

Behavior and Character on the development of women entrepreneurs the impact on the performance of women entrepreneurs (Case in DKI Jakarta)

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ABSTRACT : This study is intended to determine the effect of the behavior and character of women entrepreneurs on the development of women entrepreneurs, which have implications for the performance of women entrepreneurs in East Jakarta, the Special Capital Region of Jakarta. The data is by distributing question instruments to women entrepreneurs with the Likert scale method, processed by the path analysis method suitable for primary data. The study results include direct and indirect effects of behavioral and character variables on the development of women entrepreneurs and direct effects on women's entrepreneurial performance. In contrast, the indirect influence is from the behavioral and character variables on performance. The biggest direct effect is behavior (X1) of 0.547 on the development of women entrepreneurs, and the smallest direct effect of 0.379 is the character (X2) on the performance of women entrepreneurs. Furthermore, the biggest indirect effect is behavior on performance (Z) 0.245 through the intervening variable for developing women's entrepreneurs (y). then the two variables have a direct and indirect influence on the development of women entrepreneurs and the performance of women entrepreneurs.

KEYWORDS: Behavior, character, development of women entrepreneurs and performance of women entrepreneurs.

I. INTRODUCTION

With the development of technology and science, women are now starting to be proud of themselves because a woman's abilities are starting to be equated with the abilities of great men. Many women have succeeded in their careers and do not be surprised at the current era of globalization. Many female entrepreneurs are creative and able to see opportunities and dare to innovate to make something new in the form of a breakthrough. So, it can be said that modern women now prefer career paths to become entrepreneurs. Competencies need to be owned by women entrepreneurs as well as other professions in life. These competencies support them towards success. For example, how to design a business, organize and identify a company, including calculating, predicting, administering, and recording business activities. Knowing business management means understanding tips, methods, processes, and managing all company resources effectively and efficiently (Frederick, H., Donald F. Kuratko, and Richard M. Hodgetts. 2006). Having the proper attitude, which is having the perfect attitude towards the business he does. He must behave like a merchant, industrialist, businessman, executive who is sincere and not half-hearted—having adequate capital, which is having sufficient capital. Capital is not only material but also spiritual. Trust and determination are the main capital in the business. Therefore, there must be enough time, enough money, enough energy, space, and mentality. Managing finances effectively, namely having the ability/managing finances effectively and efficiently, finding sources of funds and using them appropriately, and controlling them accurately and following (Kickul, Jill, and Lisa K. Gundry. 2002), Managing time efficiently, namely the ability to manage time as efficiently as possible. Organize, calculate, and keep time according to their needs. Managing people, namely the ability to plan, organize, direct/motivate, and control people running the company.

Customer Satisfying is by providing high-quality products, namely giving satisfaction to customers by providing quality, useful and satisfying goods and services and knowing Hozu to Compete, which is knowing the strategy / how to compete. Entrepreneurs must be able to reveal strengths, weaknesses, opportunities, and threats, themselves and competitors. He must use SWOT analysis and against himself and competitors in copying with regulation and paperwork, namely making rules/guidelines that are clearly stated, not implied. (Ernani. H. 2014). Women who choose entrepreneurship are obliged to mentally instill some attitudes and behaviors in themselves to excel in their fields. Every successful woman entrepreneur with a humble attitude who is successful in various fields of business can be a role model for others to continue to

work and progress—not talking about a business that is growing very rapidly and progressing, but about the ways, attitudes, and personality of female entrepreneurs. Never be jealous, be proud of your strengths and abilities, but you should always keep a low profile. High Motivation. Every woman who has an entrepreneurial spirit must have high motivation for herself, bringing a good virus to others. The spirit of motivation can be obtained from anywhere. Women must continue to learn, even learn from their mistakes. In the course of life, surely every human being will find failure, but at least we must rise and go through it never to lose to failure. Empowerment. The mission of empowerment is always behind every policy. Collaboration. Women need to collaborate to be successful in any field of business. Collaboration is not only done with women but also men. "Women need to unite with a competent team, but that does not mean they are underestimating or that men are excluded. The entrepreneurial woman is one of them. Next is to compare the business performance of entrepreneurial women with entrepreneurial men. A curious question is repeatedly present: is the business performance of women entrepreneurs better than men? Several studies reveal some interesting findings. Comparisons are made by considering gender, race, education, location, experience, start-up capital, and industry. The study results show that women's business entrepreneurs, on average, perform well in the good category. (Haryono, Tulus, and SitiKhoiriyah. 2012) However, women entrepreneurs have a greater chance of closing their businesses more quickly.

