



The Role of Social Support on Dual Role Conflict in Womenpreneurs in Garut District

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Abstract

The role of women in life has undergone significant changes. Today, women have equal rights to work. Women who perform the role of a housewife while working are often referred to as women with dual roles. However, carrying out dual roles often causes pressure and feelings of inadequacy in fulfilling all these demands. In this case, social support is important in helping working women deal with the pressures of work and family. Social support can enable them to work actively and provide a positive attitude and good contribution to both. This study aims to determine the extent to which social support provided by family, friends, co-workers, and the government is able to improve the time management skills, attitudes, and emotions of womenpreneurs in Food Stalls in Garut Regency. This study uses quantitative methods with primary data obtained through distributing questionnaires to 106 womenpreneurs. The sample selection was carried out using accidental sampling technique. Data analysis was conducted using the PLS-SEM method through two main tests, namely the outer model and inner model. The results showed that social support provided to womenpreneurs was able to improve their ability to manage time, manage emotions, and form positive attitudes. Thus, social support is proven to have a positive influence on dual role conflict.

Keywords: Attitude, Emotional Well-being, Dual-role Conflict, Social Support, Time Management, Womenpreneur

1 Introduction

The role of women in society has undergone significant changes. In this modern era, women have the same rights as men to work and contribute in various fields. Many women perform the role of a housewife while working outside the home, so they are often referred to as women with multiple roles. This dual role phenomenon is no stranger and has become a common sight, especially in the world of work (Anggraeni & Wahyuni, 2019).

Tabel 1 National Labour Force Survey percentage

Jenis Kelamin	Formal			Informal		
	2020	2021	2022	2020	2021	2022
Pria	42.71	43.39	43.97	57.29	56.61	56.03
Wanita	34.65	36.20	35.57	65.35	63.8	64.43

Source: Badan Pusat Statistik (2023)

Table 1 shows that the percentage of formal labour is smaller than that of informal labour. In addition, the majority of the informal workforce is dominated by women. The lack of job availability in the formal sector encourages them to turn to the informal sector, with many choosing to become entrepreneurs (Novika, 2020). A woman's decision to become an entrepreneur is often influenced by various factors. Internal factors include personal motivation, the desire to build self-existence, and the determination to empower oneself independently. Meanwhile, external factors that come into play include the influence of the family environment as well as the social support received (Haris & Burhan, 2023). Married women prefer entrepreneurship because it provides greater flexibility in time (Abiyau, 2021). The choice to become an entrepreneur is taken so that a woman can still pay attention to her family, while hoping to maintain a balance between family responsibilities and business activities (Irawati & Sudarsono, 2020).

Garut Regency is one of the regencies in West Java Province that has a large number of business actors. Economic activity in this region is dominated by the Micro, Small, and Medium Enterprises (MSMEs) sector, which accounts for up to 67.79% of total economic activity. Interestingly, the majority of MSME players in Garut Regency are women, which shows the high involvement of women in supporting the regional economy (Permana, 2023).

Women business owners in the food stall business type occupy the highest number compared to other business types. This is due to cooking skills that are generally owned by women, as well as the attractiveness of culinary businesses that are considered to have long-term prospects because food is a basic human need. In addition, the distinctive flavours produced from each dish provide their own uniqueness, so that products that are made, offered and sold are more easily accepted by consumers. Therefore, women tend to be more active in participating and engaging in culinary businesses (Anugrahini Irawati & Sudarsono, 2018).

Behind a woman's decision to become an entrepreneur and the success of a business that is able to compete and survive, there are still challenges that must be faced. One of the main challenges is the difficulty in balancing professional behaviour in the work environment with family roles. In fact, the behaviour and role of a leader, especially in culinary MSMEs, has a huge influence on the productivity and sustainability of the business (Ramdani, 2019). A businesswoman who doubles as a housewife has limited time so she must be able to be wise in managing her time, good time management can help a mother balance work and family (Azkiyati, 2019). But the division of time often creates a conflict because doing two different roles at the same time can cause complicated problems (Darmawati, 2019).

