




Women Entrepreneurs in the Crafts Industry: The Impact of Gender Stereotypes, Social Support, and Self-Efficacy on Entrepreneurial Intention

Galih Arung Prastiwi¹ and Della Ayu Zonna Lia²

^{1,2} Univeristas Negeri Malang, Jl. Semarang No. 5, Kota Malang 65145, Jawa Timur, Indonesia
della.lia.fe@um.ac.id

Abstract. The objective of this research is to examine the influence of gender stereotype perceptions and the availability of perceived social support on the entrepreneurial intentions of women, with self-efficacy serving as mediating variable, within the context of female artisans engaged in Batu City's small and medium-sized enterprise (SME) craft sector. Utilizing a quantitative explanatory research framework, data were gathered from 98 female artisans through a non-probability random sampling technique and subsequently analyzed employing SmartPLS 3.0 software. The findings reveal that both the perception of gender stereotypes and the level of perceived social support exert a significant positive effect on women's entrepreneurial intentions, with self-efficacy functioning as a crucial mediating element.

Keywords: Gender Stereotype Perception, Perceived Social Support, Self-Efficacy, Women Entrepreneurial Intention.

Introduction

This research investigates the expanding phenomenon of the female entrepreneurship withing the dynamic craft sector of Batu City. Recent developments [1] have provided women, particularly those with familial responsibilities, the opportunity to engage in entrepreneurial pursuits. This inclination is manifested in the escalating participation of women in micro, small, and medium enterprises (MSMEs) [2], effectively dismantling conventional gender barriers withing the commercial sphere [3]. These female entrepreneurs frequently concentrate on artisanal products that encapsulate personal passions while simultaneously enhancing the local economic framework [4].

The advantageous geographical positioning of Batu City as a tourist hub cultivates a flourishing craft industry [5]. This domain, characterized by its quality and artistic offerings [6], constitutes a critical component of Batu City's economic advancement. Indigenous handicrafts, including batik and pottery, not only exemplify cultural richness but also stimulate economic progression [6].

Both married and unmarried women are increasingly engaging in MSMEs. They adeptly balance familial and entrepreneurial responsibilities while navigating societal norms that prioritize interpersonal skills over analytical reasoning [7]. Empirical studies indicate that these women possess robust instincts, demonstrate proficiency in time management, and excel at harmonizing work with family obligations [8]. Entrepreneurial endeavors empower women, enhance their psychological well-being, and encourage a mindset oriented towards growth. It becomes imperative to comprehend the determinants that shape women's entrepreneurial inclinations, as such understanding can anticipate future entrepreneurial actions [9].

The paper explores the relationship between two essential factors: the interpretation of gender stereotypes and the extent of perceived social support on women's business ambitions, with self-efficacy functioning as mediator. The perception of gender roles can incite women to embark on entrepreneurial ventures, often motivated by a desire to validate their capabilities rather than by the pursuit of opportunity [4]. Berkery & Ryan [10] asserts that affirmative gender stereotypes can exert a motivating influence on women's entrepreneurial aspirations.

The perception of receiving support from family and social networks significantly influences entrepreneurial behaviors [11]. Studies conducted by Enami et al. [12] and Lubis & Pangaribuan [13], propose a positive and substantial correlation between perceived social support and women's entrepreneurial intentions.

The assurance in one's potential to succeed, termed self-efficacy, is utmost importance for women in the entrepreneurial landscape [2]. Miraless-Cardona et al. [14], point out the complex and personalized dynamics that exist between gender stereotypes and initiatives to mitigate their adverse effects can positively affect self-efficacy. Perceived social support, by offering reassurance and motivation, can also fortify self-efficacy [11]. Studies carry out by Shinnar et al. [15] and Putra et al. [11] have found a notable and meaningful link between self-efficacy and the entrepreneurial ambitions of women.

While certain studies highlight a favorable impact of gender stereotypes on self-efficacy [16], others present a difference perspective [17]. Moreover, social support may be influenced by prevailing gender stereotypes. If

© The Author(s) 2024

I. Zutiasari et al. (eds.), *Proceedings of the 4th Business Innovation Sustainability and Technology International Conference (BISTIC 2024)*, Advances in Economics, Business and Management Research 307,

https://doi.org/10.2991/978-94-6463-576-8_21

society sees women as inferior in entrepreneurial skills, this might anguish their belief in themselves [16]. Contrariwise, affirmative social support from family and social can enhance confidence in women's entrepreneurial capabilities [2].