Theory :An entrepreneur runs a business for profit which in the process can create something productive and has more benefits. An entrepreneur or an entrepreneur must also have certain and unified behavior in oneself, such as self-confidence, to establish a person's desire to make sense of something that has not been carried out before. According to Robbin & Coulter; Entrepreneurship is a process in which an individual or group of individuals uses organized efforts and means to seek opportunities to create value and grow by fulfilling wants and needs through innovation and uniqueness, no matter what resources are currently controlled (Haryono, Tulus, and SitiKhoiriyah). 2012) Entrepreneurship is a value needed to start a business (start-up phase) and business development (venture growth). (Bracker, Jeffrey S., Barbara W. Keats, and John N. Pearson. 2006); Entrepreneurship is a value embodied in behavior that is used as the basis for resources, driving forces, goals, tactics, tips, processes, and business results.

While the traits possessed by Entrepreneurs: self-confidence, namely the characteristics of a person's maturity is that he is not dependent on others, has a high sense of responsibility, is objective and critical (Robbins. 2007). He does not just absorb other people's opinions or opinions, but he considers them critically. Emotionally can be said to be stable, not easily offended and angry. Also, a high social level, willingness to help others, and the highest is his closeness to Khaliq, the creator. It is hoped that entrepreneurs like this can run their business independently, honestly, and are liked by all their relationships. Task and result-oriented, that is, this person does not prioritize prestige first, achievement later. However, he is addicted to new achievements, and then after he succeeds, his prestige will rise. Young people who always think of prestige first and achievements later will not progress.

Various motivations will emerge in business if we try to get rid of prestige. We will be able to work hard, energetically, without being ashamed of being seen by friends, as long as we do lawful work. Risk-taking in entrepreneurship is full of challenges and risks, such as competition, fluctuating prices, unsold goods, and others. However, all these challenges must be faced with full calculation. If the calculation is mature, considering all kinds of aspects, keep walking without forgetting to take refuge in Him. Leadership does exist within each individual. However, now, the nature of leadership has been widely studied and trained. It depends on each individual in adjusting to the organization or person he leads. A good leader must be willing to accept criticism from subordinates, and he must be responsive. Originality does not always exist in a person. What is meant by original here is that he follows other people and has his own opinion, has original ideas, and can do something. The weight of the original creativity of the product shows the difference from what has been there before. The originality of an entrepreneur demands creativity in carrying out their duties. Creativity is the ability to make new combinations (Dalimunthe, R. (2002). For entrepreneurs, this level of creativity will greatly support the progress of their business. Honesty will bring trust to business partners and the community so that entrepreneurship will be easy to get support from various parties. (Karsidi, R. 2007) Honesty will also bring blessings to entrepreneurship because dishonest or fraudulent nature will lead to accidents.

II. METHOD

A population is an entire group of elements, usually people, objects, transactions, or events in which we are interested in studying or being the object of research. The sample is a subset of the population unit/part of the population, expected to represent the research population. The sample selection of women entrepreneurs in the

DKI Jakarta area, meanwhile, this study's variables include endogenous and exogenous variables. These variables are identical to the independent or explanatory variables that can stand alone without being dependent or influence by other factors. This variable is usually considered a predictor or causal variable because it predicts or causes the dependent variable. The variable of female entrepreneurial behavior (X1) with indicators Knowing business goals, motivating, influencing, not giving in to risk, managing problems, daring to take risks, achievement, hardworking, leading employees, product quality, being responsible and confident of success. The variable of female entrepreneurial character (X2) indicates whether or not there is family pressure, looking at experience, family support, doing business with existing funds, background. Including the variable of women's entrepreneurial development (Y). while the performance variables of women entrepreneurs are achieving targets, products that consumers want, being able to compete with competitors, high product image in the eyes of consumers. This research is a quantitative and descriptive study that discusses the causal relationship or influence between the research variables that have been determined. Based on its objectives, the research design used is explanatory research which aims to explain the effect and test hypotheses regarding the presence or absence of such influence. According to (Hair, Joe F., Christian M. Ringle, and Marko Sarstedt, 2011), explanatory research that tests hypotheses to explain the nature of certain relationships or determine differences between groups or the independence of two or more factors in something which is then formulated with an econometric model. The influence studied in women's entrepreneurial behavior and the character of women entrepreneurs on the performance of women entrepreneurs in East Jakarta.

