

## CHAPTER I

### INTRODUCTION

#### 1.1 Research Background

An entrepreneur is an individual who seeks, evaluates, and exploits new opportunities to create value in a business endeavor, thereby achieving economic success (Zahra et al., 2014). Entrepreneurs play a crucial role in driving change in the economic sector through their creativity and innovation. They are not only creators of new products/services but also creators of new markets, providing solutions for unmet needs, and transforming worthless resources into valuable assets (Ries, 2011). An entrepreneur also needs to focus on innovation, vision, and creativity as three crucial roles that can drive the growth and advancement of their business's economy (Rani, 2021). Beyond simply starting a business, entrepreneurs are also involved in risk management, resource allocation, and innovation to generate solutions beneficial to society (Shane & Venkataraman, 2000).

With the increase in SMEs, there is a growing number of women becoming entrepreneurs. Female entrepreneurs are defined as women who dare to take steps to start and manage their businesses (Brush & Cooper, 2012). Women actively involved in entrepreneurial activities are believed to often bring unique perspectives and creative solutions to address business challenges, thus playing an important role in driving innovation and economic growth (Verheul et al., 2012). However, to promote the success of female entrepreneurs, appropriate support is indeed needed, as female entrepreneurs often face several barriers hindering their success. According to (Mashapure et al., 2022), there are several obstacles that women entrepreneurs must overcome, such as difficulty obtaining funding, lack of support, unfavorable sociocultural views, bias and discrimination against women, personal struggles, inadequate training and education, and balancing between work and family life. It's also in line with the research conducted by Abdulla & Ahmad, (2023), who stated that the obstacles faced by women entrepreneurs are discrimination, credit difficulties, social bias, limited exposure to math and finance, social isolation, juggling work and home responsibilities, management style

development, negative self-perceptions, hostile work environment, insufficient management and business training and experience, and a lack of female role models.

Exhibit 6 - Challenges | No access to mentors and minimal access to financing are cited as top 2 challenges for women entrepreneurs

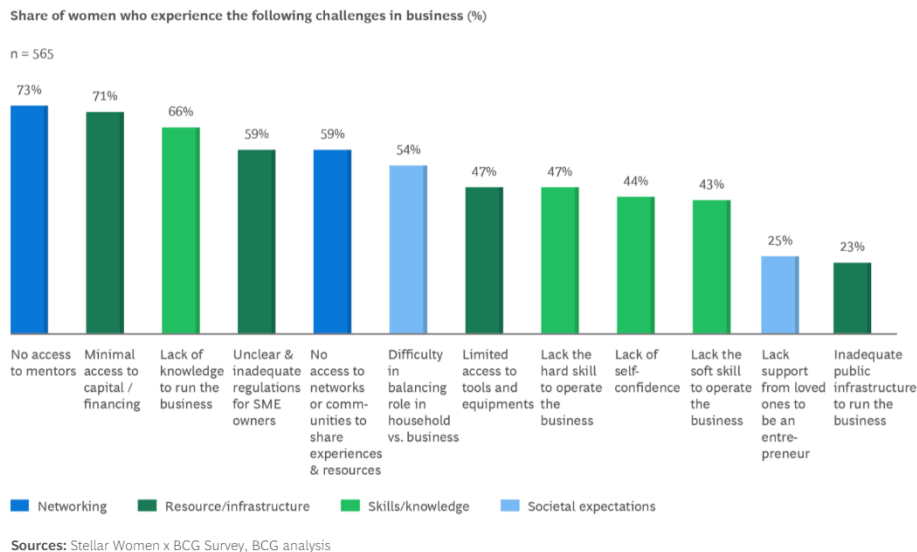


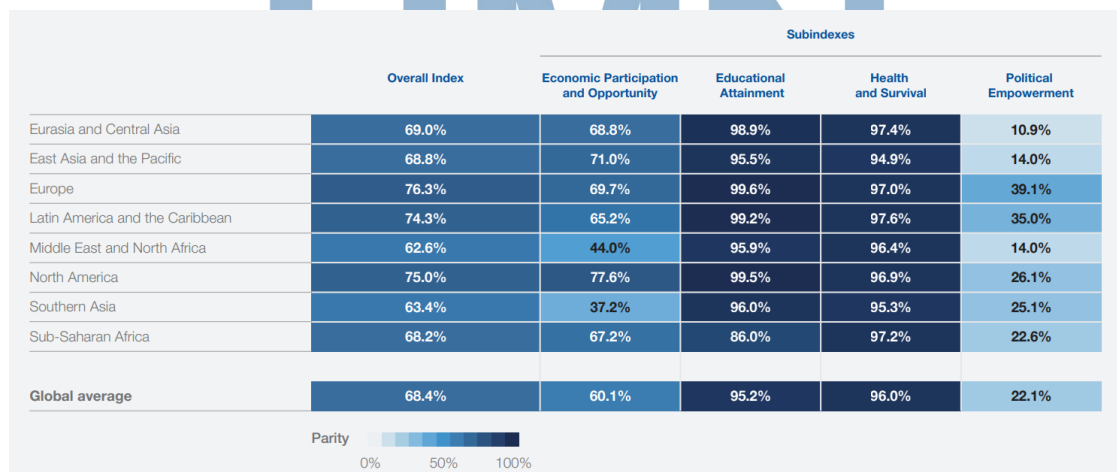
Figure 1.1 Challenges for Women Entrepreneurs