These inconsistencies emphasize the importance of further research into this intricate relationship. This analysis to assess the influence of Gender Stereotype Perceptions (GSP) and Perceived Social Support (PSS) on the women's Entrepreneurial Intention (WEI) involved in Batu City's craft industry, emphasizing self-efficacy (SE) as a mediating factor. By focusing on female entrepreneurs linked to PLUT-KUMKM Batu City, this analysis seeks deepen the understanding of the variables that support women's entrepreneurial progress in this particular environment.

2. Literature Review

2.1 GSP and WEI

Gender Stereotypes represent societal constructs that delineate roles predicated upon sex [18]. Such stereotypes frequently affect the manner in which individuals perceive their own identities and competencies within entrepreneurial framework [7]. Empirical investigations reveal that entrenched gender stereotypes can obstruct WEI [3]. Various studies have established a positive relationship between the GSP and the WEI [2], [4], [7], [19], [21]. Therefore, the proposed hypothesis is as follows:

H1: GSP positively influences WEI.

2.2 PSS and WEI

Perceived social support encompasses the conviction on receiving aid and encouragement from social network [22], [23]. This support is indispensable for personal advancement and development. Research consistently evidences a positive association between PSS and WEI [11], [13], [23], [24]. Therefore, the proposed hypothesis is as follows:

H2: PSS positively influences WEI.

2.3 GSP and SE

The influence of gender stereotypes on individuals' belief about their capabilities can be profound, particularly concerning their self-efficacy [2]. Research indicates that gender stereotype can mold self-efficacy, whereby positive stereotypes may serve to enhance it [2], [21]. Therefore, the proposed hypothesis is as follows:

H3: GSP positively influences SE.

2.4 PSS and SE

PSS, which includes financial, instrumental, and emotional assistance, is vital in nurturing entrepreneurial pursuits [22]. Empirical findings consistently reveal a positive relationship between PSS and SE [2], [24]. Social support enhances individuals' confidence to surmount challenges and accomplish objectives [26]. A conducive social environment is crucial for the cultivation of robust self-beliefs and the amplification of one's potential for success. Therefore, the proposed hypothesis is as follows:

H4: PSS positively influences SE.

2.5 SE and WEI

Self-efficacy, representing a person's confidence in their capacity to achieve success, is linked to substantial cognitive competencies, strategic thought process, and effective environmental management [15]. It represents a critical element of entrepreneurial planning, necessitating a nuanced understanding of its competencies to realize entrepreneurial objectives [23]. Research indicates a positive correlation between SE and WEI [7], [27]. Elevated levels of SE correspond with intensified entrepreneurial intentions [11], [13], [16]. Therefore, the proposed hypothesis is as follows:

H5: SE positively influences WEI.

2.6 SE mediating GSP and WEI relationship

Research suggests that GSP indirectly influence WEI through their impact on SE [2], [16]. SE, a cornerstone of entrepreneurial success, is influenced by societal perceptions and can significantly impact a woman's decision to pursue entrepreneurial endeavors [15]. Therefore, the proposed hypothesis is as follows:

H6: GSP indirectly positively influences WEI through SE.

2.7 SE mediating PSS and WEI relationship

PSS significantly enhances individuals' confidence to pursue entrepreneurial careers, especially for women [2]. Support from family and social is critical in boosting SE, a key factor in developing entrepreneurial intentions [24]. A strong combination of PSS and SE increases the likelihood of forming WEI. Research consistently supports the indirect positive influence of PSS on WEI through its impact on SE [2], [24]. Therefore, the proposed hypothesis is as follows:

H7: PSS indirectly positively influences WEI through SE.

3. Methodology

This study employs a quantitative, explanatory research design. Data was collected through a Likert scale questionnaire distributed digitally via Google Forms and WhatsApp groups. The target population comprised female entrepreneurs in the Batu City craft industry SME sector. A non-probability random sample of 98 respondents was selected. Inclusion criteria for the sample were female entrepreneurs engaged in the craft industry within Batu City.

