

The Influence of Cultural Environment and Husbands' Support to the Success of Entrepreneurship Mediated by the Ability to Entrepreneurship and the Role of Government (Studies on women native trader community in traditional market in Jayapura)

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Abstract

Cultural communities living in Papua province, especially society in Jayapura is dominantly have agricultural/farm and a pig husbandry. However, agricultural activities/field is not oriented on the market, but only oriented to the fulfillment of everyday family consumption, as a means to establish familiarity with relatives/other close family and to improve the social status in the society. Discussion of the direct influence of these variables, refer to the results of hypothesis testing of direct influence, namely: 1) the influence of the cultural environment on the ability of entrepreneurship, 2) the effect on the ability of husband's support to entrepreneurship, 3) the influence of the cultural environment of success, 4) the effect of husband's support to the success of, and 5) the impact of entrepreneurship skills for success.

Cultural environment significantly influence the ability and success of women traders indigenous entrepreneurship. Further support for the husband actually significant negative effect on entrepreneurial success, and do not significantly affect the increase in entrepreneurship skills. Negative effects occur because the husband support the wife operating results used for consumptive purposes (tobacco, areca nut, and liquor), which could result in domestic violence (Domestic Violence) if the husband demands were not met. Besides the ability to entrepreneurship as a mediating cultural environment significantly affect the success of women native entrepreneurs traders. Role of direct government is not to increase entrepreneurial success and also not able to act to strengthen the relationship between the environment and cultural moderation husband's support for entrepreneurial success. This study was able to prove originality integrated model of the relationship between the cultural environment of the indigenous women's business success is mediated by the ability of entrepreneurship.

Keywords: Cultural Environment, Husbands' Support, The role of government, Entrepreneurship and Business Success ability.

1. Introduction

Papuans farming culture shows the polarization between ethnic Papuan non Papuan ethnicity. Non-ethnic Papuans have a mastery of the skills of modern farming techniques and have more economic-oriented agribusiness. Instead, ethnic Papuans still oriented on subsistence activities, the economy is still low motivation, culture and communal farming is still controlled by the norms and procedures of the local customs and a strong link between individual farmers with land and customary institutions.

Community activities in the field of animal husbandry can be said to be a social investment, because the ownership of livestock, especially pigs reflects the social status of a family. Livestock are commonly used in various socio-cultural activities, including the dowry and as an offering for use within the custom event, guests welcome ceremony and other traditional events. Because pigs have a high social value then generally rarely sold to meet daily needs. In addition, the number of pigs that is usually used as the measurement of wealth is owned by a person (social status). Growing number of pigs owned, meaning the higher the social status.

Mansoben (1995), states that from the point of view of the Papuan people, work is a social activity and not market oriented. So, market orientation is reviewed as less important, because the process of production in Papuans agricultural sector only produces the commodity they consume, such as tubers. They were not having any idea to produce another commodity that can be profitable or generate more leverage. This is in contrast with other ethnic communities who live in Papua. Other ethnicities have been thinking and doing farming with the aim of producing a surplus in the market economy to profit/maximum results. So the respect for the time, for the people of Papua, time is free goods, their work does not have a target in its completion. Completion of a task can be completed according to their wants and wishes.

The role of women in the economic culture of Papua family is very dominant. The women are the main economic driver in carrying out agricultural activities and livestock. Except to prepare the land, the

agriculture/farming, the women who plant, nurture, harvest, process (to food), and selling crops in the traditional local markets. They are highly motivated, hard-working, diligent, industrious, and work in ways that are culturally appropriate trade fad. For example, in the case of cattle, the culture they profess is that the pigs belong to the husband, but the woman nurse and care of them. The use of pigs as dowry was to acquire new wives in particular by the cultural chieftain. The use of pigs for other traditional events is being the property of the husband.

The result of open observations conducted by researchers, since the decade of the 2000s there was a trend indicating the involvement and support of the men / husbands against wives trading business. If the husband's previous more participation in the preparation of the land alone, and now there are some husbands have started to get involved to help the wife to harvest the garden, helped prepare trading places, usher and assist (shoulder material merchandise) to market, manage, peddling his wares and marketing materials. The new trend illustrates the support of the husband towards his wife entrepreneurial activity, although on the other hand most people are still hand over money from the sale/trade to the husband.

Comparative evidence about the culture environment, Conservation (2007), found the social and cultural conditions in Garut, where batik was only taught in a certain environment as well as the nobility of his time to go through a procedure or requirement that women batik nobleman with a certain age and should be trained by a "Ayu "(teacher batik women), so that batik is not widely known in the general public resulting making batik business women be developed.

Malika (2001), examines the problems faced by women during the founding and running a business, as well as conflicts in families facing women in India, stating that the start-up problems faced by women in some cases may be similar to other areas, but there also important differences in other areas. Some differences may be due to socio-cultural differences between India and other countries. The level of conflict in the family is so low that it may reflect that a very strong family support system for businesses conducted by women.

Cetindamar (2005) studied the dynamics of entrepreneurial success factors that affect the growth of the business, stating that the government support programs are not significant to the growth of the business.

