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## Key Words

Micro business sustainability;  
Psychological women empowerment;  
Women entrepreneurial success

## Abbreviations

Low Income Household (LIH); Small and Medium Enterprises (SMEs); Knowledge-Based Industries (KBI); Gross Domestic Product (GDP)

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Case Report

# Psychological Women Empowerment and Women Entrepreneurial Success: A Case Study of Micro-Enterprise in Malaysia

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## Abstract

Women are taking on the risks and rewards of entrepreneurship in ever-increasing numbers. Existing literature suggests that women have been playing a significant part in the growth of micro-enterprise and economic development. Unfortunately, most of women failed to sustain in entrepreneurship due to psychological characteristic issue for instance lack of empowerment among themselves. As a result, there is an insistent need to investigate various dimensions of women empowerment especially in the context of micro-enterprise sustainability. Since the sustainability of micro-enterprise among women entrepreneur are still being debated among scholars, therefore the understanding on the concept of psychological women empowerment in depth is crucial. This study was conducted to investigate the role of psychological women empowerment that may assist in women entrepreneurial success. The total of 410 women entrepreneurs categorised as Low Income Household (LIH) who conducting micro-enterprise in Malaysia participated in this study voluntarily. The time horizon for the study conducted was three years. The data was analysed using descriptive and linear regression analysis. The finding obtained from this study indicated that there was significant positive relationship between psychological women empowerment and women entrepreneurial success. In addition, the findings showed that women had greater level of awareness in increasing knowledge and family welfare, financial independence and self-identity. The findings offer evidence that women in LIH engaged in entrepreneurial activities feel much empowered that lead to business sustainability. This result provides valuable insight for agencies involved in women entrepreneurship development especially on micro-enterprise.

## Introduction

Initiated in the early 1980s, small businesses and entrepreneurship have received the utmost interest from policymakers, especially from academicians, due to their significant contribution to job creation and innovation [1]. Small and Medium Enterprises (SMEs) are crucial elements in contributing to the economic growth and development of the country. SMEs contribute an average of 95 per cent to economic growth and between 60 to 70 per cent of jobs in most OECD countries. This leads to a reduction in the unemployment rate [2,3]. Similarly, in Malaysia, SMEs are considered the backbone of the economy, representing 97.2 per cent of the overall business establishments in 2020 [4]. On the micro-enterprise level, it contributes to the dynamics and development of the business communities and entities. Micro-enterprises are concentrated primarily in low-income and low productivity activities, especially in petty trades and services in competitive markets. In many countries, women who could be categorised as poor and experience poverty operate many of these enterprises. Therefore, in many developing countries, women entrepreneurs represent a crucial element of these business communities. Based on the labour market's perspective, advancing women's entrepreneurship in developing countries acts as a driver for the creation of a productive workforce. In contrast, from the social perspective, these women entrepreneurs are crucial factors in reducing and eliminating poverty in society. Given this, a thorough understanding and analysis of their characteristics can help develop successful entrepreneurship policies for economic growth, competitiveness, and, most importantly, social justice and equality [5]. The relevance of the research pertaining to women entrepreneurship in today's economy is the motivating factor behind this study.

Many studies were examining the unique characteristics of women entrepreneurs and whether these qualities influence the sustainability of women-owned businesses in micro enterprise [6]. Based on previous studies, Knowledge-Based Industries (KBI) and manufacturing were two sectors that did not appear to attract as many women entrepreneurs. These two sectors, which are key sectors driving the country's growth and innovation, attracted only small percentage of women entrepreneurs [7,8]. Similarly, Department of Statistic Malaysia [4], indicated that, the majority of women entrepreneurs involved in service sector were almost more than 50 per cent out of total number of women-owned established sector. This figure shows that most of women entrepreneurs still prefer less risky business compared riskier sector such as manufacturing that will contribute towards higher Gross Domestic Product (GDP). In addition, previous studies found that women-owned enterprises gained fewer profits and business survival is shorter than male-owned businesses [9]. In view of this, there is a need to study the psychological characteristic among women entrepreneur that were identified by vast literature to have influence on entrepreneurial success as well as business sustainability [10]. As a result, the purpose of this paper is to explore the psychological characteristic among women entrepreneur in micro-enterprise by focusing on psychological women empowerment. The remainder of this paper is organized as follows. First, the brief review of the entrepreneurial success definition. Second, the overview of the concept of psychological women empowerment and how does it relate to women entrepreneur that represent as a crucial driver in the stimulation of success. Next, we present the methodology employed such as the instrument used and data analysis procedure involved. Finally, based on the result generated, we make a conclusion on how the study conducted may assist the future studies in entrepreneurship stream.