Source: Boston Consulting Group and Stellar Women, 2024

Boston Consulting Group (BCG) with Stellar Women made a research titled “From Dream to Reality: Empowering Indonesian Women Entrepreneurs for a Stronger Society”, that was posted in March 2024. They conducted multiple interviews and distributed surveys to 565 female entrepreneurs with different backgrounds in various regions across Indonesia. In their research, they identified 13 distinct challenges that female entrepreneurs in Indonesia have to face, which is shown in Figure 1.1 above. The top 3 challenges, based on the results, show that 73% of 565 female entrepreneurs have no access to mentors, 71% of female entrepreneurs have minimal access to capital/financing, and 66% of female entrepreneurs lack the knowledge to run the business. Then, 59% of them feel that there is an unclear & inadequate regulation for SME owners from the Indonesian government. There are also 47% of them lack the hard skills, and 43% of them lack

the soft skills to operate a business. Meanwhile, 25% of Indonesian female entrepreneurs lack support from their loved ones. This data shows the real obstacles that female entrepreneurs in Indonesia have to face, even though they have a strong determination to be entrepreneurs.

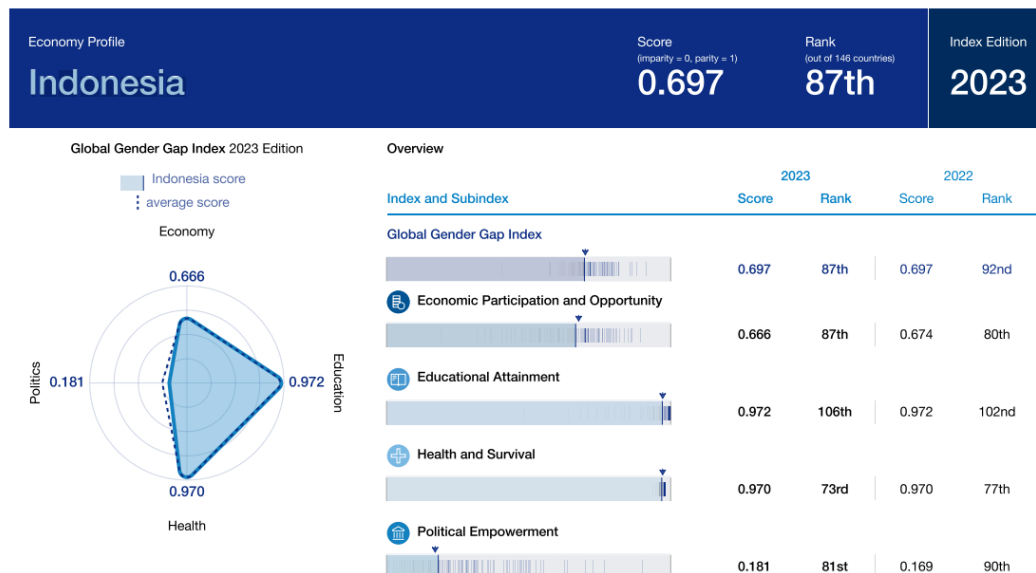
Besides all of the obstacles above, the patriarchal culture also often seen in Indonesia hinders Indonesian women from becoming entrepreneurs. Patriarchy itself refers to the high dominance of men, which results in women having lower status or being subordinate to them (Irma Sakina & Hasanah Siti A, 2017). Patriarchy is also referred to as the "Rule of Father," depicting the high dominance of men within a family (Tunku et al., 2010). The patriarchal culture in Indonesia creates stigma and negative prejudices about women, especially in the aspect of work or entrepreneurship. Women are often considered weak and unable to compete with men who are deemed more competent, which is one of the stigmas or prejudices commonly found in Indonesia (Ilmu et al., 2023). In reality, these stigmas and prejudices not only harm women but also disadvantage men (Iqbal & Harianto, 2022). Men who cannot fulfill all the demands to be strong and tough in all aspects often receive negative judgments from their surroundings. Nevertheless, this does not stop the patriarchal culture in Indonesia.



**Figure 1.2 Global subindexes gender gap report**

**Source: World Economic Forum (WEF), 2023**

In 2023, the World Economic Forum (WEF) released the Global Gender Gap Report 2023. In figure 1.2 above, there is a report on the subindex of economic participation based on several regions. Indonesia itself falls into the Southern Asia region. In the report, the South Asia region is the lowest region with a value of 37.2% in the category of the economic participation and opportunity subindex. This indicates that the South Asia region still has a high gender imbalance in terms of opportunities and economic participation.