Table 1. Operational Variables

Variable	Indicator	Scale	Items
<i>Gender Stereotype Perceptionis</i> a label given by society to differentiate the roles of women and men [18].	Cognitive	Intervals	<ul style="list-style-type: none"> - Women's motivation is stronger than men in terms of innovation and skills - Woman tends to be more think about many factors when starting entrepreneurship - I think women value job security more - Women prefer flexibleness in working hours - Women have a deeper understanding than men when it comes to budgeting - Society has accepted itgender equality of women's leadership in entrepreneurship
	Physical	1-5	
<i>Perceived Social Supportis</i> support or assistance that comes from people who have close social relationships with the individual receiving assistance [22].	Emotional	Intervals	<ul style="list-style-type: none"> - I got enough attention from other people (family, lecturers, and friends) to share my story - Having a close relationship with other people (family, lecturers, and friends) makes me feel valuable - I get motivation for entrepreneurship from other people (family, lecturers, and friends). - I get positive opinions from other people about my business (family, lecturers, and friends) - I get complete facilities to support the entrepreneurial process - I get capital assistance from (family, lecturers, and friends) in running a business - I get advice from other people (family, lecturers and friends) regarding the difficulties faced in doing business - I get information thatrelated with solving problems in the entrepreneurial process
	Support	1-5	
	Appreciative		
	Instrumental		
<i>Self-Efficacyis</i> A person's confidence in his or her capacity to carry out a specific job. [28].	Informational		<ul style="list-style-type: none"> - I have a strong belief in starting a business and managing a business - I have confidence in managing a business - I own soul leadership in entrepreneurship
	Support		

				<ul style="list-style-type: none"> - I am confident that I can survive in running the business - I am confident in my entrepreneurial abilities. - I have the qualities to be an entrepreneur - I believe in having creative thinking in entrepreneurship
<p><i>Women's Entrepreneurial Intentionis</i> a female entrepreneur refers to women who have participated in entrepreneurial activities by taking risks [29].</p>	<p>Feeling happy</p> <p>Feeling interested</p> <p>Courage to take risks</p> <p>Making activity choices</p>	<p>happy</p> <p>1-5</p>	<p>Intervals</p> <p>1-5</p>	<ul style="list-style-type: none"> - Becoming an entrepreneur can create jobs for other people - Becoming an entrepreneur can make money - I want to become an entrepreneur - I am serious about starting entrepreneurship - I determined to build and create a business - My goal is just to start a business and run a business - Become an entrepreneur give balance working life

This research employed quantitative descriptive and SEM-PLS analyses using SmartPLS 3.0. The study aimed to assess the influence of GSP and PSS on WEI mediated by SE.

Outer model evaluation assessed convergent validity through outer loadings (all > 0.7) and discriminant validity through average variance extracted (AVE > 0.5) and composite reliability (CR > 0.7). Cronbach's Alpha ($\alpha > 0.7$) confirmed reliability.

Inner model evaluation assessed the model's predictive power using R-squared values (strong: 0.75, moderate: 0.50, weak: 0.25) and F-squared values (low: 0.02, moderate: 0.15, high: 0.35). Hypothesis testing through bootstrapping was conducted, with p-values < 0.05 indicating significant relationships between variables.

4. Results

4.1 Descriptive Respondent

Research data was obtained from 98 respondents based on a questionnaire distributed via Google Form and the characteristics summarized in Table 2.

Table 2. Respondent Data

Characteristics		Frequency	Percentage
Gender	Woman	98	100%
	Man	0	0%
Origin	Junrejo	25	25.5%
	Batu	56	57.1%
	Bumiaji	17	17.3%
Length of Business	< 1 Year	5	5.1%
	1-5 Years	49	50%
	5-10 Years	28	28.6%
	>10 Years	16	16.3%
Number of employees	1-5 Workers	67	66.4%
	6-10 Workers	18	18.4%
	11-15 Worker	10	10.2%
	>15 Workers	3	3.1%
Age	<20 Years	0	0%
	20-30 Year	50	51%
	30-40 Year	33	33.7%
	>40 Years	15	15.3%
Education	SD	26	26.5%
	SMP	25	25.5%
	SMK/SMA	41	41.6%

