

THE EFFECTS OF ENTREPRENEURIAL PASSION AND FAMILY SUPPORT ON ENTREPRENEURIAL DECISION: A STUDY OF WOMEN ENTREPRENEURS

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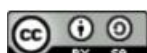
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ABSTRACT

This study seeks to examine how female entrepreneurs in the handicraft subsector in Padang City make entrepreneurial decision based on entrepreneurial passion and family support. Earlier research has produced mixed evidence concerning the effect of family support on entrepreneurial decision, while evidence focusing on women entrepreneurs in the handicraft subsector remains limited. This study is distinct in that it simultaneously examines the influence of entrepreneurial passion and family support on the entrepreneurial decision of women entrepreneurs in Padang's handicraft industry. Quantitative research methods were employed using questionnaires distributed to female entrepreneurs in the handicraft subsector in Padang City. Multiple linear regression was used to examine the influence of entrepreneurial passion and family support on entrepreneurial decision. The findings show that entrepreneurial passion significantly influences entrepreneurial decision, whereas family support has no significant partial effect. However, both variables jointly produce a significant regression model in explaining entrepreneurial decision. The findings suggest that entrepreneurial decision is driven primarily by entrepreneurial passion. The results of this study might not apply to other industries or areas because it only looked at women business owners in Padang City's handicraft subsector. The results provide insights for academics and practical references for stakeholders in understanding the factors influencing women's entrepreneurial decision.

INTRODUCTION

MSMEs serve as an important engine of regional economic development by expanding employment opportunities, increasing community income, and strengthening local economies. Data obtained from the Padang City Office of Cooperatives and MSMEs (2025), there are 53,919 MSME owners in Padang City, consisting of 38,889 (72.13%) female entrepreneurs and 15,030 (27.87%) male entrepreneurs. These figures indicate that women dominate entrepreneurial activities in Padang City, making their role increasingly strategic in supporting the development of the MSME sector and the regional economy.



Women are important contributors to economic development, not only as family members but also as entrepreneurs. The entrepreneurial activities undertaken by women reflect their ability to seize opportunities, innovate, and contribute on local economic development. In addition to making economic contributions, women entrepreneurs also serve as agents of social change by leveraging social capital, networks, and collaboration to boost the productivity of their businesses (Widia & Octafia, 2023).

Women's involvement in entrepreneurship has grown in important since most of microenterprises in Padang City are managed by women and have been sustained over a relatively long period, reflecting distinctive sociocultural characteristics (Novita et al., 2025). Women's motivation to become entrepreneurs is generally linked to a desire to improve their families' well-being, achieve economic independence, and empower themselves (Awalia et al., 2025). These conditions indicate that women have great potential to drive regional economic development through their entrepreneurial activities.

One of the MSME subsectors that has experienced notable growth in Padang City is the handicraft subsector. Based on data provided by the Padang City Office of Cooperatives and MSMEs, the number of entrepreneurs in the handicraft subsector has shown a steady upward trend over the past four years, increasing from 1,278 entrepreneurs in 2022 to 1,327 in 2023, 1,438 in 2024, and reaching 1,458 in 2025. Of this total, 920 entrepreneurs (63.10%) were women, while 538 (36.90%) were men in 2025. These figures indicate that women play a dominant role in the handicraft subsector in Padang City, making this subsector a relevant context for examining the factors that influence women's entrepreneurial decision.

The handicraft business is characterized by its creativity-based nature, the ability to be operated from home, and relatively low capital requirements, making it one of the business sectors most favored by women (Wut et al., 2021). In addition to providing opportunities to express creativity and generate income, handicraft businesses also offer flexible working arrangements, enabling women to manage their entrepreneurial activities while fulfilling their family responsibilities (Susanti &

Mas'udah, 2017). These characteristics make the handicraft subsector highly promising for supporting the development of women's entrepreneurship.

Although women's participation in entrepreneurship has continued to increase, entrepreneurial decision is not always optimally developed. Based on a preliminary study conducted by the researcher involving 30 women entrepreneurs in the handicraft sector in Padang City, only an average of 46.7% of the respondents demonstrated positive entrepreneurial decision indicators, while the remaining 53.3% still exhibited hesitation in making entrepreneurial decisions. This was reflected in the findings that only 36.7% of respondents stated that they were capable of identifying and exploiting existing business opportunities, 40% felt prepared to face entrepreneurial risks, and 40% stated that they were capable of coping with the pressures and challenges of running a business. These findings suggest that many women entrepreneurs continue to experience uncertainty in recognizing business opportunities, taking entrepreneurial risks, and sustaining their businesses. In addition, women often shoulder dual responsibilities by simultaneously fulfilling their roles as homemakers and business owners. This dual role may lead to time constraints, psychological pressure, and difficulties in balancing family responsibilities with business activities (Rembulan et al., 2016 ; Clercq et al., 2021). Under these circumstances, women require strong internal motivation to remain committed to entrepreneurial activities as well as adequate support from their families to cope with work-family demands. Therefore, entrepreneurial passion and family support are expected to play important roles in strengthening women's entrepreneurial decision.