As social beings, women in dual roles need support from their environment to remain professional while at work and still have good behaviour. Social support can help working women deal with the pressures experienced in work and family (Anggraeni & Wahyuni, 2019). When a woman is fully supported, she can work actively and be able to provide a positive attitude and good contribution to her business (Handayani et al., 2021).

The results of research by Mayasari (2020) show that role conflict can decrease when working mothers get social support from families that are channelled in the form of physical assistance such as helping to take care of housework and taking care of children as well as providing encouragement, encouragement and motivation. Working mothers feel helped and no longer feel that all homework and children are imposed on them when this happens has an impact on the attitude of the individual who reflects professionalism when at work. The results of the study concluded that social support affects dual role conflict. While Utami & Wijaya (2018); Fadilla & Rozana (2020) produces different results where it explains that working mothers can manage both roles well and optimally so that there is no role conflict and the social support provided has no effect

2 Literature Review

2.1 Social Support

House (1981) states that social support is an emphasis on a role in social relationships where the presence of important people, people who can influence or commonly referred to as significant others can support an individual when facing a pressure and ultimately can reduce the impact of the pressure that the individual is facing. Sarafino (2014) defines social support as something that is shown to an individual or group in the form of care, attention, help and advice given to an individual or group. Taylor & Stanton (2015) define social support as a form of emotional exchange that can be assisted to other individuals in an action or word that is experiencing problems, so that it can help overcome the problem. Fadilla & Rozana (2020) state that social support is a form of social interaction that provides a feeling of comfort, care, and appreciation to individuals, people who experience difficulties and problems can be given social support as a source of strength and motivation. According to (House, 1981; Sarafino, 2014; Taylor & Stanton, 2015; Fadilla & Rozana, 2020) there are four dimensions to the Social Support variable, including:

- 1) Emotional support, emotional support that can be channelled is in the form of affection shown directly or indirectly, providing empathy and validating every feeling.
- 2) Appraisal Support, providing a form of reinforcement or view, giving an award for achievements that have been achieved.
- 3) Instrumental Support, providing practical or physical assistance in the form of energy, for example helping to lighten housework, helping to take care of children and the division of other tasks.
- 4) Information Support, providing information about understanding to solve a problem or providing a guide to find a way out of something that is being faced.

2.2 Dual role Conflict

According to Greenhaus & Beutell (1985), dual role conflict is a condition in which individuals must divide their time and energy to meet the demands of two roles, namely work roles and family roles. This can cause individuals to feel exhausted and unable to provide optimal for both roles. Dayatri & Mustika (2021) define dual role conflict as a conflict where there are demands from two roles experienced by individuals so that these individuals have difficulty in fulfilling both roles optimally. The Dimensions of Dual Role Conflict proposed by (Greenhaus & Beutell, 1985; Dayatri & Mustika, 2021) contain three dimensions, including the following:

- 1) Time-based Conflict, the division of time that is difficult to allocate, the difficulty of dividing energy and opportunities between roles in work or roles in the family.
- 2) Strain-based Conflict, in this conflict there is usually often a strain experienced where an emotional state arises which makes it difficult to meet the needs of other roles.
- 3) Behaviour-based Conflict, conflict that occurs due to different expectations of behaviour in two different roles. Certain behaviours required by one role contradict the behavioural standards of the other role, hence behaviour-based conflict occurs. There is a mismatch in one's behaviour in the work environment and at home.

3 Methodology

This research uses descriptive quantitative methods to describe the relationship between exogenous variables and endogenous variables. The study population consisted of 2,025 food stalls, with sampling using the Slovin Formula at a 10% error rate. The calculation results in a minimum sample size of 96. The sampling technique was carried out using the proportional allocation method and accidental sampling. Research data were obtained from primary and secondary data. Data collection was carried out through field studies, such as observations, interviews, and questionnaires, as well as literature studies by referring to various previous reference sources. The data analysis technique uses the Partial Least Square-Structural Equation Modeling (PLS-SEM) method to predict the formation of Social

Support and Dual Role Conflict variables based on the indicators that influence them. This analysis was carried out with the help of SmartPLS statistical software version 3.0.