S1/S2/S3	6	6.1%
----------	---	------

Table 2 reveals that the sample population consisted entirely of women residing in Batu City. The majority of respondents (57.1%) were from Batu District. Regarding business experience, half of the respondents had operated their businesses for 1-5 years, while the shortest duration was less than a year (5.1%). Most respondents employed 1-5 people (66.4%), with a minimal number having more than 15 employees (3.1%). The largest age group was 20-30 years old (51%), and no respondents were under 20. Educational attainment primarily comprised vocational or high school levels (41.6%), while those with bachelor's degrees or higher represented the smallest group (6.1%).

4.2 Analysis Measurement Model Test

4.2.1 Descriptive Analysis

Table 3. Frequency Distribution

Variable	Standard Deviation	Grand Mean
<i>Gender Stereotype Perception</i>	3,233	4.27
<i>Perceived Social Support</i>	4,769	4.15
<i>Self-Efficacy</i>	1,043	4.16
<i>Women's Entrepreneurial Intention</i>	4,394	4.06

The average scores for GSP, PSS, SE, and WEI were 4.27, 4.15, 4.16, and 4.06, respectively. Based on the established rating scale (1.00-1.79: very low, 1.80-2.59: low, 2.60-3.39: fair, 3.40-4.19: high, 4.20-5.00: very high), GSP was categorized as very high, while PSS, SE, and WEI were categorized as high.

4.2.2 Validity and Reliability Test

The results of the outer model test used for validity and reliability testing are presented in Table 4.

Table 4. Outer Model Results

Variables/ Indicators	Outer Loadin g	AVE	Cronbach' sAlpha	Composite Reliability	Infor mation
<i>Gender Stereotypes Perception</i>		0.668	0.900	0.923	Reliable
GSP1.1	0.832				Valid
GSP1.2	0.867				Valid
GSP2.1	0.853				Valid
GSP2.2	0.816				Valid
GSP3.1	0.748				Valid
GSP3.2	0.783				Valid
<i>Perceived Social Support</i>		0.624	0.878	0.908	Reliable
PSS1.1	0.856				Valid
PSS1.2	0.757				Valid
PSS2.1	0.828				Valid
PSS2.2	0.822				Valid
PSS3.2	0.733				Valid
PSS4.2	0.734				Valid
<i>Self-Efficacy</i>		0.684	0.922	0.938	Reliable
SE1.1	0.769				Valid
SE1.2	0.858				Valid
SE2.1	0.869				Valid
SE2.2	0.893				Valid
SE2.3	0.802				Valid

SE3.1	0.760				Valid
SE3.2	0.827				Valid
Women					
Entrepreneurial Intention		0.689	0.924	0.939	Reliable
WEI1.1	0.757				Valid
WEI1.2	0.883				Valid
WEI2.1	0.866				Valid
WEI3.1	0.845				Valid
WEI3.2	0.853				Valid
WEI3.3	0.795				Valid
WEI 4.1	0.803				Valid

The outer model assessment indicates that all variables exhibit acceptable convergent validity, with outer loadings exceeding 0.7 and average variance extracted (AVE) values greater than 0.50. Reliability analysis confirmed the internal consistency of the constructs, as demonstrated by Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.7 for all variables (GSP: 0.900/0.923; PSS: 0.878/0.908; SE: 0.922/0.938; WEI:0.924/0.939).

Table 5. R-Square

Variable	R Square	R Square Adjusted
S.E	0.795	0.791
WEI	0.767	0.759

The R-squared value for Self-Efficacy is 0.795, indicating that 79.5% of its variance is explained by GSP, PSS, and WEI, categorized as a very strong effect. For WEI, the R-squared value is 0.767, meaning 76.7% of its variance is explained by the predictor variables, also classified as a very strong effect. The remaining variance in both models is attributed to other unmeasured factors.

Table 6. F-Square

Variable	GSP	P.S.S	S.E	WEI
GSP			0.422	0.063
P.S.S			0.442	0.023
S.E				0.264
WEI				

The F-square values indicate the following effect sizes: GSP has a large influence on SE (0.422), PSS also has a large influence on SE (0.442), GSP has a small influence on WEI (0.063), PSS has a very small influence on WEI (0.023), and SE has a medium influence on WEI (0.264).