## Theoretical Framework

### Women entrepreneurial success

Entrepreneurial success is a phenomenon understood by implication or context. It is agreed that society benefits from a successful entrepreneur. However, Casson [11] cautioned against the absence of a precise definition of entrepreneurial success. Many researchers highlighted the lack of mutual agreement on how to determine the measurement and indicators of a successful entrepreneur [12]. Batool, et al. [13] also used the determination of criterion for success proposed by Brockhaus [14] when the business continued to exist three years after the owner created the company to differentiate between successful and unsuccessful entrepreneurs. In contrast, the definition provided by Witt [15] is consistent with Cliff [16], who defined a success measure as the completion of the idea and planning phase. For instance, the founder has moved from idea development and business planning to business start-up. With respect to the empirical argument by previous studies, hence, therefore this study treat business survival and success as two related where the business managed to sustain within the first three years after its formation due to its liability of newness as suggested by Freeman et al. [17].

### Concept of psychological women empowerment and women entrepreneurial success

The psychological women empowerment concept has been widely discussed in various studies and continues to receive significant attention in the entrepreneurship field through social exclusion and social inequality [18,19] making it more exciting to study. According to Kaber [20], East [21] and Carr [22], empowerment is a process instead of a goal and is most directly applied to those who lack power through peripheral social inequality and discrimination. Empowerment is the expansion of people's ability to make strategic life choices in a context where this ability was previously denied [23]. Similarly, Carr [22] and East [21] stressed that empowerment is a process instead of a goal and mostly directly applied to those who lack of power through peripheral, social inequality and discrimination. Vast literature had indicated that the concept of empowerment best suited women rather than men because men as an individual generally holds a favoured position in patriarchal contexts. Thomas and Velthouse [24] mentioned women empowerment as one of the psychological elements and called this the psychological women empowerment that increased task motivation demonstrated in employees' cognitions about their role in doing the job. These cognitions are said to enclose meaning or the fit between an individual's values and work role; competence or belief in one's ability to perform the job; self-determination, or a sense of autonomy on the job; and impact, or a sense of influencing job outcomes.

Furthermore, the same term of psychological empowerment was also used by Oladipo [25], which refers to an individual's cognitive state characterized by a sense of perceived control, competence, and goal internalization. Recently, Chakraborty and Biswal [26] investigated dimension of psychological empowerment among women entrepreneurs. The study conducted netnography in the Twitter to discover whether entrepreneurship is associated with integration in business life. The study reported that the women entrepreneur set up their businesses for reasons such as goal internalization, perceived control, perceived competency, and self-esteem. In fact, women entrepreneur with empowerment characteristic were not afraid of failure in business and may lead to business sustainability [27]. This implied that empowerment was related to business success. In addition, previous study also proved that the location where women had high spirit, self-confidence, and capability to involve in business indicated higher rate of entrepreneur [28]. Huis et al. [29], Okyireh MAA and Simpeh KN [30] perceived the problem in developing the concept and analytical core of empowerment due to lack of agreement among the researchers. Consequently, using broader definitions of empowerment, Al-Dajani and Marlow [31] suggested that women's empowerment is a continuous cycle involving abilities enhancement to control choices, decision and actions based on seven construct namely:

- i. **Increase awareness and knowledge:** Women acquire motivation for their social change through their increase awareness and knowledge gained from their experience.
- ii. **Improve welfare:** The entrepreneurship involvement provides economic gains among women that were directed towards improving their family welfare in terms of better education and health care for children.
- iii. **Economic independence:** The income generated by the home-based enterprises was crucial in supporting the limited wages available to husbands and fathers as well as to release poverty. Moreover, this source of additional income enables women to gain some power in determining how the income should be spent and

invested back to the family.