These conditions highlight the importance of understanding entrepreneurial decisions among women entrepreneurs. In the presence of work-family demands, women's preparedness to start and maintain a business is influenced by psychological and social factors in addition to economic factors when making the decision to become entrepreneurs. Entrepreneurial decision refers to the process through which individuals choose to start, operate, and expand a business in order to create both economic and social value (Chani & Satyawan, 2025). This process represents a critical

stage because it is closely associated with an individual's ability to recognize business opportunities, cope with entrepreneurial risks, and determine appropriate actions in managing a business (Zahra et al., 2019). In the context of women entrepreneurs, in addition to economic reasons, psychological and social elements that impact people's confidence and inclination to start and expand their firms also have an impact on entrepreneurial decisions (Neneh, 2020).

One psychological factor that is expected to influence entrepreneurial decision is entrepreneurial passion. Entrepreneurial passion can be defined as intense, purposefully positive feelings that arise when individuals engage in entrepreneurial endeavors that are closely associated with their identity as. Entrepreneurial passion not only reflects positive emotions but also strengthens an entrepreneurial identity that motivates individuals to be more creative, persistent, and committed to managing their businesses. As a result, a high degree of entrepreneurial passion improves people's capacity to recognize possible business possibilities, accept entrepreneurial risks, and make assured decisions about entrepreneurial endeavors. However, based on a preliminary study conducted by the researcher involving 30 women entrepreneurs in the handicraft sector in Padang City, entrepreneurial passion appeared to be relatively low. Only 30% of the respondents reported that establishing a new business made them feel enthusiastic, only 36.7% actively monitored changes in their environment to identify opportunities for new business ventures, and only 40% felt more motivated when they were able to employ others in their businesses. These findings indicate that entrepreneurial passion among many women entrepreneurs in the handicraft sector remains relatively low, particularly in terms of entrepreneurial enthusiasm, opportunity recognition, and enthusiasm for business expansion. This situation implies that entrepreneurial passion is still a crucial consideration, because it has the potential to influence how entrepreneurial decisions are made. This finding is supported by, Yi et al. (2020) discovered that entrepreneurial decision is positively and significantly influenced by entrepreneurial passion, indicating that those with greater entrepreneurial passion are more likely to pursue entrepreneurship.

In addition to entrepreneurial passion, another factor believed to influence the decision to become an entrepreneur is family support. Family support encompasses the emotional, moral, informational, and financial support provided by family members to a person conducting entrepreneur activities (Yusa et al., 2024). In the context of Indonesian culture, which is characterized by strong family ties, when making decisions, the family is frequently the main source of support. Family support can increase self-assurance, lessen anxiety, and supply the different resources required to launch and expand a business (Sa, 2024).

In addition to entrepreneurial passion, another factor that is expected to influence entrepreneurial decision is family support. According to Yusa et al. (2024), define family support as the financial, moral, emotional, and informational support that family members give to people engaging in entrepreneurial endeavors. Family support is seen in the context of entrepreneurship as an ongoing process that is crucial in motivating people to take on entrepreneurial endeavors and maintain their businesses. Family members can actively participate as partners in business development in addition to providing resources (Cogan et al., 2022). Through this support, individuals receive both emotional encouragement and tangible assistance that can enhance their confidence in carrying out entrepreneurial activities.

However, based on a preliminary study conducted by the researcher involving 30 women entrepreneurs in the handicraft sector in Padang City, the level of family support received by the respondents was relatively limited. Only 30% of the respondents reported receiving financial assistance or start-up capital from their families, 33.3% felt that their families had confidence in their entrepreneurial abilities, and only 36.7% received practical assistance from family members during periods of high business demand. These findings indicate that many women entrepreneurs receive relatively low levels of family support, particularly in terms of financial assistance, family confidence, and instrumental support. Such limited support may reduce their confidence and preparedness to make decisions related to entrepreneurial activities.

Consistent with this argument, Hapsary et al. (2021) found that family support has a significant positive effect on entrepreneurial decision. However, Anggraeni et al. (2023) reported that family support does not significantly influence entrepreneurial decision. These inconsistent findings suggest that the relationship between family support and entrepreneurial decision remains inconclusive and warrants further investigation in different research contexts. Differences in respondents' characteristics, socio-cultural environments, and the forms of family support received by entrepreneurs may account for these inconsistent results. The handicraft subsector in Padang provides a distinctive research context because women play an important economic role within the Minangkabau matrilineal culture while continuing to perform substantial domestic responsibilities. Despite the fact that women hold a prominent role in the Minangkabau kinship structure, strong family relationships and the division of domestic roles may shape the forms and influence of family support differently from those reported in previous studies (Sukmawati, 2019; Games & Sari, 2023). Therefore, investigating the roles of entrepreneurial passion and family support in this context may provide further insight into the inconsistent findings reported in previous studies.