Table 7. Path Coefficient

	Original Samples	Samples Mean	Standard Deviation	T Statistics	P Values
GSP -> WEI	0.230	0.240	0.081	2,856	0.003
PSS -> WEI	0.141	0.120	0.121	1,160	0.124
GSP -> SE	0.468	0.492	0.077	6,040	0.000
PSS -> SE	0.478	0.452	0.078	6,099	0.000
SE -> WEI	0.549	0.556	0.127	4,331	0.000
GSP -> SE -> WEI	0.257	0.273	0.071	3,632	0.000
PSS -> SE -> WEI	0.262	0.253	0.080	3,291	0.001

As depicted in Table 7, the model reveals that GSP directly impacts both WEI and SE. PSS influences SE, which in turn affects WEI, indicating an indirect relationship between PSS and WEI. There is no direct path from PSS to WEI.

Table 8. Summary of Hypothesis Testing

Hypothesis	Results	Information
------------	---------	-------------

H1	<i>Gender Stereotype Perception</i> positive influence and significant to Women Entrepreneurial Intention.	Beta Coef=0.230 T-Statistics=2.856 P-value=0.003	Accepted
H2	<i>Perceived Social Support</i> influential positively and significantly towards <i>Women's Entrepreneurial Intention</i> .	There is no significant effect	Rejected
H3	<i>Gender Stereotype Perception</i> positive influence and significant to Self-Efficacy.	Beta Coef=0.468 T-Statistics=6.040 P-value=0.000	Accepted
H4	<i>Perceived Social Support</i> influential positively and significantly towards <i>Self-Efficacy</i> .	Beta Coef=0.478 T-Statistics=6.099 P-value=0.000	Accepted
H5	<i>Self-Efficacy</i> influential positive and significant towards <i>Women's Entrepreneurial Intention</i> .	Beta Coef=0.549 T-Statistics=4.331 P-value=0.000	Accepted
H6	<i>Gender Stereotype Perception</i> in a way indirectly has a positive and significant effect on <i>Women Entrepreneurial Intention</i> via <i>Self-Efficacy</i> .	Beta Coef=0.257 T-Statistics=3.632 P-value=0.000	Accepted
H7	<i>Perceived Social Support</i> in no way directly has a positive and significant effect on <i>women Entrepreneurial Intention</i> via <i>Self-Efficacy</i> .	Beta Coef=0.262 T-Statistics=3.291 P-value=0.001	Accepted

The results indicate a significant positive relationship between GSP and WEI ($\beta = 0.230$, $t = 2.856$, $p < 0.05$). However, no significant relationship was found between PSS and WEI. GSP and PSS both significantly and positively influenced SE ($\beta = 0.468$ and 0.478 , respectively, $t > 1.96$, $p < 0.05$). SE also significantly and positively influenced WEI ($\beta = 0.549$, $t = 4.331$, $p < 0.05$). Furthermore, both GSP and PSS indirectly influenced WEI through SE ($\beta = 0.257$ and 0.262 , respectively, $t > 1.96$, $p < 0.05$).

5. Discussion

The Influence of GSP on WEI

Results indicate a significant positive relationship between GSP and WEI, supporting Hypothesis 1. This finding aligns with previous research [2], [3], [7], [20], [21]. High GSP scores, particularly regarding women's perceived innovative abilities, and the strong entrepreneurial aspirations reflected in WEI data, corroborate these findings.

The Influence of PSS on WEI

Contrary to expectations and previous research [12], [13], [23], the study found no significant relationship between (PSS) and WEI, rejecting Hypothesis 2. Respondents reported high satisfaction with entrepreneurial support resources, potentially explaining this unexpected outcome. However, findings resonate with Putra et al. [11], who also reported a non-significant PSS-WEI relationship.