Path analysis was first developed in the 1920s by a geneticist, namely Sewall Wright is a technique used to analyze the pattern of relationships between variables to know the direct or indirect effect of a set of independent variables (independent) on the dependent variable (dependent), Ridwan and Kuncoro (2017). The path analysis model is used to analyze the pattern of relationships between variables to know the direct or indirect effect of a set of independent variables (exogenous) on the dependent variable (endogenous).

The normality test aims to test whether the data to be used in the regression model is normally distributed or not. To test whether data is normally distributed or not, it can be known using a normal plot graph (Ridwan and Kuncoro (2017). Multicollinearity is to see the relationship between the independent variables. This study discusses the problem of multicollinearity by testing the correlation between independent variables. The correlation value between variables can see the multicollinearity problem with the correlation test between variables. If the correlation coefficient is more than 0.80, it can be concluded that there is multicollinearity in the model. On the other hand, if the correlation coefficient is less than 0.80, the model does not contain multicollinearity problems. In this study, the heteroscedasticity test was carried out using the White test to identify the problem of heteroscedasticity. A model is said to have symptoms of heteroscedasticity if the calculated chi-square value is greater than the critical chi-square value. On the other hand, if the calculated chi-square value is smaller than the critical chi-square value, it can be concluded that there is no heteroscedasticity problem.

Validity testing in this study is to use content validity and construct validity. *Content validity* is a measure that is considered based on the extent to which the content of the measuring instrument represents all aspects of the conceptual framework. The validity of the construct is to measure the consistency between the components of one construct and another. To test the validity of the construct used the product-moment correlation formula. To test the validity of the research instrument (questionnaire), which is to find out how far the accuracy and accuracy of the measuring instrument in carrying out its size function, the statistical formula of the Corrected item Correlation Method is used. An internal reliability test is a way of testing a measuring instrument for one-time data collection. The reliability test used in this study is Cronbach's Alpha. This formula is used to see the extent to which measuring instruments can provide relatively undifferentiated or consistent results when the re-measurement of a social phenomenon is carried out. Data testing is done by path analysis, which tests the pattern of relationships that reveal the effect of a variable or set of variables on other variables, with direct and indirect effects.

III. RESULT

Parameter estimation or path coefficient calculation for parameter estimation is done with SPSS 22.0 software for windows. The results of the substructure equation analysis are used to analyze the pattern of relationships between variables to know the direct or indirect effect of a set of exogenous variables on the endogenous. In the following, the results of the path coefficient calculations in this study are presented.

Test Results for Sub Structure I:

Substructure Equation 1: $Y = \rho_{yx_1} X_1 + \rho_{yx_2} X_2 + \rho_{ye_1}$

Table 1. Results of Sub Structure Correlation Analysis I

Correlations

		Women's entrepreneurial behavior	Women's entrepreneurial character	Entrepreneurial development
Entrepreneurial behavior	Pearson Correlation	1	,843**	,811**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Entrepreneurial character	Pearson Correlation	,843**	1	,828**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Development	Pearson Correlation	,811**	,828**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2020)

between women's entrepreneurial behavior and entrepreneurial development is 0.811, meaning that the relationship between women's entrepreneurial behavior and entrepreneurial development is stated to be strong. The positive correlation coefficient value indicates that the direction of the relationship between the behavior of women entrepreneurs and the development of women entrepreneurs is unidirectional. Likewise, the results of the analysis of the correlation coefficient between the character of women entrepreneurs and the development of entrepreneurs are 0.828, meaning that the relationship between the character of women entrepreneurs and the development of women entrepreneurs is stated to be strong. A positive correlation coefficient value indicates that the direction of the relationship between entrepreneurial character and the development of female entrepreneurs is unidirectional.

The significance test of the correlation magnitude using a t-test produces a probability of 0.000. This probability value is lower than the specified significance level of 0.05 so that H0 (no significant relationship) is rejected and Ha (significant relationship) is accepted.