According to a study of the literature, there are still few studies looking at how family support and entrepreneurial enthusiasm affect women entrepreneurs' decisions to start their own businesses in Padang City's handicraft MSME subsector. The preliminary study also revealed that entrepreneurial decision, entrepreneurial passion, and family support among this group have not yet reached optimal levels, as reflected in the researcher's initial assessment. Specifically, the findings indicate that many respondents still exhibit limited willingness to take entrepreneurial risks, inadequate ability to identify and capitalize on business opportunities, and insufficient family support in the form of information, confidence, and practical assistance for business activities. Against this backdrop, this study aims to address this research gap by examining the effects of entrepreneurial passion and family support on entrepreneurial decision among women entrepreneurs in the handicraft subsector in Padang City. The results are anticipated to enhance the body of

knowledge on the determinants of women's entrepreneurial decision by providing empirical evidence on the roles of a psychological factor (entrepreneurial passion) and a social factor (family support) within the context of women entrepreneurs in the handicraft subsector in Padang City. Furthermore, the results are expected to provide valuable insights for local governments and MSME support institutions in designing more effective women's entrepreneurship empowerment programs.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Entrepreneurial Decision

Definition and Indicators

According to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), people's views about entrepreneurship, subjective standards, and perceived behavioral control all influence their decision to start their own business. Both external social forces and internal psychological aspects influence entrepreneurial decisions. Entrepreneurial passion reflects a positive attitude toward entrepreneurship, whereas family support represents social support that strengthens confidence in making entrepreneurial decisions. Therefore, TPB provides an appropriate theoretical foundation for explaining entrepreneurial decisions among women entrepreneurs.

Entrepreneurial decision refers to an individual's intentional decision to initiate, manage, and develop a business after considering the available opportunities, potential risks, and existing resources. Nurcahyono et al. (2021) the process of recognizing and taking advantage of business opportunities to produce goods or services that generate profit and enhance future well-being is known as entrepreneurial decision. Similarly, Yusa et al. (2024) describe it as an individual's decision to create self-employment rather than depend on limited job opportunities, while Tran & Pham (2024) view it as a deliberate career choice and a form of self-actualization.

Based on these definitions, entrepreneurial decision can be understood as an individual's deliberate decision to launch, run, and grow a business while taking into account possibilities, risks, and available resources in order to achieve business sustainability and long-term financial rewards.

According to Nurcahyono et al. (2021), entrepreneurial decision is reflected in three indicators: willingness and ability, strong determination and hard work, and opportunity recognition. Willingness and ability reflect an individual's readiness, knowledge, and competence to engage in entrepreneurship. Strong determination and hard work indicate persistence and commitment in overcoming business challenges. Opportunity recognition is the ability to identify and capitalize on business opportunities that support sustainable business growth. Together, these indicators represent an individual's readiness to make and sustain entrepreneurial decisions.

Entrepreneurial Passion

Definition and Indicators

Entrepreneurial activities are strongly driven by entrepreneurial passion, a psychological factor that inspires individuals to start, manage, and grow their businesses. Entrepreneurial passion enables entrepreneurs to maintain their motivation, focus, and commitment while facing the various challenges and the uncertainties associated with entrepreneurship.

According to Cardon et al. (2009), conceptualize entrepreneurial passion as a state of strong positive emotion that emerges when individuals participate in entrepreneurial activities in line with their identity as entrepreneurs. Similarly, entrepreneurial passion refers to a strong emotional motivation that inspires individuals to actively engage in entrepreneurial activities, demonstrate persistence, continuously learn, innovate, and make decisions that support business sustainability and growth (Hu et al., 2022; Prasetyo & Hariyani, 2025).

Based on these definitions, entrepreneurial passion can be understood as a strong and positive emotional drive toward entrepreneurial activities that form an integral part of an individual's entrepreneurial identity. This passion motivates individuals to sustain their motivation, foster creativity, demonstrate perseverance, and remain committed to achieving business success.

According to Cardon et al. (2009), entrepreneurial passion comprises three dimensions: passion for inventing, passion for founding, and passion for developing. Passion for inventing reflects an individual's enthusiasm for creating innovations and

identifying business opportunities. Passion for founding represents a strong desire to establish and build a business independently. Meanwhile, passion for developing reflects an individual's enthusiasm for expanding and strengthening a business through various growth strategies. Collectively, these three dimensions reflect the degree of an individual's emotional attachment and enthusiasm toward entrepreneurial activities.