The Influence of GSP on SE

Results confirm a significant positive relationship between GSP and SE, supporting Hypothesis 3. This aligns with previous research [2], [21], [30]. High GSP scores related to budgeting skills and strong SE scores among women entrepreneurs support these findings. Overall, the study contributes to the growing body of knowledge recognizing the influence of gender stereotypes on women's entrepreneurial behaviors. While social support did not emerge as a significant predictor in this context, the positive impact of gender stereotypes on self-efficacy and entrepreneurial intentions is evident.

The Influence of PSS on SE

Results confirm a significant positive relationship between PSS and SE, supporting Hypothesis 4. This aligns with previous research by Hamdani et al. [2] and Pattinama [26]). The findings are corroborated by high PSS scores, mostly in terms of perceived motivation and financial support, and high SE scores among respondents.

The Influence of SE on WEI

Results confirm a significant positive relationship between SE and WEI, supporting Hypothesis 5. This finding is consistent with previous research [2], [7], [11], [13], [15], [16], [23], [27], [31]. Elevated SE scores, particularly in relation to entrepreneurial attributes and innovative cognition, alongside robust WEI scores, mostly concerning the equilibrium between professional and personal life, substantiate the conclusions. In summary, the findings underscore the significance of both social support mechanism and SE in influencing WEI.

The Indirect Influence of Gender Stereotype Perception and Perceived Social Support on Women's Entrepreneurial Intention

The outcomes affirm the indirect supportive role of GSP on WEI, mediated by SE, thereby confirming Hypothesis 6. This observation is consistent with earlier studies conducted by Hamdani et al. [2] and Tanaka & Setyawati [7]. Elevated GSP metrics associated with women's inclination toward flexible working hours, next to robust WEI scores reflecting an ambition for entrepreneurial achievement, corroborate these conclusions.

In a similar vein, the findings validate the indirect positive influence of PSS on WEI through SE, thereby reinforcing Hypothesis 7. This is in agreement with preceding research by Hamdani et al. [2] and Molino et al. [24]. Elevated PSS scores linked to perceived affirmative reinforcement and assistance, combined with strong WEI scores denoting earnest entrepreneurial ambitions and aspirations for leadership, support these conclusion. Collectively these results illuminate the intricate dynamics between gender stereotypes, social support, SE, and WEI.

6. Conclusion

A empirical investigation was undertaken to assess the influence of GSP and PSS on WEI, with SE serving as a mediating variable, among women entrepreneurs within the craft industry MSME's of Batu City. Analytical procedures and hypothesis validation yielded the following findings:

- The GSP exerts a positive and statically significant effect on WEI.
- The PSS does not exert a statically significant effect on WEI.
- Both GSP and PSS exert positive and statically significant effect of SE.
- SE exert a positive and statically significant influence on WEI.
- The influences of GSP and PSS support on WEI are mediated indirectly through SE.

References

- [1] A. Husna and Y. Fahrimal, "Representasi Perempuan Berdaya pada Akun Instagram @rachelvennya," *J. Stud. Komun. dan Media*, vol. 25, no. 2, p. 131, 2021, doi: 10.31445/jskm.2021.3801.
- [2] N. A. Hamdani, V. Ramadani, G. Anggadwita, G. S. Maulida, R. Zuferi, and A. Maalaoui, "Gender stereotype perception, perceived social support and self-efficacy in increasing women's entrepreneurial intentions," *Int. J. Entrep. Behav. Res.*, vol. 29, no. 6, pp. 1290–1313, 2023, doi: 10.1108/IJEBR-02-2023-0157.
- [3] J. Wang, Y. Li, and D. Long, "Gender gap in entrepreneurial growth ambition: The role of culturally contingent perceptions of the institutional environment in China," *Int. J. Entrep. Behav. Res.*, vol. 25, no. 6, pp. 1283–1307, 2019, doi: 10.1108/IJEBR-04-2018-0248.
- [4] K. Adom and G. Anambane, "Understanding the role of culture and gender stereotypes in women entrepreneurship through the lens of the stereotype threat theory," no. 1993, 2019, doi: 10.1108/JEEE-07-2018-0070.
- [5] A. (Nurul Fitriana), "Pengembangan Industri Kreatif Di Kota Batu. Universitas Brawijaya, Malang (Studi Tentang Industri Kreatif Sektor Kerajinan Di Kota Batu)," *Jap*, vol. 2, no. 2, pp. 281–286, 2015.
- [6] L. Agustina, D. ISWANTO, and S. SELVA, "ANALISIS STRATEGI PEMASARAN YANG DIGUNAKAN OLEH INDUSTRI KERAJINAN GERABAH GUNA MENINGKATKAN KESEJAHTERAAN (Studi Kasus, Di Desa Penujak, Kecamatan Praya Barat, Kabupaten Lombok Tengah)," *J. Appl. Bus. Bank.*, vol. 4, no. 1, p. 1, 2023, doi: 10.31764/jabb.v4i1.7606.
- [7] J. Tanaka and C. Y. Setyawati, "Pengaruh Gender Stereotype Dan Entrepreneurial Self-Efficacy Terhadap Entrepreneurial Intention Pada Mahasiswi Universitas Ciputra," *Performa*, vol. 6, no. 3, pp. 226–235, 2021, doi: 10.37715/jp.v6i3.2525.