Test Results for Sub Structure I:

Table 2. t- Test Sub Structure I

Coefficients^a

Model	Standardized Coefficients	T	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF
1 (Constant)		-1,587	,000		
Behavior	,679	8,551	,000	,323	3,091
Character	,547	3,910	,000	,323	3,091

a. Dependent Variable: Entrepreneurial Development

Source: Processed data 2020

(1) Women's entrepreneurial behavior directly affects the development of women entrepreneurs in East Jakarta. **The CoefficientsTable** shows the individual test (partial) / t-test, the Sig value is 0.000, where the Sig 0.000

value is smaller than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected, and H_a is accepted, meaning the path analysis coefficient is significant. So, women's entrepreneurial behavior has a significant effect on entrepreneurial development.

(2) The character of women entrepreneurs directly affects the development of women entrepreneurs in East Jakarta. **The Coefficients Table** shows the individual test (partial) / t-test, the Sig value is 0.000, where the Sig 0.000 value is less than 0.05 or $[0.000 < 0.05]$, then H_0 is rejected, and H_a is accepted, meaning the path analysis coefficient is significant. So, the character of women entrepreneurs has a significant effect on the development of women entrepreneurs.

Substructure Path Analysis Model 2

Substructure Equation 2: $Z = \rho_{zx_1} X_1 + \rho_{zx_2} X_2 + \rho_{zy} Y + \rho_{ze}$

Table 3. Results of Correlation Analysis Sub Structure II

Correlations

		Perilakuwirausaha sahawanita	Watakwirausaha sahawanita	Perkembanganwirausaha	Kinerjawirausaha nita
Behavior	Pearson Correlation	1	,823**	,911**	,709**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Character	Pearson Correlation	,823**	1	,848**	,690**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Development	Pearson Correlation	,911**	,848**	1	,734**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Entrepreneurial performance	Pearson Correlation	,709**	,690**	,734**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data 2020

The results of the correlation analysis show that the correlation coefficient between women's entrepreneurial behavior and women's entrepreneurial performance is 0.709, meaning that the relationship between women's entrepreneurial behavior and women's entrepreneurial performance is stated to be strong. The positive correlation coefficient value indicates that the relationship between women's entrepreneurial behavior and women's entrepreneurial performance is unidirectional. The results of the analysis of the correlation coefficient between the character of women entrepreneurs and the performance of women entrepreneurs are 0.690, meaning that the relationship between the character of women entrepreneurs and the performance of women entrepreneurs is quite strong. The positive correlation coefficient value indicates that the direction of the relationship between the character of women entrepreneurs and the performance of women entrepreneurs is unidirectional.

The results of the analysis of the correlation coefficient between the development of women entrepreneurs and the performance of women entrepreneurs are 0.734, meaning that the relationship between the development of women entrepreneurs and the performance of women entrepreneurs is strong. A positive correlation coefficient value indicates that the relationship between job satisfaction and employee performance is unidirectional. The significance test of the correlation magnitude using a t-test produces a probability of 0.000. This probability value is lower than the specified significance level of 0.05 so that H_0 (no significant relationship) is rejected and H_1 (significant relationship) is accepted.

Table 4. t-test Sub Structure II

Coefficients^a

Model	Standardized Coefficients	T	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF
1(Constant)		5,127	,000		
Behavior	,584	3,333	,000	,162	6,188
Character	,379	2,100	,000	,266	3,1002
Development	,361	1,771	,000	,140	7,138

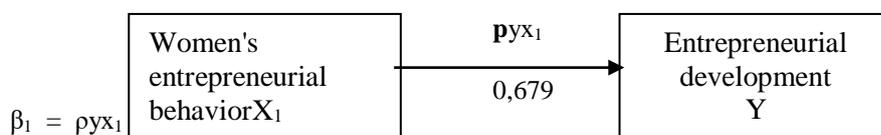
a. Dependent Variable: Women's entrepreneurial performance
Source: Processed data 2020

The entrepreneurial behavior of women has a direct effect on the performance of women entrepreneurs in East Jakarta. The Coefficients Table shows the individual test (partial) / t-test, the Sig value is 0.001, where the Sig value is 0.001 less than 0.05 or [0.000 < 0.05], then Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. So, the behavior of women entrepreneurs significantly influences the performance of women entrepreneurs. The character of women entrepreneurs has a direct effect on the performance of women entrepreneurs in East Jakarta.