Development of the Relationship Between Entrepreneurial Passion and Entrepreneurial Decision

According to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), entrepreneurial decisions are influenced by individuals' attitudes toward entrepreneurship, subjective norms, and perceived behavioral control. In the entrepreneurial context, entrepreneurial passion reflects an individual's positive attitude toward entrepreneurial activities, thereby encouraging entrepreneurship to be viewed as a desirable career choice.

Entrepreneurial passion functions as a psychological factor that enhances individuals' motivation, persistence, commitment, and willingness to face risks while recognizing and exploiting business opportunities. Greater entrepreneurial passion may higher levels individuals' confidence, thereby increasing their readiness to make entrepreneurial decision (Newman et al., 2021).

The results of Yi et al. (2020), who found that entrepreneurial enthusiasm has a positive and significant influence on entrepreneurial decision. In a similar vein, Kosa & Mohammed (2017) discovered that entrepreneurial enthusiasm motivates people to stay dedicated, overcome obstacles, and keep growing their firms.

Within the context of women entrepreneurs operating in the handicraft subsector in Padang City, entrepreneurial passion is expected to become a key factor influencing entrepreneurial decision. In addition to managing their businesses, women entrepreneurs often balance entrepreneurial responsibilities with family obligations, making intrinsic motivation and strong commitment essential for sustaining their ventures (Games et al., 2024). Furthermore, the creativity- and innovation-driven nature of handicraft businesses requires entrepreneurs to continuously develop new products and capitalize on emerging opportunities.

Therefore, entrepreneurial passion is expected to be an important factor influencing women's entrepreneurial decision (Lagrasta et al., 2024).

Based on the Theory of Planned Behavior, the theoretical arguments, and previous empirical findings, it is hypothesized that entrepreneurial passion has a positive influence on the entrepreneurial decision of women entrepreneurs in the handicraft subsector in Padang City.

H₂: Entrepreneurial passion has a significant influence on entrepreneurial decision

Family Support

Definition and Indicators

In entrepreneurial activities, family support is an important form of social support that helps individuals cope with the various challenges encountered while running a business. Family support strengthens individuals' sense of security, motivation, and confidence, thereby increasing their confidence in making entrepreneurial decision.

According to Hartati (2016), family support refers to a set of beliefs and approaches aimed at creating a family environment that fosters individual development. Similarly, Periera et al. (2017) explain that family support encompasses emotional support, appraisal support, informational support, as well as instrumental and financial assistance that enable individuals to acquire the resources needed to overcome various challenges. In the entrepreneurial context, such support may take the form of material assistance, such as start-up capital, as well as non-material support, including motivation, advice, and moral encouragement (Fitriani & Hermawan, 2024).

Based on these definitions, family support can be understood as the various forms of emotional, appraisal, informational, instrumental, and financial resources provided by family members that strengthen individuals' confidence and motivation to pursue entrepreneurial decision.

According to Hartati (2016), family support comprises four dimensions: appraisal support, instrumental support, informational support, and emotional support. Appraisal support emphasizes affirming an individual's competence through recognition and encouragement, whereas instrumental support is expressed

by providing concrete resources, such as financial assistance and practical help. Informational support is provided through advice and problem-solving guidance, whereas emotional support is demonstrated through care, empathy, and encouragement, enabling individuals to feel valued and supported in managing their businesses.

Development of the Relationship Between Family Support and Entrepreneurial Decision

According to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), beyond individual internal factors, an individual's decision is influenced by subjective norms originating from the closest social environment. In the context of entrepreneurship, family support reflects the support, approval, and expectations of family members that can influence an individual's beliefs in determining entrepreneurship as a career choice.

In addition to providing emotional support, family support also includes informational, instrumental, and financial assistance that helps individuals manage risks, reduce uncertainty, and obtain the resources necessary to establish and operate a business (Periera et al., 2017). Consequently, greater family support is expected to increase an individual's likelihood of making entrepreneurial decision.

Empirical evidence from Le & Loan (2022) and Hapsary et al. (2021) indicates that family support plays a positive role in shaping entrepreneurial decision, as it encourages greater confidence, motivation, and readiness to make decisions related to entrepreneurship.

In the context of women entrepreneurs in the handicraft subsector in Padang City, family support is expected to play an even more significant role because women often balance their responsibilities as business owners with their roles within the family. Support in the form of trust, practical assistance, and emotional encouragement is expected to strengthen their decisions to establish, sustain, and expand their businesses (Sukmawati, 2019).

Unlike previous studies, Anggraeni et al. (2023) found no significant relationship between family support and entrepreneurial decision. This inconsistency in the empirical evidence indicates that the influence of family support warrants

further examination, particularly among women entrepreneurs operating in the handicraft subsector in Padang City.

Considering the theoretical foundation of TPB and the evidence from earlier studies, this research assumes that greater family support will contribute to stronger entrepreneurial decision among women entrepreneurs in the handicraft subsector in Padang City.