- [8] L. Indarti, A. Patoni, D. Pascasarjana, U. I. N. Sayyid, and A. Rahmatullah, "Apresiasi," 2021.
- [9] C. Constantinidis, "How female entrepreneurs build strong business relationships: the power of gender stereotypes," *Int. J. Gen. Entrep.*, vol. 13, no. 3, pp. 259–274, 2021, doi: 10.1108/IJGE-11-2020-0185.
- [10] E. Berkery and N. F. Ryan, "Think manager – Think male or female: exploring the content of gendered stereotypes of the managerial role among undergraduate business students in Ireland over a 10-year period," *Gen. Manag.*, 2023, doi: 10.1108/GM-03-2023-0099.
- [11] P. D. Putra, Y. Duma, and A. Zainal, "The Effect of Self Efficacy and Social Support on Intention of Entrepreneurship in The Era of Industrial Revolution 4.0," *J. Econ. Educ. Entrep.*, vol. 2, no. 1, p. 11, 2021, doi: 10.20527/jee.v2i1.3059.
- [12] A. Emami, S. Ashourizadeh, and M. D. Packard, "The impact of social network support on opportunity intention among prospective male and female entrepreneurs during 2019-nCov pandemic," *Int. J. Entrep. Behav. Res.*, vol. 29, no. 11, pp. 132–169, 2023, doi: 10.1108/IJEBR-03-2022-0223.
- [13] A. Lubis and W. Pangaribuan, "Hubungan prokrastinasi," *J. Electr. Vocat. Teach. Educ.*, vol. 2, no. 2, pp. 117–127, 2022.
- [14] C. Miralles-Cardona, E. Chiner, and M. C. Cardona-Moltó, "Educating prospective teachers for a sustainable gender equality practice: survey design and validation of a self-efficacy scale," *Int. J. Sustain. High. Educ.*, vol. 23, no. 2, pp. 379–403, 2022, doi: 10.1108/IJSHE-06-2020-0204.
- [15] R. S. Shinnar, D. K. Hsu, and B. C. Powell, "Self-efficacy, entrepreneurial intentions, and gender: Assessing the impact of entrepreneurship education longitudinally," *Int. J. Manag. Educ.*, vol. 12, no. 3, pp. 561–570, 2014, doi: 10.1016/j.ijme.2014.09.005.
- [16] H. Zhao, G. E. Hills, and S. E. Seibert, "The mediating role of self-efficacy in the development of entrepreneurial intentions," *J. Appl. Psychol.*, vol. 90, no. 6, pp. 1265–1272, 2005, doi: 10.1037/0021-9010.90.6.1265.
- [17] T. K. Putri and A. Ahyanuwardi, "Pengaruh Dukungan Sosial Keluarga dan Kreativitas terhadap Minat Berwirausaha Mahasiswa," *J. Pendidik. Tek. Elektro*, vol. 2, no. 2, pp. 86–92, 2021, doi: 10.24036/jpte.v2i2.122.
- [18] A. Widyani, A. Saman, N. F. Umar, and P. Karier, "Analisis Stereotip Gender Dalam Pemilihan Karier : Studi Kasus Pada Siswa Sekolah Menengah Pertama," vol. 3, no. 1, pp. 111–123, 2023.
- [19] M. Adamus, V. Čavojová, and J. Šrol, "The impact of stereotyped perceptions of entrepreneurship and gender-role orientation on Slovak women's entrepreneurial intentions," *Gen. Manag.*, vol. 36, no. 6, pp. 745–761, 2021, doi: 10.1108/GM-06-2020-0179.