**Figure 1.3 Indonesia gender gap report**  
**Source: World Economic Forum (WEF), 2023**

Then, in the report, WEF determined the gender gap scoring system on a scale of 0-1, where a score of 0 indicates high gender inequality, while a score of 1 indicates achieved equality. As seen in the figure, Indonesia ranks 87th with a score of 0.697 out of 146 countries. In the subindex ranking of economic opportunities and participation, Indonesia ranks 87th with a score of 0.666 out of 146 countries (Global Gender Gap Report, 2023). This means that gender inequality in Indonesia in terms of economic opportunities and participation can still be felt. However, knowing that the global average subindex for economic opportunities and

participation is at a score of 0.601, indicates that Indonesia is actually relatively good in terms of equality concerning this subindex.

Although there is still a patriarchal culture and gender inequality in Indonesia, it does not stop women from working and creating. Women entrepreneurs in Indonesia continue to participate and even play a significant role in shaping the Indonesian economy through Micro, Small, and Medium Enterprises (MSMEs) (Kominfo, 2023). Women-owned MSMEs continue to contribute to the growth, resilience, and inclusivity of the economy in Indonesia. Moreover, besides the economic impact, women-owned MSMEs also contribute to social development by promoting gender equality and improving family welfare (Kemenko PMK, 2019).



**Figure 1.4 Women's Contribution to MSMEs**

Source: Katadata, 2018

Women also contribute to the Indonesian economy through Micro, Small, and Medium Enterprises (MSMEs). MSMEs themselves contribute to the Indonesian

economy with about 60% of the Gross Domestic Product (GDP). In this contribution of MSMEs, women play a role, with the number of female entrepreneurs reaching 14.3 million people in 2018 (Katadata, 2018). Not only that, in the above illustration, it is also mentioned that women who own MSMEs also contribute to the GDP by 9.1% and to exports by over 5%. This data shows that women are actually capable of competing and building their own businesses. However, unfortunately, many women abandon their entrepreneurial intentions due to the stigma and prejudices resulting from the harshness of patriarchy. Yet, entrepreneurial intentions are a crucial foundation for women to dare to start their businesses.

Entrepreneurial intention is defined as the decision and drive of an individual to initiate and manage a new business (Utami, 2017). Thus, entrepreneurial intention becomes the driving force behind someone's aspiration to delve into the entrepreneurial world. Entrepreneurial intentions typically arise due to several factors, such as personal values, experience, knowledge, or skills, which can vary depending on an individual's background, such as gender, education, and age (Liñán & Fayolle, 2015). Ultimately, entrepreneurial intention acts as a determinant of an individual's transformative actions, driving them to realize their entrepreneurial dreams and aspirations.

Although Indonesia has a strong patriarchal culture, many women still demonstrate a strong intention to become entrepreneurs. The challenges faced by women in starting businesses often involve social norms that place them in traditional roles, where women are expected to prioritize family over career, as the family breadwinner role is assigned to men and not women (Investing in Women, 2023). However, their spirit and determination in facing these challenges indicate a cultural shift where women are increasingly taking control of their own economic lives. Despite significant obstacles, the increasing number of women overcoming these cultural barriers indicates a growing awareness of women's capabilities and provides hope for the future of female entrepreneurship in Indonesia.



Knowing the crucial role of women-owned MSMEs, efforts to support and empower them from various parties, including the government, private sector, banking institutions, and other organizations, are highly needed to maximize their potential in driving sustainable economic development in Indonesia (Marthalina, 2018). Based on this, the government's support structure becomes one of the crucial roles influencing women's entrepreneurial intentions. Many women entrepreneurs heavily rely on their families for moral and financial support, which is a consequence of the lack of a strong formal business support structure (Muller, 2006). However, a well-functioning government support structure will not only encourage women's entrepreneurial intentions but also provide greater opportunities for sustainable economic growth in Indonesia.

Education level also affects an individual's intention to become an entrepreneur (Liñán & Fayolle, 2015). Generally, individuals with higher levels of education tend to have greater entrepreneurial intentions. Perhaps because higher education is an important stage for developing the knowledge and skills needed in the business world (Ismail, 2023). Additionally, higher education is believed to boost a woman's self-confidence, thus driving her entrepreneurial intentions. The lack of adequate education is one of the perceived barriers for women in the entrepreneurial world (Mahmood et al., 2012).

Women also face several obstacles arising from operational risks. The differing approaches taken by women and men in the entrepreneurial world undoubtedly create different barriers. For example, discrimination more often occurs against women because they are believed to have lower levels of self-confidence than men. In relation to education, this indicates that education is crucial as a fundamental form of knowledge and entrepreneurial skills. By having the knowledge and skills required in entrepreneurship, women will be better equipped to understand the operational risks they may face when managing a business.