H₃: Family support has a significant influence on entrepreneurial decision

Conceptual Framework

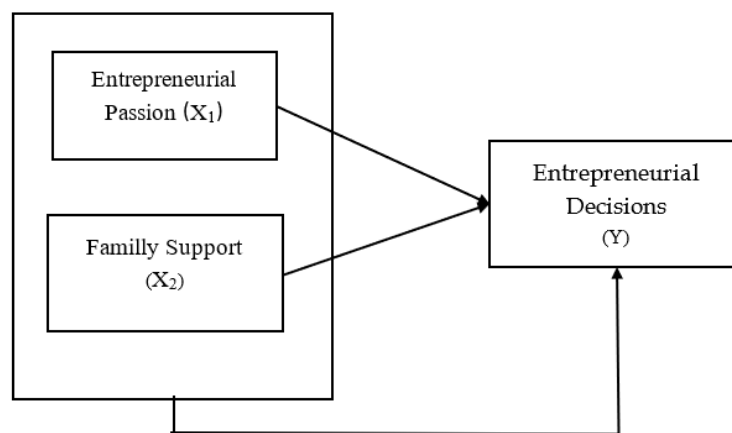


Figure 1. Conceptual Framework

Research Hypothesis

- H₁: Entrepreneurial passion and family support jointly have a significant influence on entrepreneurial decisions among women entrepreneurs in Padang City.
- H₂: Entrepreneurial passion has a significant positive influence on entrepreneurial decisions among women entrepreneurs in Padang City.
- H₃: Family support has a significant positive influence on entrepreneurial decisions among women entrepreneurs in Padang City.

RESEARCH METHOD

Research Design

This study adopted a quantitative approach with a causal research design to analyze the relationships between the variables under investigation. Primary data were obtained from respondents through structured questionnaires and subsequently processed using statistical techniques to evaluate the proposed hypotheses (Sugiyono, 2017:6). The research focuses on examining the influence of entrepreneurial passion

and family support as explanatory variables on entrepreneurial decision-making among women entrepreneurs in Padang City.

Population and Sample

Population

As stated by Sugiyono (2017:80), a population is a broad domain that comprises items or persons selected by the researcher for systematic examination that have specific attributes, from which conclusions may be drawn. In the present study, the population comprises all women entrepreneurs operating within the handicraft subsector in Padang City, totaling 920 business owners.

Sample

As argued by (Sugiyono, 2017:81), a sample represents a portion of the population selected to reflect its characteristics. This study employed simple random sampling, ensuring that every woman entrepreneur in the handicraft subsector in Padang City had an equal probability of being selected. Using the Slovin formula with a 10% margin of error, the required sample size was determined to be 90 respondents.

Instrument Testing

Validity Test

Instrument validity refers to its ability to accurately measure the intended construct (Sugiyono, 2017:168). In this study, the questionnaire items were developed by adapting measurement indicators from previous studies and aligning them with the theoretical dimensions of each construct. The assessment of construct validity was conducted by applying the Pearson product-moment correlation test. Each questionnaire item was deemed acceptable when the obtained item-total correlation coefficient surpassed the r-table threshold under the 0.05 level of significance.

Reliability Test

The degree to which an instrument yields consistent and trustworthy measurement findings is referred to as reliability (Ghozali, 2018:45). To evaluate the research instrument's consistency, a reliability test was carried out. In this study, dependability was evaluated using SPSS software and Cronbach's Alpha. If an instrument's Cronbach's Alpha coefficient is higher than 0.60, it is considered reliable; values closer to 1 indicate a higher level of reliability.

Data Analysis Techniques

Descriptive Statistical Analysis

To give an overall description of the data's main features, descriptive statistical techniques were applied. These measures comprised indicators of central tendency, namely the mean, median, and mode, together with measures of dispersion, including standard deviation and frequency distribution for all variables (Sugiyono, 2019:206). The data were obtained from respondents' answers to the questionnaire items representing each research variable

Classical Assumption Tests

Testing of classical assumptions was undertaken to verify whether the collected data satisfied the prerequisite conditions for subsequent statistical analysis. This study examined the classical assumptions by conducting normality, heteroscedasticity, and multicollinearity tests.

Normality Test

To satisfy the assumptions underlying parametric analysis, regression residuals are tested for normality to see if they have a normal distribution, as required for subsequent t-test and F-test procedures (Ghozali, 2018:161). Normality was assessed using the one-sample Kolmogorov-Smirnov test. The data were considered normally distributed when the significance value exceeded 0.05; otherwise, the normality assumption was not satisfied.

Multicollinearity Test

Following the guidelines proposed by Ghozali (2018:107) multicollinearity diagnostics were undertaken to assess the extent of linear dependency among the predictor variables. A high degree of association among independent variables may distort coefficient estimates and reduce the reliability of the regression model. Accordingly, tolerance and VIF measures were analyzed. Tolerance values greater than 0.10 together with VIF statistics below 10 were interpreted as evidence of the absence of multicollinearity, while departures from these criteria suggested the existence of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity assessment was performed to examine whether the regression model satisfied the assumption of equal residual variance among all observed data points (Ghozali, 2018:137). The Glejser test was applied by regressing the absolute residuals on the independent variables. A significance value above 0.05 indicated the absence of heteroscedasticity, whereas a value below 0.05 suggested that heteroscedasticity was present.

