four regions. Business and industrial volatility has decreased since the Covid-19 pandemic occurred in 2020. Several businesses had to close due to a lack of capital and difficulty finding raw materials, and several businesses that continued to operate experienced decreased productivity and poor performance. The COVID-19 pandemic has caused changes that force every individual to survive; in this condition, several women business actors are taking part in overcoming the economic shock. Women are considered more responsive to current situations, so the success of businesses run by women is related to their emotional intelligence. Previous research explains that women can coordinate internally. This is an internal strength for MSMEs to improve their business performance (Octavia, 2021). Women indicated that the primary motivation for starting a business was to generate income and spend their free time. In 2020, Harun conducted research on small business actors in the city of Bandung who were still surviving. However, he saw no progress in performance, both in terms of productivity and turnover. The fact from the field that he found regarding small business actors was a lack of knowledge to develop their business in terms of business creativity, technological literacy, and mastery of business networks, which led to poor emotional intelligence management. Emotional intelligence identifies five main components for knowing one's emotions, managing emotions, motivating oneself, recognizing the emotions of others, and handling relationships (Salovey, 1990). Emotional intelligence, such as self-awareness, motivation, empathy, and social skills, are used to understand individual abilities in a social environment (Weinstein, 2011).

Research Questions

Based on the background that has been described, the problem formulation is obtained as follows:

1. How does self-awareness relate to the business performance of female entrepreneurs?
2. How does self-control relate to the business performance of female entrepreneurs?
3. How does self-motivation relate to the business performance of female entrepreneurs?
4. How does social awareness relate to the business performance of female entrepreneurs?
5. How do social skills relate to the business performance of female entrepreneurs?

LITERATURE REVIEW

Dimensions of Emotional Intelligence

Goleman (1998) states five dimensions of emotional intelligence: self-awareness, self-control, self-motivation, social awareness, and *social skills*. Self-awareness is the basis of emotional intelligence. Goleman further said that self-awareness means knowing what we feel at any given time and using it to guide our decision-making. In 2021, Riyanda conducted research regarding the relationship between self-awareness and entrepreneurship. This research states that creating consumer trust comes from honesty and humility in accepting criticism and suggestions, which can make business actors understand themselves regarding the weaknesses and strengths that must be improved in running their business. Research conducted in 2019 by Siti Nurjanah et al. said that according to self-control psychology expert Lazarus (1976), self-control describes individual decisions through cognitive considerations to control behavior in

order to improve specific results and goals, as desired. According to Herzberg, what is classified as a motivational factor includes a person's work, success achieved, opportunities for growth, progress in career, and recognition from others. Business actors will be faced with many challenges, both internal and external, in dealing with markets and consumers. Business actors are inevitably required to understand the conditions of their respective consumers in order to create a sustainable business. Goleman also said empathy means taking part in struggles in the arena of life, including being a business actor. Social skills occur when you can read the situation well. Interacting smoothly with other people will be used to influence, lead, and resolve disputes that occur in building cooperation with other people and the team.

MSME Performance

Businesses will experience development because of several factors: entrepreneurial characteristics, business capital, and marketing strategies (Purwanti, 2012). Capital is the main factor in building and developing a business. Capital is considered the foundation of a business because the size of the business depends on the capital owned by the entrepreneur. Meanwhile, according to Rose et al. (2006), business development depends on the skills and training of its employees. The skills here are the skills of an entrepreneur in carrying out business and marketing strategies. Entrepreneurial skills are one of the main factors in the business journey.

Factors that influence business performance include Entrepreneurship aspects; Taormina & Lao, 2007, state that business success is determined by the characteristics of each individual/business actor, while (Entriago et al., 2000) state that the personal success of individuals from MSMEs is their business organization. Human resource competence and competence between individuals and organizations are different; organizations require a new face of change to increase competition in the market. In 2003, Deeter-Schmelz and Sozka stated that emotional intelligence has a role in measuring employee performance in achieving goals such as sales and customer service in production. Employee performance is part of the assessment that determines the quality of human resources employed; they also said that emotional intelligence is an essential characteristic of sales success. Competence increases performance, such as expertise supported by skills and knowledge. Individual performance is based on understanding knowledge, habits, and skills. (Armstrong, 1994). Innovation, according to Rolstadas, 1998, argues that innovation is a critical element in maintaining and improving the performance of an organization. Product creativity and the use of technology are also indicators that MSMEs can produce innovation and competence for workers. Sustainability: Sustainability is essential to business performance, including growth and profits. Business growth will produce greater output, so the profits obtained will increase because the goal of every company is to make a profit. (Delmar, et al, 202).

RESEARCH METHODS

Population and Sample

The population in this research is female business actors in Cangkringan District, founded in 2010 with levels and business sectors engaged in industry and large trade. The total population in this study was 248 businesses. The sampling criteria in this research include businesses established from 2010 – to 2022, businesses in the business sector engaged in the Processing Industry, Wholesale and Retail Trade Car and Motorbike Repair, Provision of Accommodation and Food and Drink, location taken in the Cangkringan District area.