- iv. **Community organizing:** Women with empowerment characteristic has the capability to find acceptable channels to generate income in the face of restraint and regarded the situation as opportunity that motivate them to reach outside of their family and local community.
- v. **Accountability and responsibility:** Women business owner has confidence in making decision when they posit positive self-identity. There is high tendency to play a leadership role within her family and immediate community.
- vi. **Leadership:** The awareness and understanding of women's role in society motivate them to lead initiatives for community especially among the same gender to improve their life.
- vii. **Self-identity:** Women who has empowerment indicate positive self-identity and become a role model for other women.

Therefore, based on the above discussion lead to the proposed hypothesis:

- i. **H0:** There is no relationship between psychological women empowerment and women entrepreneurial success
- ii. **HA:** There is a relationship between psychological women empowerment and women entrepreneurial success.

## Methodology

This study is quantitative method. The survey conducted was self-administered questionnaire. Data collection procedure covers one year. A total of 500 out of 946 women entrepreneurs engaged in micro-enterprise more than three years were participated in this study voluntarily. However, there were 410 (82%) being valid response. The sample frame was provided by Social Welfare Department of Malaysia which is the agency involves to assist low income household or also known as B40 group. This sample considered as appropriate for the study based on the definition of entrepreneurial success that was highlighted previously. The sample selection for each state in Malaysia was derived from proportionate stratified random sampling approach based on the following formula:

Proportionate Stratified Random Sampling Formula:

$$nh=(Nh/N)*n$$

Whereby:

nh=Sample size for h<sup>th</sup> stratum  
 Nh=Population size for h<sup>th</sup> stratum  
 N=Size of the entire population  
 n=Size of the entire sample

## Research instrument

The instruments used have been adapted from previous studies [31-33] with some modification for appropriate context of present study. The set of questionnaire was prepared in dual language which are Malay and English. In order to ensure the consistency of the language, inter-translator checked was implemented by the expert from higher learning institutions in Malaysia. The questions have been stated as sentences that have to be answered by respondents in terms of their agreement rate based on a 5- point Likert-scale for all items. The Likert-scale is used to construed between how strongly disagree to strongly agree a respondent was, with the statement on the scale (1=strongly disagree; 5=strongly agree).

The total of 18 items to measure psychological women empowerment is divided into seven dimensions as follows:

- i. Increase awareness (two items: eg., "I believe that I have to do as I think not as what my family says," "I believe that if I do not help myself, nobody will help me.")
- ii. Improve welfare (four items: eg., "It is important for me to gain confidence, share experience related to my work and to gain presence in the broader community", "Many people respect me and come for advice," "I am very active in the community and that encourages me to do more," "I help many adolescents with their homework.")
- iii. Economic independence (two items: eg., "I always wanted to have my own work and I have never looked back," "I could bring in more money through my business to support my family.")

- iv. Community organizing (two items: eg., “I have to find solution helping those women who are running business at home like me,” “As my business grew beyond my dreams, I employed the other local people to work with me.”)
- v. Accountability and responsibility (two items: eg., “I am not only responsible for my family, but also for the entire woman I subcontract to and their families,” “I always think that what would happen to local women if I do not provide job for them.”)
- vi. Leadership (three items: eg., “If I do not change things for myself, no one will change them for me,” “I have to lead the change in my family,” “Without my work, my family could not afford to have a better life.”)
- vii. Self-identity (three items: eg., “To stay ahead of my life, I have to be very creative,” “It is not enough to have good quality items, but they have to be unique too,” “It is my responsibility to have my own identity of product and keep people interested in this.”)
- viii. In addition, the measurement of women entrepreneurial success involved one dimension which is business sustainability that consists of six items (eg: “I am personally satisfied with my life and business,” “I do only that which I want to do in my life and business,” “I continually grow my business more than three years,” “I exceed the business goals that I set out to achieve in founding at least one business,” “I received public recognition from others for instance; award, remunerated board seats, speaker invitation,” “I build a business sustainable beyond my personal involvement.”)