Like men, women also need financial assistance to start their businesses. However, because women often face discrimination challenges, they encounter difficulties when trying to start their businesses. Not only that, gender bias also

often becomes a barrier for women who want to build their businesses, as it causes difficulties in obtaining funding from banks or other financial institutions (Ariany et al., 2013). This issue often arises due to gender bias or stereotypes that still prevail in financial institutions, leading women to be perceived as higher risks than men. Therefore, it is important for the government and financial institutions to take concrete steps to address this discrimination and provide fair and equal access to financial resources for women who want to start their own ventures.

Another aspect of support needed by women in starting their businesses is social support. However, because patriarchal systems still dominate many societies and tend to prioritize and provide greater support to men in terms of business development or careers, women often receive less support or lack access to the resources needed to start their businesses. As a result, women often feel isolated or less motivated to pursue their entrepreneurial ambitions. To address this situation, efforts are needed to advocate for gender equality and increase support for women in developing businesses by implementing social support programs and policies that strengthen gender inclusion at the social and economic levels.

Women-owned MSMEs in Indonesia face various challenges stemming from the government support structure, knowledge gaps, operational risks, limited financial assistance, and lack of social support. Examples of challenges related to the government support structure include limited access to financial resources, thus hindering business growth. Complex regulations and bureaucratic obstacles make navigating the system difficult. Additionally, the lack of market information and networking opportunities further hinders their success. The absence of tailored support programs exacerbates these issues, leaving women entrepreneurs without the necessary training and mentoring. Overcoming these challenges is crucial to creating a supportive environment for women-owned MSMEs in Indonesia.

In addition to the lack of government support structures, women also experience educational disparities in the entrepreneurial world. The culture that favors boys in education remains a reality in many societies. Boys are often prioritized to receive higher education, while girls are considered not to need the same level of education.



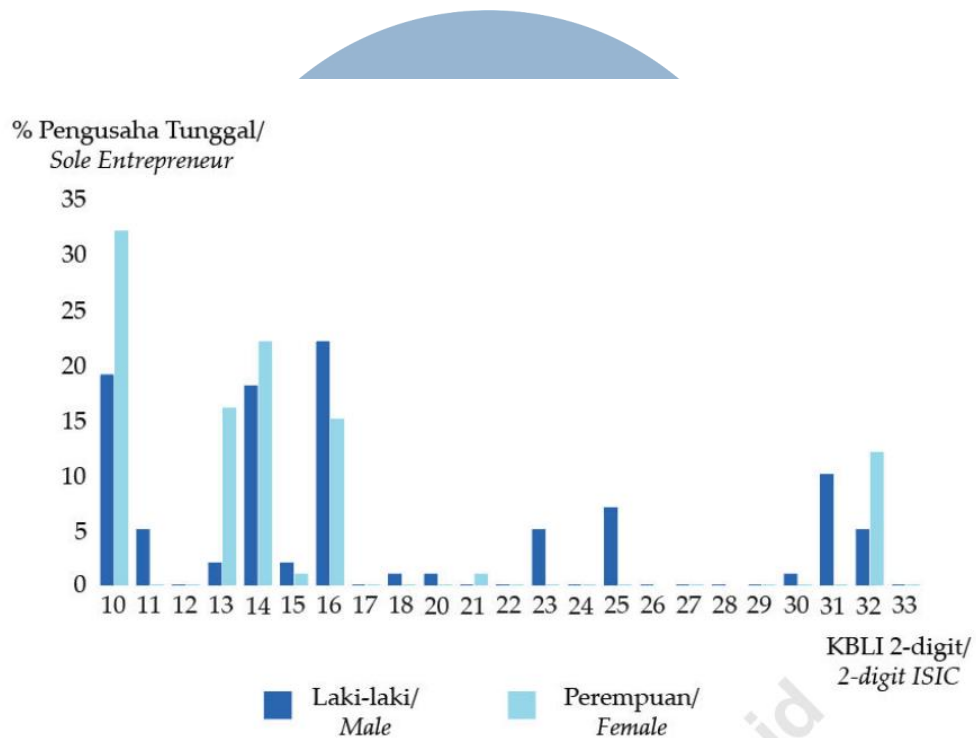
This view reflects gender stereotypes that still influence family decisions in allocating resources for education. As a result, girls are often left with limited access to quality education, limiting their potential to develop the skills and knowledge they need. This underscores the need for action to improve the education system and provide more opportunities for women to acquire the knowledge and skills necessary to succeed in the entrepreneurial world.

An entrepreneur, including female entrepreneurs, often has to face various operational risks in running their businesses. These challenges include difficulties encountered by an entrepreneur internally or externally. For example, such as conflicts with employees to tight competition with other businesses. Especially in Indonesia, which has a relatively high patriarchal culture, female entrepreneurs have to face operational risks in running their businesses. Because patriarchy leads to negative perceptions of women as leaders compared to men. Issues such as male employees' distrust of their female leaders become one example of operational risks that can occur within the scope of entrepreneurship in Indonesia.