The sample for this research was 71 people using Systematic Random Sampling—a systematic random sampling method with a certain distance, with three intervals. The data collection method is carried out using a checklist or list of questions that have been prepared and arranged to be filled in by potential respondents.

Variable Operations

1. The dependent variable in this research is the performance of businesses run by female entrepreneurs. The measure of business performance uses the turnover of production output carried out by female business actors.
2. The independent variable is formed from five measures of emotional intelligence, including Self-Awareness, Self-Control, Self-Motivation, Social Awareness, and Social Skills, where the measures are for each aspect of emotional intelligence.

Data Analysis Technique

The analysis used in this research uses several PLS methods, including several analyses:

1. A descriptive analysis method that can describe the condition of an observation by presenting it in tables, graphs, or narratives to make it easier for readers to interpret the observation results.
2. Factor analysis is a method applied to find out which variables in a set of variables are related. The purpose of factor analysis is to explain part of the variation in a set of observed variables across several dimensions. Factor Analysis must compile a correlation matrix to see variables that meet the requirements for further analysis. The Validity and Reliability Test values determine the analysis factors.
3. Designing an inner model to predict causal relationships (cause-effect relationships) between latent variables or variables that cannot be measured directly.
4. Designing an outer measurement model that connects indicators with their latent variables, which are used to assess the validity and reliability of the model. Designing a measurement model (outer model) determines the indicator properties of each latent variable, whether reflexive or formative, based on the operational definition of the variable. Through an algorithm iteration process, the measurement model parameters (Convergent et al.'s Alpha).
5. Hypothesis testing (β and γ) was carried out using the bootstrapping resampling method developed by Geisser and Stone. The test statistic used is the t-statistic or t-test.

RESULTS AND DISCUSSION

Validity and Reliability Test of Variable Indicators

Based on the results of the validity test, it can be seen that all variable statements submitted to respondents are valid because seen from the calculated r-value > r table (0.142) so it can be concluded that all statements in the questionnaire can be said to be suitable as instruments for measuring research data.

Table 1.
Validity Test of Emotional Intelligence Indicators

Variable	Indicator	R Count	R Table	Information
Self-awareness	KD1	0.818	0.230	Valid
	KD2	0.762	0.230	Valid
	KD3	0.820	0.230	Valid
	KD4	0.797	0.230	Valid
Self-control	KDD1	0.873	0.230	Valid
	KDD2	0.884	0.230	Valid
	KDD3	0.854	0.230	Valid
	KDD4	0.858	0.230	Valid
Self-motivation	MD1	0.885	0.230	Valid
	MD2	0.848	0.230	Valid

	MD3	0.857	0.230	Valid
	MD4	0.858	0.230	Valid
Social Awareness	KS1	0.911	0.230	Valid
	KS2	0.863	0.230	Valid
	KS3	0.942	0.230	Valid
	KS4	0.961	0.230	Valid
Social Skills	KTS1	0.849	0.230	Valid
	KTS2	0.863	0.230	Valid
	KTS3	0.829	0.230	Valid
	KTS4	0.879	0.230	Valid
MSME performance	KU1	0.873	0.230	Valid
	KU2	0.887	0.230	Valid
	KU3	0.872	0.230	Valid
	KU4	0.913	0.230	Valid

Table 2.
Reliability Test of Emotional Intelligence Indicators

Variable	Cronbach's Alpha	Information
Self-awareness	0.811	Reliable
Self-control	0.890	Reliable
Self-motivation	0.883	Reliable
Social Awareness	0.939	Reliable
Social Skills	0.877	Reliable
MSME performance	0.908	Reliable

Based on Table 2, the results of the reliability test show that all variables in the statement are declared reliable because they have met the required values, namely, with a Cronbach Alpha value > 0.6 .

Test Outer Model

Convergent and Discriminant Validity

An indicator is valid if the indicator's loading factor is positive and more significant than 0.7 and the AVE value is more than 0.5. The loading factor value shows the weight of each indicator/item as a measure of each variable. An indicator with a significant loading factor shows that the indicator is measuring the strongest (dominant) variable. Discriminant validity is used to test the validity of a model. Discriminant validity is seen through the cross-loading value and Fornell-Lacker criteria, which shows the correlation between the construct and its indicators and indicators from other constructs. The standard value for cross-loading and the Fornell-Lacker criteria must be greater than 0.7.

Table 3.
Validity and Discriminant Tests

Variable	Loading Factor	AVE	FL	Cross Landing
Self-awareness	0.820; 0.758; 0.815; 0.803	0.639	0.800	0.820; 0.758; 0.815; 0.803
Self-control	0.873; 0.881; 0.848; 0.867	0.752	0.867	0.873; 0.881; 0.848; 0.867

Self-motivation	0.895;0.835;0.858;0.860	0.743	0.862	0.895;0.835;0.858;0.860
Social Awareness	0.905;0.867;0.941;0.964	0.846	0.920	0.905;0.867;0.941;0.964
Social Skills	0.852;0.865;0.819;0.884	0.732	0.855	0.852;0.865;0.819;0.884
Business Performance	0.867;0.883;0.877;0.917	0.786	0.886	0.867;0.883;0.887;0.917

Reliability

Reliability PLS uses Cronbach's Alpha and Composite Reliability values. It is declared reliable if the Composite Reliability value is above 0.7 and the recommended Cronbach's Alpha value is above 0.7.