Previous studies on the involvement of women as a business by Kabir & Xuexi Huo (2009), states: 1) the implementation of a comprehensive approach to economic and social development through the involvement of rural women with small firms causing increased revenue, higher levels of employment and increased participation of women in the decision-making process and 2) the training of rural women are able to contribute additional income for their families, and 3) with the help of government and non-government agencies, they got some financial and technical support to carry out their business.

The differences in the findings which indicate the need for further research on the factors that influence the success of entrepreneurship in business, especially directed at indigenous businesses trading in the traditional markets of the city of Jayapura. Reasons why the study of the indigenous Papuan women traders, because First, indigenous women are independent figure, bold, assertive, hard-working, persevering, never complained and tough. But in doing trading business in their traditional markets tend to experience a stagnant business. Secondly, a lot of attention in the form of assistance from various government agencies and the City of Jayapura Papua, which seriously pay attention to the fate and potential of women's entrepreneurship (for mothers) is, but the results are less able to make the effort Papuan women in the trade becomes more meaningful. The third number is the burden of the role of indigenous women must be covered by the Papuan indigenous peoples both in the environment in compliance with the financial community in a particular area of traditional events and extended family in the community environment in which women as parties paid by dowry, female ethnic Papuans must pay attention to the fulfillment of all the needs of the men who had helped underwrite the payment of dowry, all provisions of this custom should be adhered to even though women are very burdensome in terms of both financial and non-financial as well as the role of women as wives and mothers who must fulfill all the needs of home ladder plus the lack of positive support from their husbands in doing trading business in the market. The fourth most Papuan women traders who sell in the traditional market town of Jayapura, selling his wares only with bare sack and occupy the halls of the market instead of selling its rightful place, while traders from non-ethnic Papuans at a more feasible trade them even occupy los -los/kios in the market.

This study aimed to determine the effect of cultural environment, support her husband, entrepreneurship skills and the role of government to the success of entrepreneurship in indigenous Papuan women traders in traditional markets Jayapura. This research was conducted with a quantitative approach and supported by interviews in order to obtain qualitative information to clarify the results of statistical findings.

2. Hypotesis and Conceptual

2.1. Environmental influences on the success of entrepreneurial culture

Papua has approximately 250 tribal languages, diverse cultures and tribes which are scattered in the valleys and mountains and coastal areas. In everyday life this respects various indigenous tribes respectively. Howard et al.

(2002), expressed the point of view of indigenous communities, means harmony of community, family wellbeing, environmental conservation and management of land ownership. Community harmony is harmony on all levels of life of the people of Papua, which is governed by traditional leaders, ranging in terms of security, peace among tribes, land division, allocation of resources, division of labor between men and women, through the provision of wedding ritual sanctions/penalties the indigenous people who break the rules.

The role of women in Papua in everyday life is strongly influenced by traditional norms that act as community cultural fad. Custom does not admit women in traditional political structures so that the role of women is still very constrained by traditional rules. However, the involvement of women in Papua, the Papuan domestic economy is very dominant. Family well-being depends on the role / participation of wives/women.

The results Timmer (2005) in Kabir & Xuexi stating Huo State women's work in Bangladesh have longer working hours in a day as compared to male workers and a significant contribution to agricultural production and family income, although this fact is not generally recognized in official statistics . The agricultural sector contributes to overall economic growth and improves the socio-economic opportunities in the development activities. The findings are not much different coped with the situation in Papua, which is one part of the Republic of Indonesia; because of Bangladesh is equally a developing country like Indonesia. Based on the description overcome, then the hypothesis is proposed as follows:

Hypothesis 1 : The cultural environment significantly influences entrepreneurial success.

2. 2. The effect of husband's support to entrepreneurship success

Many researchers feel that the problem between private life and the pursuit of a career is the most significant problem experienced by women entrepreneurs (Belcourt, et al, 1991, Lee-Gosseling & Grise, 1990, Neider, 1987). For example, Neider (1987) found in a study on women entrepreneurs in Florida that problems between personal life and career is a major problem for women. Husbands are generally highly engaged in the business of their wives; their wives do not support business (DeCarlo & Lyons, 1978; Flesher & Hollman, 1980; Goffee and Scasse, 1985) and expect them to do chores in the household, although much work needs to be done in running their businesses (Goffee and Scasse, 1985). At this time a lot of women are entering the world of business/enterprise, the role of women entrepreneurs is not the same as the role of women entrepreneurs in the sense that not only take care of the household.

Women entrepreneurs have a dual role, they are required in addition to taking care of business / business outside the home, and they are also required to keep taking care of the household affairs. Factors in the household and business activities can lead to more women entrepreneurs face problems at work outside the home and family conflict than men. Other researchers such as (Hisrich & Brush, 1984; Fisher et al, 1993) said that the role of women was traditionally seen (by men and women) is that of wife and mother. This, combined with the lack of work and managerial experience faced by many women, can lead to different market entry options in the case of women entrepreneurs. Women also bear some of the responsibility for childcare and home management and responsibility often lead to conflict in the family household. Based on the above description, the proposed hypothesis is as follows:

Hypothesis 2 : The husbands' support significantly influences entrepreneurial success.