The strong patriarchal culture in Indonesia not only affects the roles and perceptions of women in various aspects of life but also poses a significant challenge for female entrepreneurs in the country. Women encounter systemic obstacles in accessing financial capital, support networks, and training opportunities as they strive to expand their businesses, a struggle intensified by societal conventions and regulatory barriers that impede business growth, thereby complicating the process of business expansion for women (Angelina et al., 2022). As a result, female entrepreneurs often face barriers in obtaining initial capital, business loans, or investments from others. Therefore, to create an inclusive and supportive business environment for female entrepreneurs, efforts are needed to address gender stereotypes and raise awareness of the positive contributions that women can make in the business world.

Despite facing various challenges, women entrepreneurs continue to demonstrate remarkable resilience. They are able to overcome difficulties in managing their businesses with stunning innovation and cleverness. Although their

path may be filled with obstacles, their spirit and determination for success remain unshaken. With strong determination, they continue to strive to turn challenges into opportunities, building businesses that not only survive but also thrive amidst an unsupportive environment. Their success reflects their resilience and dedication to pursuing their dreams and achieving success in the entrepreneurial world.



**Figure 1.5 Composition of sole entrepreneur by gender and 2-digit KBLI**

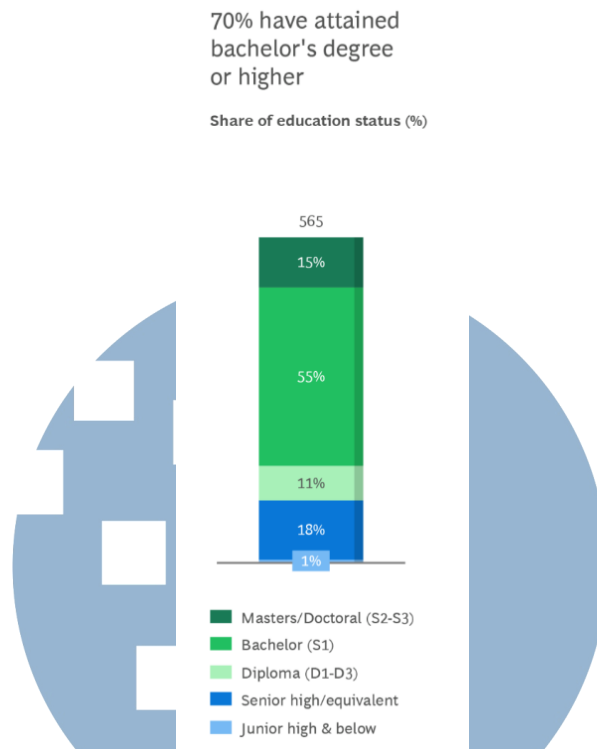
**Source: Badan Pusat Statistik Indonesia, 2023**

This research specifically focuses on women due to evidence of the significant role played by women in the entrepreneurial world. Although often overlooked or not given enough attention, women make a significant contribution to economic development and business innovation. According to data from the Indonesian Central Statistics Agency (*Badan Pusat Statistik Indonesia*), women dominate the single-person micro-enterprise sector (*Industri Mikro Kecil* or *IMK*), accounting for as much as 70.26 percent. The sectors most managed by female single-person entrepreneurs are the food industry (KBLI 10), the textile industry (KBLI 13), and

the ready-made garment industry (KBLI 14). Examining this data indicates that women actively participate and contribute to the entrepreneurial world. Understanding women's roles in entrepreneurship is not only important for promoting gender equality but also for harnessing the full potential of human resources to create positive impacts on the economy and society as a whole.

This research not only focuses on women in general but also directs its attention to undergraduate female students. Because the majority of undergraduate female students are still young and do not yet have the responsibilities of a wife or mother. This results in fewer family conflicts that could disrupt their concentration and commitment to entrepreneurial activities. In addition to not having the responsibilities of a wife or mother, undergraduate students are also considered to have great potential to become successful entrepreneurs because they are pursuing higher education. Through higher education, they are provided access to knowledge, skills, and resources crucial for understanding and overcoming challenges in the business world. With an increasing number of women pursuing higher education and breaking barriers in various fields, their interest and participation in entrepreneurship will continue to significantly rise. Therefore, paying attention to and supporting female students on their journey towards entrepreneurship can be a valuable investment for the future of more inclusive business and economy.