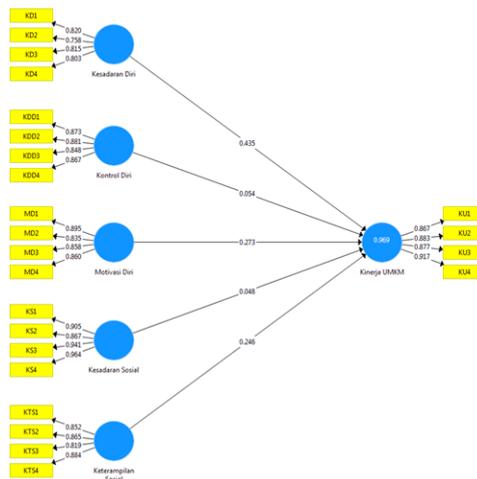
Table 4.
Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Self-awareness	0.811	0.876
Social Awareness	0.939	0.957
Social Skills	0.877	0.916
MSME performance	0.909	0.936
Self-control	0.890	0.924
Self-motivation	0.885	0.920

Inner Model

The inner or structural model is tested to see the relationship between constructs, significance values , and the R-square of the research model.

Figure 1.
Structural Model



R-Square Test

Table 5.
R-Square Test

Variable	R-Square	R-Square Adjusted
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MSME performance	0.969	0.967
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Based on table 5 above shows that the R-Square value of the MSME Performance variable is 0.969; this value means that the independent variable of 96.9% can explain the MSME Performance variable, and the remaining 03.1% can be explained by other variables not included in this research.

Predictive Relevance (Q Square)

**Table 6.
Predictive Relevance Test**

Variable	Q ² (=1-SSE/SSO)	Information
MSME performance	0.748	Has predictive relevance value

Based on the data presented in the table above, it can be seen that the Q square value for the dependent variable is > 0. By looking at this value, it can be concluded that this research has a good observation value because the Q square value is > 0 (zero).

Hypothesis Test

**Table 7.
Hypothesis Testing**

Variable	Indicator	T Statistics	P Values
Self Awareness -> MSME Performance	0.435	5,098	0,000
Self Control -> MSME Performance	0.054	2,806	0.005
Self Motivation -> MSME Performance	0.273	2,740	0.006
Social Awareness -> MSME Performance	0.048	2,128	0.034
Social Skills -> MSME Performance	0.246	2,495	0.013

Testing the structural relationship model is to explain the relationship between the variables in the research. Structural model testing was carried out through tests using PLS software. The basis to test the hypothesis directly is the image output and the values in the path coefficients output. The basis used to test the hypothesis directly is if the p-value < 0.05 (significance level = 5%) and the T statistic value > 1.960, then it is stated that the exogenous variable significantly influences the endogenous variable. Someone with high self-awareness will work better according to standards and ultimately achieve better performance (Putra et al. (2021) in running their business, so business performance will also increase. In their research, Paramitha and Wahyuni (2021) concluded that self-control positively affects performance. Laia (2022), in her research, concluded that motivation has a positive and significant effect on business performance. Siswandono (2021) stated in her research that social awareness, which is part of emotional intelligence, affects performance. Nugraheni (2022), in his research, stated that social skills influence business performance.

CONCLUSIONS

1. Self-awareness of MSME performance shows a coefficient value of 0.435, p-values of 0.000 < 0.05, and t-statistics of 5,098 > 1.960. These results show that self-awareness influences the performance of MSMEs, so there is a positive association between self-awareness and the business performance of women in MSMEs.
2. Self-control on MSME performance shows a coefficient value 0.054, p-values of 0.005 < 0.05, and t-statistics of 2,806 > 1.960. These results show that self-control influences

the performance of MSMEs, so there is a positive association between self-control and the business performance of women in MSMEs.

3. Self-motivation on MSME performance shows a coefficient value of 0.273, p-values of $0.006 < 0.05$ and t-statistics of $2,740 > 1.960$. These results show that self-motivation influences the performance of MSMEs, so there is a positive association between self-motivation and the business performance of women in MSMEs.
4. Social awareness of MSME performance shows a coefficient value 0.048, p-values of $0.034 < 0.05$, and t-statistics of $2,128 > 1.960$. These results show that social awareness influences the performance of MSMEs, so there is a positive association between social awareness and the business performance of women in MSMEs.
5. Social skills on the performance of MSMEs show a coefficient value of 0.246, p-values of $0.013 < 0.05$, and t-statistics of $2,495 > 1.960$. These results show that social skills influence the performance of MSMEs, so there is a positive association between social skills and the business performance of women in MSMEs.

Recommendations

1. A person must continue to increase self-awareness and good self-control to increase business performance.
2. Self-motivation has been proven to make someone do their best to develop their business, so they must be able to motivate themselves so that their performance is consistently maintained well.
3. Social awareness and social skills must be possessed to read what is happening in the surrounding environment and establish good connections with others to help in business development.

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