Multiple Linear Regression Analysis

The impact of two or more independent factors on a single dependent variable was investigated using multiple linear regression analysis (Sugiyono, 2017). The model can be stated mathematically as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e.....$$

Where:

Y = Entrepreneurial Decision

X₁ = Entrepreneurial Passion

X₂ = Family Support

α = Constant (Intercept)

β = Regression Coefficient

e = Error Term

Hypothesis Testing

Simultaneous Significance Test (F-test)

The F-test was used to evaluate the multiple linear regression model's overall fit. This test establishes if the combination of the independent factors explains the variation in the dependent variable in a way that is statistically significant. If a regression model's significance value is less than 0.05, it is considered statistically significant; if it is more than 0.05, it is not.

Partial Significance Test (t-test)

A t-test was used in the multiple regression analysis to evaluate the impact of each independent variable independently. Both the comparison of the derived t-statistic with the crucial t-value and the corresponding p-value were used to determine statistical significance. When a variable's computed t-statistic was greater than the critical value and its p-value was less than 0.05, it was deemed to have a

significant impact on the dependent variable; otherwise, the effect was not deemed statistically significant.

Coefficient of Determination (R^2)

The percentage of the dependent variable's variance that the independent variables in the regression model account for is measured by the coefficient of determination (R^2). " R^2 " has a range of 0 to 1, with lower values denoting weak explanatory power for the predictor variables. Higher R^2 values, especially those around one, suggest that the model has significant explanatory power and that the independent factors taken together account for most of the variation in the dependent variable.

RESULTS AND DISCUSSION

Results

Descriptive Statistics

Table 1. Descriptive Statistics of Research Variable

	N	Minimum	Maximum	Mean	Std. Deviation
Total.X1	90	20	60	44.92	8.035
Total.X2	90	27	75	55.64	10.278
Total.Y	90	27	45	36.73	3.544
Valid N (listwise)	90				

Sourch: Output SPSS, 2026

Based on Table 1, the mean score of entrepreneurial passion was 44.92, equivalent to an average score of 3.74 per item, indicating a high level of entrepreneurial passion among women entrepreneurs in the handicraft subsector in Padang City. This finding suggests that respondents generally possess strong enthusiasm, commitment, and emotional attachment toward entrepreneurial activities. The mean score of family support was 55.64, corresponding to an average score of 3.71 per item, which also falls into the high category. This indicates that respondents generally perceived a relatively high level of emotional, informational, appraisal, and instrumental support from their families. Meanwhile, the mean score of entrepreneurial decision was 36.73, equivalent to an average score of 4.08 per item, indicating a high level of entrepreneurial decision. This finding suggests that, in general, women entrepreneurs in the handicraft subsector in Padang City demonstrate a high level of confidence and readiness in making entrepreneurial decisions.

Classical Assumption Test Results

Normality Test

The following table displays the findings of the normalcy assessment. This examination was undertaken to ascertain whether the residuals satisfy the normality assumption required for subsequent regression analysis.

Table 2. Normality Test Results

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.50144074
	Absolute	.079
Most Extreme Differences	Positive	.051
	Negative	-.079
Kolmogorov-Smirnov Z		.745
Asymp. Sig. (2-tailed)		.636

Sourch: Output SPSS, 2026

The results of the normality test revealed that the residuals were normally distributed, with a significance value (2-tailed) of 0.636 that was higher than the 0.05 cutoff. The normalcy assumption was thus satisfied by the regression model that looked at how family support and entrepreneurial passion affected entrepreneurial decisions.

Multicollinearity Test

Subsequent to the normality assessment, multicollinearity diagnostics were performed to ascertain the extent of intercorrelation among the predictor variables. Table below presents the results of this examination:

Table 3. Multicollinearity Test Results

		Collinearity Statistics	
Model		Tolerance	VIF
1	Entrepreneurial Passion	.685	1.460
	Family Support	.685	1.460

Sourch: Output SPSS, 2026

The tolerance value obtained for both entrepreneurial passion and family support was 0.685, while the corresponding VIF for each variable was 1.460. The results demonstrate that there is no multicollinearity because the tolerance value is higher than 0.10 and the VIF value is less than the threshold of 10.