**Data analysis procedure**

Data were analysed using SPSS Version 23. The linear regression analysis was conducted as the main statistical procedure for examining the relationship between psychological women empowerment and women entrepreneurial success. However, since this study involved the psychological characteristic theory, also known as personality theory, a large number of observed factors that are thought to reflect latent factors may have the tendency to occur. Therefore, as a preliminary step to linear regression analysis, the factorial analysis with KMO and Bartlett’s test of Sphericity and Varimax rotation was performed to determine whether the construct is measureable according to psychological women empowerment and women entrepreneurial success.

**Factorial analysis of psychological women empowerment**

(Table 1) presents the finding of the KMO test and Bartlett’s test of Sphericity for the variable of psychological women empowerment. Based on the table, analysis indicates that the KMO test for 18 items of psychological women empowerment is 0.890, which is more than the suggested 0.50 value by Kaiser [34]. The Bartlett’s test of Sphericity analysis indicates a significant value of p-value (p=0.000) is less than significant level (α=0.05), which indicates that the correlation among factors is sufficient for the analysis.

**Table 1:** KMO and Bartlett’s test of psychological women empowerment.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.89
Bartlett’s Test of Sphericity	Approx. Chi-Square	3460.3
	df	153
	Sig.	0

To avoid over determination of the factors, only those factors with Eigen value less than one were considered. (Table 2) indicates that the variables related to psychological women empowerment can be grouped into three main factors when the Eigen-value is more than 1.00 and the variance contribution of more than 5% [35]. The Eigen-value for Factor 1 is 7.24, Factor 2 is 1.59 and Factor 3 is 1.15. All three factors contribute 55.47% to the changes in the variance as a whole. The highest percentage of the variance are contributed by Factor 1 (40.23%), followed by Factor 2 (8.85%) and Factor 3 (6.39%).

**Table 2:** Eigen values and total variance of psychological women empowerment.

Component	Total Variance Explained of Psychological Women Empowerment		
	Initial Eigen values		
	Total	% of Variance	Cumulative %
Factor 1	7.242	40.231	40.231
Factor 2	1.593	8.849	49.079
Factor 3	1.151	6.392	55.472

Source: Extraction method: Principal component analysis.

(Table 3) provides 18 items of psychological women empowerment used in this study before rotation, and (Table 4) (Rotated Component Matrix) indicates that all the items fulfil beyond the minimum requirement of loading factors (0.33) represents 10% of total variance changes for the factor. However, after the varimax rotation, five items were found in more than one factor (components). These items must be considered unsuitable and should be excluded from the instrument for further analysis [35]. In other words, by using factorial analysis, three factors construct was developed to represent psychological women empowerment, and out of the 18 items analysed, five items have been eliminated from the instrument. The items involved were PWE3, PWE4, PWE5, PWE7 and PWE16 (Table 5).

**Table 3:** Items of Psychological Women Empowerment.

Dimension	Increase Awareness (IA)
PWE1	I believe that I have to do as I think not as what my family says
PWE2	I believe that if I do not help myself, nobody will help me
Dimension	Improve Welfare (IW)
PWE3*	It is important for me to gain confidence, share experience related to my work and to gain presence in the broader community.
PWE4*	Many people respect me and come for advice.
PWE5*	I am very active in the community and that encourages me to do more.
PWE6	I help many adolescents with their homework
Dimension	Economic Independence (EI)
PWE7*	I always wanted to have my own work and I have never looked back.
PWE8	I could bring in more money through my business to support my family.
Dimension	Community Organizing (CO)
PWE9	I have to find solution helping those women who are running business at home like me
PWE10	As my business grew beyond my dreams, I employed the other local people to work with me.
Dimension	Accountability and Responsibility (AR)
PWE11	I am not only responsible for my family, but also for the entire woman I subcontract to and their families.
PWE12	I always think that what would happen to local women if I do not provide job for them.
Dimension	Leadership (L)
PWE13	If I do not change things for myself, no one will change them for me.
PWE14	I have to lead the change in my family
PWE15	Without my work, my family could not afford to have a better life.
Dimension	Self-Identity (SI)
PWE16*	To stay ahead of my life, I have to be very creative
PWE17	It is not enough to have good quality items, but they have to be unique too.
PWE18	It is my responsibility to have my own identity of product and keep people interested in this.