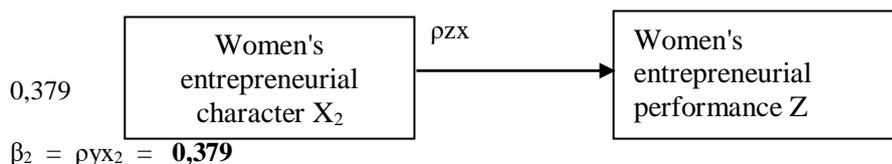
The Coefficients Table shows the individual test (partial) / t-test, the Sig value is 0.007, where the Sig value is 0.007 less than 0.05 or [0.000 < 0.05], then Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. So, the behavior of women entrepreneurs significantly influences the performance of women entrepreneurs. The development of women entrepreneurs has a direct effect on the performance of women entrepreneurs in East Jakarta. The Coefficients Table shows the individual test (partial) / t-test, the Sig value is 0.001, where the Sig value is 0.003 less than 0.05 or [0.000 < 0.05], then Ho is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. So, the development of entrepreneurship has a significant effect on the performance of women entrepreneurs. The next step is direct and indirect calculations. Based on the Summary and Path Coefficients of Sub Structure I and Sub Structure II, the magnitude of the direct effect, indirect effect, and total effect between variables can be seen. The calculation of the influence between variables is as follows:

A. Pengaruh langsung (Direct effect / DE)

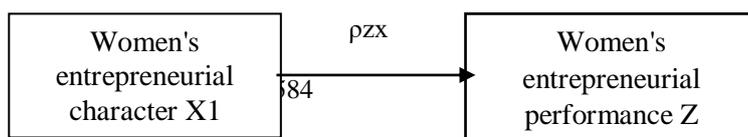
(1). The direct influence of women's entrepreneurial behavior on the development of women entrepreneurs in East Jakarta seen from the value of Beta (β) or Standardized Coefficient is as follows:



(2). The direct influence of the character of women entrepreneurs on the development of women entrepreneurs can be seen from the value of Beta (β) or Standardized Coefficient as follows:

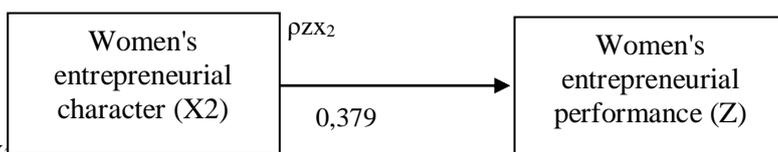


(3). The direct influence of women's entrepreneurial behavior on the performance of women entrepreneurs in East Jakarta can be seen from the Beta (β) or Standardized Coefficient value as follows:



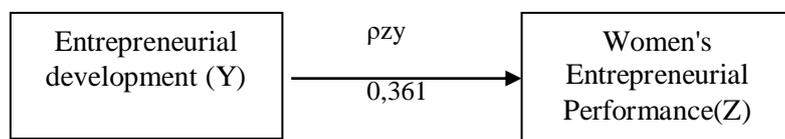
$$\beta_3 = \rho_{zx_1} = \mathbf{0,584}$$

(4). The direct influence of the character of women entrepreneurs on the performance of women entrepreneurs can be seen from the value of Beta (β) or Standardized Coefficient as follows:



$$\beta_4 = \rho_{zx_2}$$

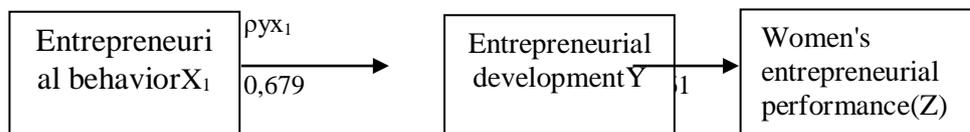
5). The direct influence of the development of women entrepreneurs on the performance of women entrepreneurs in East Jakarta.



$$\beta_5 = \rho_{zy} = \mathbf{0,361}$$

Indirect Effect(IE)

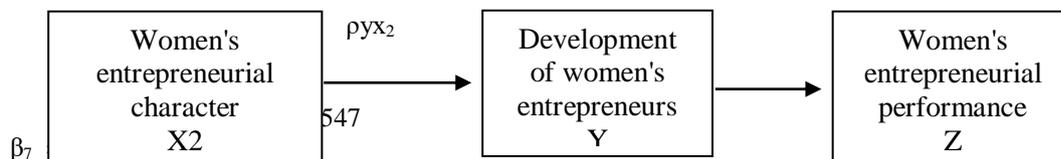
(6). The indirect influence of women's entrepreneurial behavior on the performance of women entrepreneurs through the development of women entrepreneurs in East Jakarta can be seen from the Beta (β) or Standardized Coefficient value as follows:



$$\beta_6 = \beta_1 \times \beta_3$$

$$\begin{aligned}
 &= \rho_{yx_1} \times \rho_{zy} \\
 &= (0,679 \times 0,361) \\
 &= \mathbf{0,245}
 \end{aligned}$$