4 Result and Discussion

4.1 Descriptive analysis

a. Social Support

Women entrepreneurs who receive more social support are less likely to experience conflict in their dual roles as mothers and business owners. The mean score obtained in this study is 326, which is categorised as very high. This shows that womenpreneurs generally feel the high level of social support they receive, both from family, friends, and employees.

Social support from family is the most important dimension for mothers as well as business owners. This is due to the role of family as the closest, most reliable source of support, and always present and available to interact at any time. In addition, support from friends also plays an important role in reducing potential role conflict, although not as intensive as support from family. The presence of friends provides a sense of comfort and is a source of emotional support. In this study, friends occupied the second position as a provider of support after family.

b. Dual Role Conflict

Women business owners generally do not experience difficulties in adjusting time between work and personal life, and do not feel stress that leads to role conflict. The mean score of 334 indicates a very high category, which indicates that the respondents in this study have successfully managed their time division between family and business. They are able to manage their emotions well and know how to behave at home as wives and mothers, as well as at the business as owners who still maintain professionalism, given that there are employees who must also be respected. Their success in time management allows for a balance between family and business responsibilities, as well as the ability to manage feelings and emotions despite feeling physically exhausted at times. This allows them to maintain a positive attitude in both their family and business environments.

4.2 SEM-PLS Analysis

1. Outer Model

a) Convergent Validity

In this section, the loading factor value of each construct on the latent variable is analysed, where the expected value is in the range of more than 0.5 to more than 0.7 (Latan & Ghazali, 2019). This study involved three estimation calculations because several indicators did not meet the validity requirements. After all constructs show a value of more than 0.5, it can be concluded that all constructs have high validity. This indicates that the construct has met the convergent validity criteria, so that the instrument used is declared valid with an adequate level of validity.

b) Discriminant Validity

Each construct in the Social Support variable has the highest cross loading value on the variable it forms, compared to the cross loading value on the Dual Role Conflict variable. Therefore, it can be concluded that all constructs of each variable in this study have fulfilled the discriminant validity criteria well, because the value of the construct in its variable block is greater than the value of the construct in another variable block.

c) Composite Reliability

The Composite Reliability and Cronbach's Alpha values in this study show numbers above 0.7 for all constructs analysed. This indicates that each construct has a high level of reliability and meets the minimum required limit. Thus, reliability can be interpreted as the ability of the constructs used

in this study to provide consistent and reliable results, even if tested in other studies with variations in time, subjects, or objects.

2. *Inner Model*

a) *R-Square*

The R-Square value for the Dual Role Conflict variable is 0.498, which indicates that the exogenous variable Social Support has an influence of 49.8% on the endogenous variable Dual Role Conflict. This indicates that the influence is in the moderate category, while the remaining 50.2% is influenced by other variables not included in this study (epsilon).

b) *F-Square*

The F-Square value of Social Support is 0.992, it can be concluded that Social Support has a strong influence on Dual Role Conflict.

c) *Q-Square*

The resulting Q-Square value is greater than 0 (zero), indicating that the model's relevant predictions of endogenous variables are good and in accordance with predetermined requirements.

d) *Model Fit*

The resulting SRMR value is 0.095 or said to be less than 0.10, so the model is said to be fit or appropriate, when viewed from the NFI value it has a value of 0.489 < 0.957, so based on the NFI value the model does not meet the criteria for a fit model. But even so, in this study, looking at one of the values, namely the SRMR value, which is in accordance with what is required, the model can be said to be fit.

e) *Uji Hipotesis*

To determine whether the hypothesis is accepted or rejected, it can be done by paying attention to the significance value between constructs, T-Statistics, and P-Values. The null hypothesis will be rejected if the T-Statistics value exceeds 1.96 and the P-Values are less than 0.05. Under these conditions, the first hypothesis is accepted, which indicates the influence of exogenous variables on endogenous variables. However, in this study, hypothesis testing is based on only one criterion, namely by comparing the P-Values.