Source: \*Items eliminated after varimax rotation.

**Table 4:** Rotated component matrix of psychological women empowerment.

	Component		
	1	2	3
PWE13	0.725		
PWE6	0.659		
PWE9	0.648		
PWE10	0.602		
PWE8	0.596		
PWE11	0.595		
PWE5	0.587	0.433	
PWE7	0.533		0.509
PWE3	0.507		0.335
PWE15		0.724	
PWE17		0.689	
PWE12		0.637	
PWE18		0.554	
PWE16	0.356	0.494	0.371
PWE1			0.83
PWE2			0.824
PWE14			0.632
PWE4	0.403	0.398	0.428

Source: Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser Normalization.<sup>a</sup>

(Table 5) indicates three factors were extracted after the rotation was conducted and after eliminating the five items. Factor 1 consists of six items (PWE13, PWE6, PWE9, PWE10, PWE 8, and PWE 11), Factor 2 consists of four items (PWE15, PWE17, PWE12 and PWE18) and Factor 3 consists of three items (PWE1, PWE2 and PWE14). All items in each factor were inspected thoroughly and were labelled according to their suitability: Factor 1 (Leadership, Improve Welfare and Community Organizing), Factor 2 (Self-Identity and Responsibility) and Factor 3 (Increase Awareness).

**Table 5:** Factorial analysis of psychological women empowerment.

Component of Psychological Women Empowerment		Factor Loading		
Factor 1	Leadership, Improve Welfare and Community Organising	1	2	3
PWE13	If I do not change things for myself, no one will change them for me.	0.725		
PWE6	I help many adolescents with their homework	0.659		
PWE9	I have to find a solution to help those women who are running a business at home like me	0.648		
PWE10	As my business grew beyond my dreams, I employed other local people to work with me.	0.602		
PWE8	I could bring in more money through my business to support my family.	0.596		
PWE11	I am not only responsible for my family but also for the entire woman I subcontract to and their families.	0.595		

Factor 2	Self-Identity and Responsibility			
PWE15	Without my work, my family could not afford to have a better life.		0.724	
PWE17	It is not enough to have good quality items, but they have to be unique too.		0.689	
PWE12	I always think about what would happen to local women if I do not provide a job for them.		0.637	
PWE18	It is my responsibility to have my own identity of product and keep people interested in this.		0.554	
Factor 3	Increase Awareness			
PWE1	I believe that I have to do as I think not as what my family says			0.83
PWE2	I believe that if I do not help myself, nobody will help me			0.824
PWE14	I have to lead the change in my family			0.632
Total Items		6	4	3

A reliability test based on factorial analysis must be conducted once more on the new factors developed. The main purpose of this test is to ensure the stability and internal consistency of the instrument. (Table 6) indicates the reliability test analysis of Cronbach's Alpha for psychological women empowerment. The analysis conducted indicates that the reliability value for Factor 1 is 0.803, Factor 2 is 0.708 and Factor 3 is 0.725. The total value of Cronbach's Alpha is 0.866. Thus, the result proved that the instrument is acceptable and good because the Cronbach's Alpha value is between 0.7 and 0.8 [36].

**Table 6:** Reliability analysis of psychological women empowerment.

Factor	Number of items	Cronbach's Alpha	
Factor 1	Leadership, Improve Welfare and Community Organising	6	0.803
Factor 2	Self-Identity and Responsibility	4	0.708
Factor 3	Increase Awareness	3	0.725
Total value of Cronbach's Alpha		13	0.866

**Factorial analysis of women entrepreneurial success**

(Table 7) shows the finding of the KMO test and Bartlett's test of Sphericity for the variable of women entrepreneurial success. Based on the table, the KMO test for six women entrepreneurial success items is 0.746, which is more than 0.50. Moreover, the analysis of Bartlett's test of Sphericity indicates a significant value where the p-value (p=0.000) is less than the significant level ( $\alpha=0.05$ ), which indicates that the correlation among the factors is sufficient for the analysis.