(7). The indirect influence of the character of women entrepreneurs on the performance of women entrepreneurs through the development of women entrepreneurs in East Jakarta seen from the value of Beta (β) or Standardized Coefficient is as follows:



$$\begin{aligned}
 \beta_7 &= \rho_{yx_2} \times \rho_{zy} \\
 &= (0,547 \times 0,361) \\
 &= \mathbf{0,197}
 \end{aligned}$$

The next step is testing the suitability of the model. The model suitability test (goodness of fit test) is to test whether the proposed model has a fit with the data or not. Schumacker & Lomax and Kusnendi (2015: 19) say that in the path analysis for a proposed model it is said to fit the data if the sample correlation matrix is not much

different from the estimated correlation matrix (reproduced correlation matrix) or the expected correlation matrix (expected correlation matrix). In this case, the interpretation of R^2_m is the same as the interpretation of the coefficient of determination (R^2) in the regression analysis. Based on the Model Summary Table below:

Table 5. R Square Sub Structure 1

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.833 ^a	.693	.846		1,68598

a. Predictors: (Constant), Behavior, the character of women's entrepreneurial

b. Dependent Variable: entrepreneurial development

Table 6. R Square Sub Structure 2

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.819 ^a	.660	.646		2,00127

a. Predictors: (Constant), behavior, character, development

b. Dependent Variable: Women's entrepreneurial performance

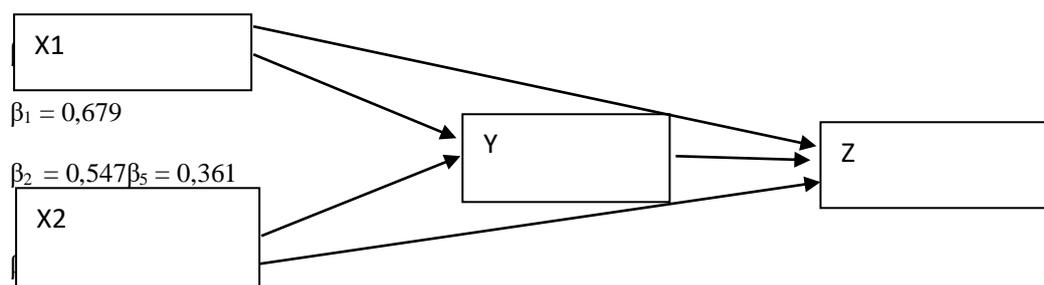
The total diversity of data that can be explained by the model is measured by:

$$R^2_m = 1 - (1 - R^2_1) \cdot (1 - R^2_2) \cdot \dots \cdot (1 - R^2_p)$$

$$R^2_m = 1 - (1 - 0,693)^2 \cdot (1 - 0,660)^2$$

$$R^2_m = \mathbf{0,895}$$

The R^2_m value of 0.895 means that the diversity of the data that the model can explain is 89.5%, or in other words, the information contained in the 89.5% data can be explained by the model. While the rest, 10.5%, is explained by other variables outside the model. Seeing the direct influence of the path analysis results can be described as a whole which explains the influence of women's entrepreneurial behavior and the character of women entrepreneurs on the development of women entrepreneurs and their implications on women's entrepreneurial performance, it can be concluded in the figure below:



Information:

X1= Women's entrepreneurial behavior
X2= The character of women entrepreneurs
Y = Development of women entrepreneurs
Z = Women's entrepreneurial performance