Tabel 3 *Path Coefficients*

	<i>Origin al Sa mpl e (O)</i>	<i>Samp le M ea n (M)</i>	<i>Standard Deviati on (STDE V)</i>	<i>T Statistics (O/STD EV)</i>	<i>P Values</i>
Dukungan Sosial -> Konflik Peran Ganda	0.706	0.719	0.065	10.806	0.000

Source: Data Analyze (2024)

Base on the path coefficient and seeing the P Values value < 0.05, it can be said that the construct has an effect. Therefore, the research results in Table 4.18 are used as a determination of whether the hypothesis is accepted or rejected, which is explained as follows:

a) *The Effect of Social Support on Dual Role Conflict in Womenpreneurs*

Social support is measured through four dimensions, namely Emotional Support, Appraisal Support, Instrumental Support, and Information Support. Based on respondents' responses regarding Social Support, the results can be categorised as Very High. This can be seen from the average value of 326 obtained from the questionnaires distributed to respondents, with the majority of answers agreeing. Instrumental Support and Information Support are the dimensions with the highest value when compared to the other two dimensions.

The Instrumental Support dimension illustrates that physical and non-physical assistance is needed by womenpreneurs. Family, friends, and employees have provided balanced physical and non-physical assistance. The results of this study are in line with the findings conducted by Mayasari (2020), which states that the division of tasks in taking care of children and household chores is very helpful for women with dual roles. In addition, providing motivation to women who undergo dual roles is also very important so that they remain enthusiastic about carrying out both roles. Therefore, Social Support in the Instrumental Support dimension can make a good contribution to women with dual roles, thereby reducing the potential for conflict.

In addition, information support is very important for women entrepreneurs. Facing complex problems alone and trying to solve them without help is not easy. This study concludes that the provision of input and advice is needed by women entrepreneurs. Family, friends, and employees have been able to provide this support. The results of this study are in line with research conducted by Rachmaputri & Haryanti (2015), which concluded that when women who undergo dual roles receive advice and input when facing problems, it can help reduce the level of stress experienced.

Furthermore, valuation support from family, friends, and employees also greatly helped the dual-role women entrepreneurs to reduce the guilt of having decided to work. Their families appreciate their decision to open a business and understand the consequences, namely that at certain times they have to prioritise work. However, in reality, the closest people give small gifts, invite refreshing, or give praise and appreciation, so that it does not cause significant role conflict and does not increase feelings of excessive guilt. This is supported by Pratiwi & Kholiq's research (2023), which concluded that appreciation or respect for women's decision to work can suppress feelings of guilt and reduce role conflict.

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5 Conclusion and Rekomendation

Based on the presentation of the research results and discussion, the conclusions of this study are:

- 1) Social support provided by family, friends, and employees to womenpreneurs of Food Stalls in Garut Regency reflects positive things. These parties have provided various forms of support, such as emotional support, appraisal support, instrumental support, and information support. As a result, the level of role conflict felt by these womenpreneurs is not high.
- 2) Social support has a positive influence on dual role conflict experienced by womenpreneurs in food stalls in Garut Regency. This shows that the success of a womenpreneur is greatly influenced by the support provided by family, friends, and employees. Although they still face and feel the existence of role conflict, this social support can help reduce its negative impact. Furthermore,

womenpreneurs in Garut Regency food stalls can manage their time, emotions, and attitudes well, so they can continue to run their businesses effectively despite these challenges.

Suggestions that can be given are:

- 1) Companies need to strengthen social support for womenpreneurs, such as providing emotional, informational, and financial support networks to reduce stress due to double burden. Training and mentoring programmes can help womenpreneurs manage their businesses better. In addition, companies should provide work flexibility and support facilities, such as daycare, to help womenpreneurs balance their personal and professional lives.
- 2) It is also important to provide managerial skills training so that womenpreneurs can manage their time and priorities more efficiently. Counselling on the equitable distribution of roles in the family is also necessary to reduce the burden of households that are often poorly divided.
- 3) Companies can also encourage the formation of a womenpreneur community that supports each other, and increase access to business capital to facilitate business development. Finally, companies should periodically evaluate and adjust internal policies to ensure the support provided is relevant to the needs of womenpreneurs in dealing with dual role conflict.
- 4) For Further Researchers; if it will further examine the same variables, namely Social Support and Dual Role Conflict, it is expected to add research respondents not only from Food Stalls but from other business sectors outside of the culinary field or change the object of research, for example in the culinary field.

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