**Table 7:** KMO and Bartlett's test of women entrepreneurial success.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.746
Bartlett's Test of Sphericity Approx. Chi-Square	494.013
df	15
Sig.	0

(Table 8) indicates that women entrepreneurial success variables are grouped into two main factors where the Eigen-value is more than 1.00 and variance contribution are more than 5%. The Eigen-value for Factor 1 is 2.6, and Factor 2 is 1.022. These two factors contribute 60.31% changes in variance as a whole. The highest percentage of variance is contributed by Factor 1 (43.28%), followed by Factor 2 (17.03%).

**Table 8:** Eigen-values and total variance of women entrepreneurial success.

Total Variance Explained of Women Entrepreneurial Success			
Component	Initial Eigen values		
	Total	% of Variance	Cumulative %
Factor 1	2.597	43.284	43.284
Factor 2	1.022	17.026	60.311

Source: Extraction method: Principal component analysis.

(Table 9) indicates six women entrepreneurial success items used in this study before rotation and (Table 10) (Rotated Component Matrix) indicates that all items fulfil beyond the minimum requirement of loading factors (0.33) indicated by chi-square, this value represents 10% of total variance changes for the factor. After Varimax rotation is conducted, none of the items is found in more than one factor (components). Hence, no item should be excluded from the instrument, and all items are suitable for further analysis.

**Table 9:** Items of women entrepreneurial success.

Dimension	Business Sustainability
WES1	I am personally satisfied with my life and business.
WES2	I do only that which I want to do in my life and business.
WES3	I continually grow my business more than three years.
WES4	I exceed the business goals that I set out to achieve in founding at least one business.
WES5	I received public recognition from others for instance; award, remunerated board seats, speaker invitation.
WES6	I build a business sustainable beyond my personal involvement

**Table 10:** Rotated component matrix of women entrepreneurial success.

	Component	
	1	2
WES2	0.74	
WES3	0.723	
WES4	0.639	
WES1	0.633	
WES6		0.873
WES5		0.775

Source: Extraction method: Principal component analysis. Rotation method: Varimax with kaiser normalization.

(Table 11) indicates the two factors that are extracted after the rotation are conducted. Factor 1 comprises four items (WES 2, WES 3, WES 4 and WES 1), while two items are under Factor 2 (WES 5 and WES 6). All items in each factor were thoroughly inspected and were labelled according to their suitability, which comprises Factor 1 (Business Sustainability and Career Satisfaction) and Factor 2 (Perceived Career Achievement and Social Recognition).

**Table 11:** Factorial analysis of women entrepreneurial success.

Component of Women Entrepreneurial Success		Factor Loading	
Factor	Business Sustainability and Career Satisfaction	1	2
WES 4	I do only that which I want to do in my life and business.	0.74	
WES 2	I continually grow my business more than three years.	0.723	
WES 5	I exceed the business goals that I set out to achieve in founding at least one business.	0.639	

WES 3	I am personally satisfied with my life and business.	0.633	
Factor	Perceived Career Achievement and Social Recognition		
WES 1	I build a business sustainable beyond my personal involvement		0.873
WES 6	I received public recognition from others for instance; award, remunerated board seats, speaker invitation.		0.775
Total Items		4	2

(Table 12) indicates the reliability test analysis of Cronbach's Alpha for women entrepreneurial success. Based on the analysis conducted, the reliability value for Factor 1 is 0.680 and Factor 2 is 0.651. Therefore, the total value of Cronbach's Alpha is 0.736. Thus, the result proved that the instrument is satisfied and is acceptable for further analysis because the Cronbach's Alpha value is between 0.65 and 0.79.

**Table 12:** Reliability analysis of women entrepreneurial success.

Factor	Number of Items	Cronbach's Alpha	
Factor 1	Business Sustainability and Career Satisfaction	4	0.68
Factor 2	Perceived Career Achievement and Social Recognition	2	0.651
Total value of Cronbach's Alpha		6	0.736

### Analysis of Results

Based on the descriptive statistic conducted as indicates in (Table 13), the result found that the majority of respondents' age are between 36 until 40 years (45.6%), received education at Certificate/Diploma/STPM level (43.9%), running their business around 9-11 years (35.6%) and conducting two types of business (55.4%).