- [20] V. K. Gupta, D. B. Turban, S. A. Wasti, and A. Sikdar, "The Role of Gender Stereotypes in Perceptions of Entrepreneurs and Becoming an Entrepreneurs," *Entrep. theory ...*, no. 617, pp. 387–406, 2009, [Online]. Available: <http://onlinelibrary.wiley.com/doi/10.1111/j.1540-6520.2009.00296.x/full>
- [21] G. L. Sweida and R. J. Reichard, "Gender stereotyping effects on entrepreneurial self-efficacy and high-growth entrepreneurial intention," *J. Small Bus. Enterp. Dev.*, vol. 20, no. 2, pp. 296–313, 2013, doi: 10.1108/14626001311326743.
- [22] K. A. Saputri and D. Sugiharto, "The reciprocal longitudinal relationship between the parent-adolescent relationship and academic stress in Korea," *Soc. Behav. Pers.*, vol. 41, no. 9, pp. 1519–1532, 2019, doi: 10.2224/sbp.2013.41.9.1519.
- [23] B. N. Neneh, "Entrepreneurial passion and entrepreneurial intention: the role of social support and entrepreneurial self-efficacy," *Stud. High. Educ.*, vol. 47, no. 3, pp. 587–603, 2022, doi: 10.1080/03075079.2020.1770716.
- [24] M. Molino, V. Dolce, C. G. Cortese, and C. Ghislieri, "Personality and social support as determinants of entrepreneurial intention. Gender differences in Italy," *PLoS One*, vol. 13, no. 6, pp. 1–19, 2018, doi: 10.1371/journal.pone.0199924.
- [25] A. Bandura, "Journal of Management," no. September 2011, 2012, doi: 10.1177/0149206311410606.
- [26] C. Pattinama, "Pengaruh Motivasi dan Dukungan Sosial terhadap Self Efficacy Mahasiswa dalam Mengikuti Pendidikan Teologi di Fakultas Teologi -UKIM," *JTP - J. Teknol. Pendidik.*, vol. 22, no. 2, pp. 122–131, 2020, doi: 10.21009/jtp.v22i2.16396.
- [27] H. Hartini, A. Wardhana, N. Normiyati, and S. Sulaiman, "Peran self-efficacy dalam meningkatkan minat berwirausaha women entrepreneur yang dimediasi oleh pengetahuan kewirausahaan," *J. Ekon. Mod.*, vol. 18, no. 2, pp. 132–148, 2022, doi: 10.21067/jem.v18i2.7036.
- [28] Y. Effrisanti, H. Totok, and T. Wahono, "Pengaruh Literasi Keuangan , Efikasi Diri , dan Love of Money Terhadap Minat Berwirausaha Mahasiswa Prodi Pendidikan Ekonomi STKIP PGRI Jombang," vol. 10, pp. 148–156, 2022.
- [29] G. Anggadwita, N. Ramadhanti, and G. Astri, "THE EFFECT OF SOCIAL PERCEPTION AND ENTREPRENEURSHIP ORIENTATION Keywords: women entrepreneurial intention , entrepreneurship orientation , social perception , MSME," *J. Pemikir. dan Penelit. Adm. Bisnis dan Kewirausahaan*, vol. 6, no. 3, pp. 269–280, 2021.
- [30] T. Hentschel, M. E. Heilman, and C. V. Peus, "The multiple dimensions of gender stereotypes: A current look at men's and women's characterizations of others and themselves," *Front. Psychol.*, vol. 10, no. JAN, pp. 1–19, 2019,

doi: 10.3389/fpsyg.2019.00011.

- [31] I. Jaya and N. Seminari, "Pengaruh Norma Subjektif, Efikasi Diri, Dan Sikap Terhadap Intensi Berwirausaha Siswa Smkn Di Denpasar," *E-Jurnal Manaj. Unud*, vol. 5, no. 3, p. 255356, 2016.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