UMIN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA

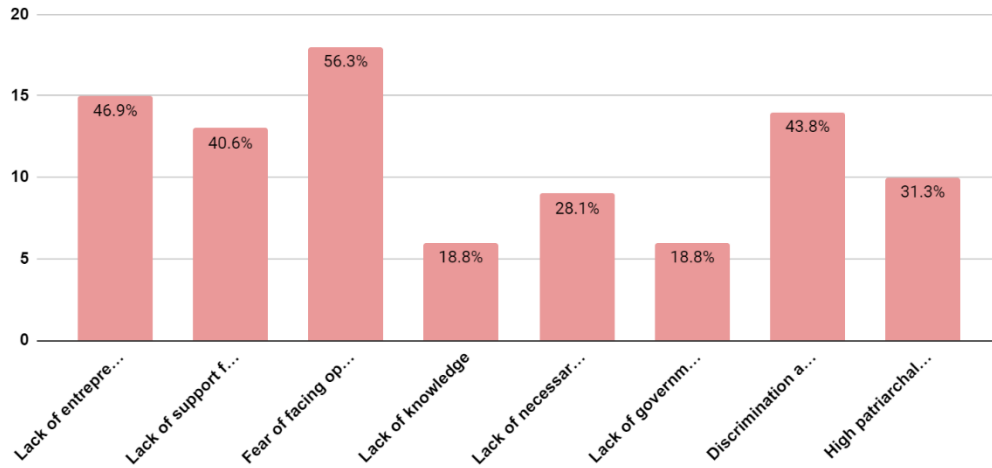


**Figure 1.6 Women Entrepreneurs' Education Status in Percentage**

**Source: Boston Consulting Group and Stellar Women, 2024**

Based on research conducted by Tobing et al. (2024), published in March 2024 in Boston Consulting Group and Stellar Women Reports, out of 565 female entrepreneurs, 55% already hold a bachelor's degree (S1). This indicates that the majority of women who have become entrepreneurs have a background as undergraduate students. It means that undergraduate students have a high intention to become entrepreneurs, leading them to choose entrepreneurship after completing their education. However, unfortunately, they have to face several obstacles in becoming entrepreneurs.

### The challenges encountered by female university students who want to become entrepreneurs



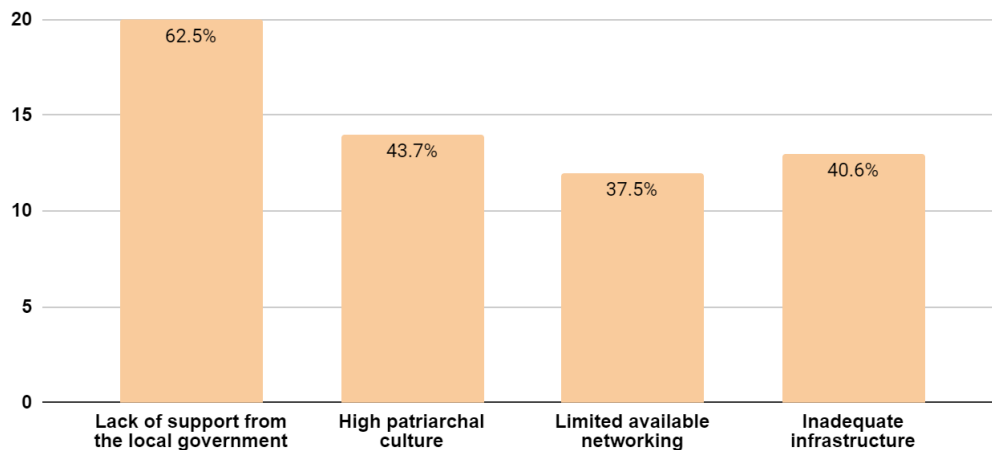
**Figure 1.7 Challenges Encountered by Female University Students**

**Source: Author Data, 2024**

The author conducted a mini-survey to see what kind of obstacles female students in universities in Tangerang Raya have to face. A mini survey was conducted using Google Forms with a total of 32 female university students in Tangerang Raya. Based on the data above, the most significant challenge, cited by 56.3% of respondents, is the fear of facing operational risks. This suggests a substantial concern among these students about uncertainties and potential losses associated with starting and running a business. The second most cited challenge, 46.9% of respondents choose lack of entrepreneurial capital. It means that nearly half of the respondents struggle with securing the necessary funds to start their ventures. Then, 43.8% of respondents choose discrimination against women. It indicates that discrimination based on gender remains a significant barrier for aspiring female entrepreneurs in this region. 40.6% of the students feel that they lack support from their surroundings (family or relatives). This lack of encouragement and practical assistance can be discouraging, whereas emotional and financial support from family and friends is often crucial for budding entrepreneurs.

Not only that, 31.3% of respondents feel like high patriarchal culture is a barrier for them to be an entrepreneur. In such environments, traditional gender roles and societal expectations can limit women's opportunities and discourage them from pursuing entrepreneurship. Then, 28.1% of them lack of necessary networking needed to be an entrepreneur. Whereas, networking can provide opportunities for mentorship, partnerships, and market insights, which are essential for growth and sustainability in business. Lastly, 18.8% of female students feel that they lack the necessary knowledge to run a business and also lack of support from the government. Based on the survey conducted, it can be concluded that although many female students aspire to become entrepreneurs, they still have to face several challenges in the process. Moreover, these challenges can reduce the entrepreneurial intentions of female students. In addition to the challenges to be an entrepreneur faced by female students, the mini survey also asked about the challenges they are aware of in Tangerang Raya.