Heteroscedasticity Test

Subsequent to the multicollinearity assessment, the homogeneity of residual variance was subsequently examined. The heteroscedasticity analysis results are listed in this table:

Table 4. Heteroscedasticity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.065	1.066		2.875	.005
	Entrepreneurial Passion	.016	.025	.078	.615	.540
	Family Support	-.033	.020	-.214	-1.681	.096

Sourch: Output SPSS, 2026

The significance level for entrepreneurial passion was 0.540, while family support yielded a significance value of 0.096. The results show that there is no heteroscedasticity because both values were higher than the 0.05 criterion. Consequently, it is determined that this regression model is appropriate for additional investigation.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the effects of entrepreneurial passion (X_1) and family support (X_2) on entrepreneurial decision (Y). The regression coefficients were obtained from the Unstandardized Coefficients section of the SPSS output. The following table displays the multiple linear regression analysis findings:

Table 5. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	22.001	1.692		13.003	.000
1 Entrepreneurial Passion	.286	.040	.648	7.091	.000
Family Support	.034	.032	.098	1.075	.285

Sourch: Output SPSS, 2026

The regression model can be represented by the following equation based on the data analysis that was done:

$$Y = 22,001 + 0,286X_1 + 0,034X_2 \dots \dots \dots (1)$$

The variable “entrepreneurial passion” (X_1) has a regression coefficient of 0.286. This indicates that, assuming all other independent factors stay the same, the entrepreneurial decision score increases by 0.286 as entrepreneurial passion rises.

The regression coefficient for family support (X_2) was 0.034, indicating that a one-unit increase in family support was associated with a 0.034-unit increase in entrepreneurial decision, assuming the other independent variables remained constant.

Hypothesis Testing Results

Simultaneous Significance Test (F-test)

Once the regression model had been established, the proposed hypotheses were examined through the simultaneous significance (F)-test to determine whether the independent variables jointly influenced the dependent variable. The results obtained from the SPSS analysis are presented in the following table:

Table 6. Simultaneous Significance Test (F-Test) Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.709	2	280.354	43.798	.000 ^b
	Residual	556.891	87	6.401		
	Total	1117.600	89			

Sourch: Output SPSS, 2026

The ANOVA results show statistical significance at $p < 0.001$, with an F-value of 43.798 exceeding the critical value. Therefore, this regression model is thought to be suitable for elucidating the relationships between the variables in this investigation. Additionally, the independent factors have a substantial simultaneous impact on entrepreneurial decision.

Partial Significance Test (t-test)

The partial effect of each independent variable on the dependent variable was evaluated using the t-test. As presented in Table 5, the entrepreneurial passion variable (X_1) produced a significance value below 0.001 and a calculated t-value of 7.091, which was higher than the critical t-value of 1.988. These results indicate that entrepreneurial passion has a positive and statistically significant effect on entrepreneurial decisions.

In contrast, the variable Family Support (X_2) has a t-value of 1.075, below the critical value of 1.988, and the sign-value of 0.285, over the significance level of 0.05. This suggests that entrepreneurship decisions are not significantly influenced by family support (Y).

Coefficient of Determination (R^2)

The next step is determining the degree to which the independent variable – entrepreneurial passion and family support – affect entrepreneurial decisions. This is evaluated using the R-squared value from the Model Summary table:

Table 7. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.502	.490	2.530

Sourch: Output SPSS, 2026

As presented in Table 7, the Adjusted R^2 value of 0.490 indicates that entrepreneurial passion and family support together accounted for 49.0% of the variation in entrepreneurial decisions. The remaining 51.0% was attributable to other factors not included in the regression model.

Discussion

The Influence of Entrepreneurial Passion and Family Support on the Entrepreneurial Decision of Women Craft Entrepreneurs in Padang.

The F-test indicates that the regression model is statistically significant, suggesting that entrepreneurial passion and family support collectively explain variations in entrepreneurial decisions. This finding indicates that the proposed regression model is appropriate for explaining entrepreneurial decisions, although the contribution of each independent variable differs.

The present findings are in agreement with the Theory of Planned Behavior developed by (Ajzen, 1991), which posits that behavioral decision-making is affected by a combination of internal and external determinants. In this research, entrepreneurial passion represents an internal psychological factor reflecting positive attitudes toward entrepreneurship, whereas family support represents an external social factor associated with subjective norms. Therefore, entrepreneurial decisions result from the interaction between psychological and social factors.

However, a significant F-test does not imply that both independent variables have significant individual effects. The partial analysis showed that entrepreneurial passion significantly influenced entrepreneurial decisions, whereas family support did not have a statistically significant independent effect.

Overall, these findings indicate that although both variables are included in the regression model, entrepreneurial decisions among women entrepreneurs in the handicraft subsector are driven primarily by entrepreneurial passion. Family support may complement the decision-making process but is insufficient on its own to explain entrepreneurial decision.

The Influence of Entrepreneurial Passion on the Entrepreneurial Decision of Women Entrepreneurs in the Handicraft Industry in Padang City

The findings from the partial regression analysis reveal that entrepreneurial passion has a positive and statistically significant effect on entrepreneurial decisions. The result suggests that stronger emotional attachment and enthusiasm toward entrepreneurship may encourage women entrepreneurs to pursue business creation and growth.