Path Analysis Equation for Sub Structure 1:

$$Y = \rho_{yx_1} X_1 + \rho_{yx_2} X_2 + \rho_{ye_1}$$

$$Y = 0,679 X_1 + 0,547 X_2 + 0, e_1$$

Path Analysis Equation for Sub Structure 2:

$$Z = \rho_{zx_1} X_1 + \rho_{zx_2} X_2 + \rho_{zy} Y + \rho_{ze_2}$$

$$Z = 0,584 X_1 + 0,379 X_2 + 0,361 Y + 0, e_2$$

V. DISCUSSION

The first hypothesis that women's entrepreneurial behavior has a significant positive effect on the development of women's entrepreneurs is accepted. Based on the analysis results, the path coefficient of the X1 variable to the Y variable is 0.679 with a significance of 0.000. It means that the entrepreneurial behavior of women who are given to the entrepreneurial process will improve the development of entrepreneurship. (Boohene, Rosemond, Alison Sheridan, and Bernice Kotey. 2008). The second hypothesis that the character of women entrepreneurs has a significant positive effect on the development of women entrepreneurs is accepted. Based on the analysis results, the path coefficient of the X2 variable to the Y variable is 0.547 with a significance of 0.000. It means that the more positive the attitude of the female entrepreneur character, the better the signal for the development of female entrepreneurship.

The third hypothesis that women's entrepreneurial behavior has a significant positive effect on women's entrepreneurial performance is accepted (Schein, V. E. 2001). Based on the analysis results, the path coefficient of the X1 variable to the Z variable is 0.584 with a significance of 0.001. It means that positive female entrepreneurial behavior will increase entrepreneurial performance. The fourth hypothesis that the character of women entrepreneurs has a significant positive effect on the performance of women entrepreneurs is accepted. Based on the analysis results, the path coefficient of the X2 variable to the Z variable is 0.379 with a significance of 0.000. It means that the higher the right positive character, the better the entrepreneurial performance. (Hodgetts, Richard M., and Donald F. Kuratko. 2001). The fifth hypothesis that the development of women entrepreneurs has a significant positive effect on entrepreneurial performance is accepted. Based on the analysis results, the path coefficient of the Y variable to the Z variable is 0.361 with a significance of 0.000. It means that the higher the development of women entrepreneurs, the performance of women entrepreneurs will be more advanced. The sixth hypothesis that entrepreneurial behavior has an indirect effect on the performance of women entrepreneurs through the development of women entrepreneurs is accepted. Based on the analysis results, the path coefficient of the X1 variable to the Z variable is 0.245. The seventh hypothesis that the character of women entrepreneurs has an indirect effect on the performance of women entrepreneurs through the development of women entrepreneurs is accepted. Based on the analysis results, the path coefficient of the X2 variable to the Z variable is 0.197.

VI. CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn.

1. The variable of women's entrepreneurial behavior directly affects the development of women's entrepreneurs. Based on the analysis results, the path coefficient of the X1 variable to the Y variable is 0.679 with a significance of 0.000. It means that the behavior of women entrepreneurs has a direct influence on the development of women entrepreneurs in East Jakarta DKI Jakarta.
2. Variables of the character of women entrepreneurs directly affect the development of women entrepreneurs. Based on the analysis results, the path coefficient of the X2 variable to the Y variable is 0.547 with a significance of 0.000. It means that the character of women's entrepreneurs will signal the development of women's entrepreneurs to get better.
3. The variable of women's entrepreneurial behavior directly affects the performance of women entrepreneurs. Based on the analysis results, the path coefficient of the X1 variable on the female entrepreneur performance variable (Z) is 0.584 with a significance of 0.001. It means that positive female entrepreneurial behavior will increase entrepreneurial performance.

4. Variables of the character of women entrepreneurs directly affect the performance of women entrepreneurs. Based on the analysis results, the path coefficient of the X2 variable on the female entrepreneur performance variable (Z) is 0.379 with a significance of 0.000. It means that the higher the right positive character, the better the entrepreneurial performance.
5. The intervening variable for the development of women entrepreneurs directly affects the performance of women entrepreneurs. Based on the analysis results, the path coefficient of the Y variable on the female performance variable (Z) is 0.361 with a significance of 0.000. It means that the higher the development of women entrepreneurs, the performance of women entrepreneurs will be more advanced.
6. The variable of women's entrepreneurial behavior has an indirect effect on the performance of women entrepreneurs through the development of women entrepreneurs (as an intervening variable). Based on the analysis results, the path coefficient of the X1 variable indirectly on the female entrepreneur performance variable (Z) is 0.245.
7. The variable of female entrepreneurial character has an indirect effect on the performance of women entrepreneurs through the development of women entrepreneurs (as an intervening variable). Based on the analysis results, the path coefficient of the X2 variable on the female entrepreneur performance variable (Z) is 0.197.

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