**The challenges encountered by female university students in Tangerang Raya**



**N U S A N T A R A**

**Figure 1.8 Challenges Encountered by Female University Students in**

**Tangerang Raya**

**Source: Author Data, 2024**



Based on figure 1.8, 62.5% of 32 female students feel like there is a lack of support from the local government, in the context of being a female entrepreneur in Tangerang Raya. This lack of support could encompass inadequate access to funding, insufficient entrepreneurial programs or initiatives, and a lack of policies that encourage and facilitate female entrepreneurship. Then, 43.8% of them chose the highly patriarchal culture in Tangerang Raya as one of the barriers they faced. Such a cultural environment can impose restrictive gender roles and societal expectations that limit the opportunities and acceptance of women pursuing entrepreneurial endeavors. The third barrier is inadequate infrastructure with 40.6% of respondents choosing it as one of the challenges. This could involve poor access to essential services and facilities such as transportation, internet connectivity, and physical business spaces in Tangerang Raya. Lastly, A considerable number of respondents, about 37.5% identified limited networking opportunities as a barrier. The lack of such opportunities can restrict the resources and support available to female entrepreneurs. That's why in this case, the author focuses on female university students in Tangerang Raya, to know what factors engage them to become entrepreneurs despite all of the barriers, especially knowing there is also a high unemployment rate in Tangerang Raya.

The unemployment rate in the province of Banten which oversees Tangerang Raya has become a significant issue in the region. With a continuously growing population and job seekers outnumbering available job opportunities, many individuals face difficulties in finding employment that matches their qualifications and interests. However, becoming an entrepreneur can be a potential solution to address this unemployment issue. By starting their own businesses, individuals can create job opportunities for themselves and others. Entrepreneurs can also stimulate the local economy by creating new job opportunities, increasing the purchasing power of the community, and fostering business growth in the area.

Jenis Kelamin	Tingkat Pengangguran Terbuka (TPT) Menurut Jenis Kelamin di Provinsi Banten (persen)					
	2022		2023		2024	
	Februari	Agustus	Februari	Agustus	Februari	Agustus
Laki-laki	8,19	7,39	7,70	7,10	6,95	-
Perempuan	9,15	9,35	8,43	8,28	7,14	-
Laki-laki+Perempuan	8,53	8,09	7,97	7,52	7,02	-

**Figure 1.9 Open Unemployment Rate by Gender in the Province of Banten**

**Source: *Badan Pusat Statistik Banten, 2024***

Based on the data from *Badan Pusat Statistik* (BPS) Banten province (2024) in the image above, the open unemployment rate in Banten province for males and females from 2022 to 2024 shows several significant differences. It can be seen that in February 2023, the unemployment rate for females was 0.73% higher than for males. Then, in August 2023, the unemployment rate for females was 1.18% higher than for males. This indicates that in Banten province, more females are openly unemployed than males, although both experienced a percentage decrease from February to August. Then, in February 2024, the difference in unemployment rates for females was 0.19% higher than for males. From this data, it can be concluded that although the unemployment rate for both genders decreased over time, the difference between male and female unemployment rates remains, albeit slightly reduced in early 2024. The high unemployment rate for females indicates additional challenges that may be faced by females in the workforce compared to males.

Kabupaten/Kota	Tingkat Pengangguran Terbuka (TPT) Menurut Kabupaten/Kota di Provinsi Banten (persen)		
	2021	2022	2023
Kab Pandeglang	7,70	9,24	9,05
Kab Lebak	7,86	8,55	7,57
Kab Tangerang	9,06	7,88	6,94
Kab Serang	10,58	10,61	9,94
Kota Tangerang	9,07	7,16	6,76
Kota Cillegon	10,13	8,10	7,25
Kota Serang	9,41	8,17	7,45
Kota Tangerang Selatan	8,60	6,59	5,81
Provinsi Banten	8,98	8,09	7,52

**Figure 1.10 Open Unemployment Rate by Regency or City in the Province of Banten**

**Source: *Badan Pusat Statistik Banten, 2023***

Based on the data from *Badan Pusat Statistik Banten* (2023) in the image above, the open unemployment rate in several areas of Tangerang Raya, namely Tangerang Regency, Tangerang City, and South Tangerang City, can be observed. Although these three areas of Tangerang Raya experienced a decrease from 2022 to 2023, there are still people categorized as openly unemployed in Tangerang Raya. In 2023, Tangerang Regency had an open unemployment rate of 6.94%, Tangerang City had a rate of 6.76%, and South Tangerang City had a rate of 5.81%. The open unemployment rate in these three areas can be reduced through the growth of entrepreneurship. Entrepreneurship plays a role in addressing unemployment by creating new job opportunities not only for business owners but also for others.