**Table 13:** Result of descriptive statistic.

Age		Valid Percentage
Valid	Less than 30 years	7.6
	30-35 years	16.1
	36-40 years	45.6
	41-45 years	24.4
	Above 45 years	6.3
Educational Level		Valid Percentage
Valid	Doctoral	1
	Master's	12
	Bachelor	31
	Certificate/Diploma/STPM	43.9
	SPM	11.2
	PMR/SRP	0.2
	Others	0.7
Length of Business		Valid Percentage
Valid	Less than 2 years	0
	3-5 years	11.7
	6-8 years	20.7
	9-11 years	35.6
	12-14 years	22.7
	15 years and above	9.3
Number of Business Project Conducted		Valid Percentage



Valid	1 business	21.5
	2 business	55.4
	3 business	19.3
	4 business	3.9

(Table 14) indicates the result of linear regression analysis. The analysis found that there is significant positive relationship between psychological women empowerment and women entrepreneurial success at the significance level of 0.05 ( $p=0.003$ , sig.  $p<0.05$ ) which indicates that the higher the psychological women empowerment trait leads to the higher women entrepreneurial success. The R square value between the variables is 0.309, which means that 30.9% ( $r=0.556$ ) variation in dependent variable (women entrepreneurial success) is explained by the changes of the independent variable (psychological women empowerment). Thus, this study rejected the null hypothesis and accepted the alternative hypothesis. Therefore, the equation can be presented as following:

$$Y=2.6+0.17 (PWE)$$

**Table 14:** Result of linear regression between psychological women empowerment and women entrepreneurial success.

	Unstandardized Coefficients	Standardized Coefficients		
	Beta	Beta	Sig	R square
(Constant)	2.596		0	
Psychological Women Empowerment	0.138	0.169	0.003	0.309

Source: Dependent variable: Women entrepreneurial success

### Discussion and Future Research

This study focus on the psychological empowerment of women entrepreneurs that influence the micro enterprise sustainability. The finding showed that psychological women empowerment significantly influences women entrepreneurial success. Thus, this finding demonstrated that these women entrepreneurs had a clear purpose for setting up their business, high level of autonomy, independence and awareness in knowledge sharing with their community. Furthermore, the finding also proved that the women entrepreneur has the ability to control, managing as well as sustaining their business. This finding in accordance with previous studies such as Sugiyanto et al. [37], Chakraborty & Biswal [26] and Sengar et al. [38]. The finding reported by Sengar et al. [38] also pointed out that women entrepreneur with psychological empowerment characteristic had the urged to learn new business and are not afraid of failure. Similarly, Chakraborty U and Biswal SK [26] also demonstrated that women entrepreneurs who choose to embark in entrepreneurship were highly motivated to improve their family life and lead initiative to other women in releasing poverty issue. This finding offers evidence that women in low income household engaged in entrepreneurship and sustain their business feel much empowered. These outcomes provide important insight for the entrepreneurship stream since research in this context has become increasingly necessary due to the limited studies conducted especially among women entrepreneur in micro enterprise. In addition, the finding may assist Social Welfare Department specifically in designing and implementing an entrepreneurship development programme, especially for women to reduce the consequences of business crises among women entrepreneurs operating micro-businesses in Malaysia. This study has several limitations. First, this study was performed among women entrepreneur listed in Social Welfare Department in Malaysia only. Therefore, to enrich analyses of empowerment and women entrepreneurship, it is recommended for the future research to explore empowerment and entrepreneurship relationship among women in diverse sector of economies because different population may yield different result from those reported in this study. Second, this study was conducted in limited time frame. Future research may examine the longitudinal effect especially after disaster on the business sustainability. Third, the exploration on different dimension of psychological women empowerment instead of seven dimensions used in the study would be one of the concern for the future research as well. Finally, since the independent variable used in this study (psychological women empowerment) only contribute 30.9% to the dependent variable (women entrepreneurial success), hence, it is indicated that 69.1% contributed by other factors would be interesting for the future research to investigate.

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