The evidence generated from this study lends support to the Theory of Planned Behavior (Ajzen, 1991), which explains that behavioral decisions are influenced by individuals' attitudes toward the behavior. Entrepreneurial passion reflects a positive attitude toward entrepreneurship, increasing confidence, commitment, and willingness to pursue an entrepreneurial career.

The findings also support Yi et al. (2020) and Newman et al. (2021), who found that entrepreneurial passion enhances motivation, persistence, opportunity recognition, and commitment in entrepreneurial decision. Individuals with stronger entrepreneurial passion are therefore more willing to pursue and sustain entrepreneurial activities.

Within the setting of women entrepreneurs in the handicraft subsector in Padang City, entrepreneurial passion becomes particularly important because handicraft businesses require continuous creativity, innovation, and long-term commitment. At the same time, women often balance business activities with family responsibilities, making entrepreneurial passion an important internal resource for sustaining entrepreneurial decisions (Games et al., 2024).

Therefore, entrepreneurial passion can be regarded as a key determinant of entrepreneurial decisions among women entrepreneurs in the handicraft subsector in

Padang City, this indicates that personal psychological attributes may exert a stronger influence on entrepreneurial decisions.

The Influence of Family Support on the Entrepreneurial Decision of Women Entrepreneurs in the Handicraft Subsector in Padang City

The partial regression analysis indicates that family support does not have a statistically significant effect on entrepreneurial decisions among women entrepreneurs in the handicraft subsector in Padang City ($\beta = 0.034$, $t = 1.075$, $p = 0.285$). Although the regression coefficient was positive, the effect was not strong enough to explain entrepreneurial decisions independently.

From the perspective of the Theory of Planned Behavior (Ajzen, 1991), family support represents subjective norms, which may influence individuals through encouragement and social expectations. However, the present findings suggest that these social influences were not sufficiently strong to shape entrepreneurial decisions, indicating that women entrepreneurs relied more on their internal motivation than on family support.

These findings are consistent with the research of Anggraeni et al. (2023), who also reported that family support does not significantly influence entrepreneurial decisions. The preliminary study likewise showed relatively limited family support, with only a small proportion of respondents receiving financial assistance, practical help, or strong confidence from family members. Consequently, the support received may not have been sufficient to influence entrepreneurial decisions.

One possible explanation lies in the socio-cultural context of the Minangkabau community. Although women hold an important position within the matrilineal system, they are also responsible for balancing family and business roles. This condition may encourage women to make entrepreneurial decisions more independently, relying primarily on internal factors such as entrepreneurial passion rather than external family support (Sukmawati, 2019).

Therefore, family support can be viewed as a complementary factor rather than a primary determinant of entrepreneurial decisions. These findings suggest that entrepreneurial decisions among women entrepreneurs in the handicraft subsector in

Padang City are driven more strongly by internal psychological factors than by external family support.

CONCLUSION AND SUGGESTION

The findings indicate that the regression model including entrepreneurial passion and family support simultaneously explains entrepreneurial decisions among women entrepreneurs in the handicraft subsector in Padang City. However, the partial analysis demonstrates that entrepreneurial passion is the only variable that positively and significantly affects entrepreneurial decisions, whereas family support does not demonstrate a statistically significant influence.

The findings also suggest that women entrepreneurs with stronger entrepreneurial passion are more inclined to initiate, sustain, and develop their businesses because they have stronger motivation, commitment, and confidence in entrepreneurial activities. Although family support may provide emotional and practical assistance, it was not found to be a determining factor in entrepreneurial decision-making within the context of this study.

This study enriches the entrepreneurship literature by offering empirical insights into the distinct roles of entrepreneurial passion and family support in influencing entrepreneurial decisions among women entrepreneurs in the handicraft subsector. The findings also extend the application of the TPB by demonstrating that internal psychological factors play a more dominant role than subjective norms represented by family support.

This study has a limited scope, as it focuses only on women entrepreneurs in the handicraft subsector in Padang City and considers entrepreneurial passion and family support as the main variables examined. Therefore, Future studies are recommended to include additional relevant variables, such as entrepreneurial self-efficacy, entrepreneurial motivation, entrepreneurship education, or opportunity recognition, and to involve broader research settings and more diverse respondent characteristics to improve the generalizability of the findings.

From a practical perspective, local governments, the Cooperative and MSME Office, and entrepreneurship support institutions are encouraged to develop entrepreneurship programs that strengthen women's entrepreneurial passion

through entrepreneurship training, mentoring, business coaching, and entrepreneurial identity development. Given that entrepreneurial passion was identified as the main factor influencing entrepreneurial decisions, programs that enhance internal motivation and entrepreneurial commitment are expected to be more effective than programs that rely exclusively on family involvement or financial support.

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