Looking at the unemployment rate data above, it can be seen that the open unemployment rate in several areas of Tangerang Raya, namely Tangerang Regency, Tangerang City, and South Tangerang City, remains high. This provides a strong reason for entrepreneurship as a solution to address unemployment in these areas. Since women have a higher unemployment rate compared to men, it is a compelling reason to focus on encouraging women to become entrepreneurs. Therefore, this research focuses on female students in universities in the region of Tangerang Raya, with the aim of identifying the factors that influence their entrepreneurial intentions, thus encouraging them to become entrepreneurs.

## **1.2 Problem Formulation and Research Question**

Women entrepreneurs hold a crucial role in Indonesia. However, many obstacles influence female students' entrepreneurship intention in Tangerang Raya. So, based on the research backgrounds stated, the research questions are written as follows:

1. Is support structure positively related to female student's entrepreneurial intention?
2. Is advanced knowledge positively related to female student's entrepreneurial intention?

3. Are operation risks negatively associated with female students's entrepreneurial intention?
4. Is financial support positively related to female student's entrepreneurial intention?
5. Is lack of social support negatively related to female student's entrepreneurial intention?

### **1.3 Research Objectives**

Based on the research question, the research purposes are written as follows:

1. Investigate the positive relationship between support structure and female entrepreneurial intention
2. Investigate the positive relationship between enhanced knowledge and female entrepreneurial intention
3. Investigate the negative association between operating risks and female entrepreneurial intention
4. Investigate the positive relationship between financial support and female entrepreneurial intention
5. Investigate the negative relationship between the lack of social support and female entrepreneurial intention

### **1.4 Research Benefits**

This study is expected to benefit future researchers. The benefits are written as follows:

#### **1.4.1 Academic Benefit**

Through this study, the researcher aspires for the findings to offer guidance for advancements in the Entrepreneurship field, particularly addressing the challenges faced by female university students. Additionally, the researcher intends for these insights to be a valuable resource for students researching entrepreneurial intentions among their peers.

#### **1.4.2 Practitioner Benefit**

The researcher hopes to share knowledge and information related to students' entrepreneurial intentions in the Tangerang Raya area, aiming to foster a more robust entrepreneurial culture. This increase in the number of entrepreneurs is expected to help create new job opportunities, thereby stimulating economic growth. Ultimately, the researcher aims to contribute to reducing unemployment rates in Indonesia by encouraging and supporting the next generation of business leaders.

### **1.5 Research Limitation**

In this study, the researcher sets boundaries to ensure that the research yields precise outcomes centered around the defined research issue. The following are the research limitations:

1. In this study, variables are divided into two categories, namely independent and dependent variables. For the independent variables, there are government support structure, knowledge, operating risks, financial support, and social support. Meanwhile, the dependent variable is entrepreneurial intention.
2. In collecting data, the researcher narrowed down the scope of the study by selecting female respondents in accordance with the variables and targets under investigation. Additionally, the researcher also limited the respondents' occupation to female university students in the Greater Tangerang area.
3. To collect data for analysis in the study, the researcher used a questionnaire as a tool to gather and present data. The questionnaires were distributed through chat groups, social media, and also with the assistance of close friends.
4. In collecting data, the researcher has a limitation in reaching a few universities in Tangerang Raya. Where the researcher only got to reach 7 universities in Tangerang Raya, due to the researcher's connection. The 7 universities concluded in this research are Multimedia Nusantara University, Pradita University, Prasetya Mulya University, Bina Nusantara Alam Sutera University, Pelita Harapan University, Pembangunan Jaya University, and Pamulang University.

5. To efficiently and professionally manage this data, the researcher utilized the SPSS application for both preprocessing and primary data analysis.

## **1.6 Writing System**

### **Chapter 1: Introduction**

This chapter describes the background related to research on women's entrepreneurial intention, research questions, research purpose, research benefit, research limitations, and systematic writing of the research.

### **Chapter 2: Literature**

This chapter discusses the theories to be applied in the research and previous studies that will be used as writing references. This chapter also explains the variable used, research model, and hypothesis.

### **Chapter 3: Methodology**

This chapter provides an overview of the research object, research methods, research variables, data collection techniques, and data analysis methods.

### **Chapter 4: Result and Discussion**

This chapter will discuss the research findings derived from the analysis and data processing conducted by the researcher.

### **Chapter 5: Conclusion**

In this chapter, the researcher will detail the research's conclusions and outcomes, and endeavor to offer suggestions to women, government officials, academics, and future researchers, aiming to enhance the accuracy of both the research and its solutions.

## **Reference**

This section will include the sources utilized in the research, such as journals, news articles, books, and other materials.