2.3. Entrepreneurship skills as a mediator variable

Entrepreneurship variables generally accepted as a necessary condition in the long-term economic development (Carree & Thurik, 2003) quoted from (mskabir786@gmail.com). However, the constraints faced by women entrepreneurs in Indonesia in general and in particular Papua is the existence of some constraints and opportunities are perceived differently than male entrepreneurs. Though entrepreneurship is done by women is significantly proven to provide a great contribution to regional and even national economies, with which they do business to reduce poverty and improve the welfare of the family. According to Carol Noore quoted <http://id.wikipedia.org/wiki/Kewirausahaan>, entrepreneurship process begins with the innovation. Innovation is influenced by various factors both from a personal and private outside, such as education, sociology, organizational, cultural and environmental. These factors form a " locus of control", creativity, innovation, implementation, and growth which then developed into a great entrepreneur. Internally, innovation is influenced by factors derived from the individual, such as the " locus of control", tolerance, values, education, experience. While the factors derived from the influence of these environmental role models, activities, and opportunities. Therefore, the innovation developed into entrepreneurship through a process that is influenced environment, organizations, and families.

Some traits that successful entrepreneurs are those who from the beginning in running the business: (1) have a clear objective, (2) have the initiative and be proactive in getting opportunities, (3) achievement-oriented so it is always trying to improve the quality of the business, providing services excellence and attention to customer satisfaction, (4) dare to take risks both financially and time, (5) hardworking, (6) is responsible for the exercise of the activity, (6) a commitment to a variety of stakeholders and (7) develop and maintain good relations with various parties, both with governments, communities, suppliers and customers.

Based on the above can be drawn that the general meaning of entrepreneurship, steps that should be done by someone who wants to pursue entrepreneurship is: look at the business opportunity, pay attention to finance, human resources, ownership, organization, leadership in risk-taking and decision-making, marketing and do evaluation. Thus, the hypothesis is proposed:

Hypothesis 3 : The ability to entrepreneurship mediates environmental influences on the success of entrepreneurial culture.

Hypothesis 4 : The ability to mediate the effect of husband's support to entrepreneurship to entrepreneurial success.

2.4. Government role as Moderator Variables

The problem faced by most of the indigenous Papuan women traders is the ability to implement and develop the business activities related to resources, especially human resource weakness, weakness in access to technology, capital and information related trading business lived. In order to improve the ability to try on women's indigenous traders, many approaches have been granted relief by the provincial government, municipal government and private parties. both financial assistance and non-financial assistance.

Research from western countries showed that women and men differ on several factors. For example, women have greater difficulty in obtaining venture capital, lack of financial resources and skills (Aldrich, 1989; Hurley, 1991), have fewer support systems and informal networks (DeWine and Casbolt (1989), and had fewer relevant experience of men (Stevenson, 1986). constraints faced by other women entrepreneurs including those accepted as a woman in business, lack of role models, lack of professional interaction, difficulty in getting the trust of clients and suppliers, lack of adequate training , and the lack of related experience (Belcourt, et al, 1991, Collette & Aubry, 1990, Goffee & Scase, 1985, Hisrich & Brush, 1986, Kent, 1988, Lee-Gosselin and Grise, 1990, Timmons, 1986).

Many attempts were made by the government to support the trading business economically weak communities, ranging from the provision of access to capital / credit used to be the classic reasons why small businesses struggling to develop its business. Several alternatives for small businesses to gain access to credit to start a business or expand its trading business is an institution such as cooperatives or farmer groups that manage UBSP (Joint Savings and Loans). To improve the ability of women traders indigenous entrepreneurship, role of government / private sector / NGOs have a very important role and strategic, for example by providing skills training in managing the business. Introducing simple technology, providing continuous training, access to capital assets, and other technical support such as facilities and infrastructure. Of research and the views of several researchers such as Sandberg (2000), states that the knowledge and skills related to the job. Approach to the definition of competency can be done through three things: employee orientation, job orientation, and orientation multimethod. Skills required by employers can be grouped into three main areas: technical skills such as writing, listening, oral presentations, organizing, coaching, working in teams, and technical know-how (know-how), business management skills including things in initiate, develop, and manage the business. Skills in decision making, marketing, management, finance, accounting, production, control, and negotiations are also very important in establishing and developing new business.

Based on the above description, then on the way hypotheses in this study as follows:

Hypothesis 5 : The role of the government to moderate the influence of entrepreneurial skills entrepreneurial success.

3. Methology

The research was conducted in the city of Jayapura, with a population of as many as 850 people, given the state of the population was considered quite heterogeneous than 250 ethnic groups that exist in Papua, then sampling conducted random sampling. Determination of the number of samples using Slovin formula in Sekaran (2006), as follows:

$$n = \frac{N}{1 + N(e)^2} = \frac{850}{1 + 850(0.05)^2} = \frac{850}{3.125}$$

$$n = 272 \text{ persons}$$

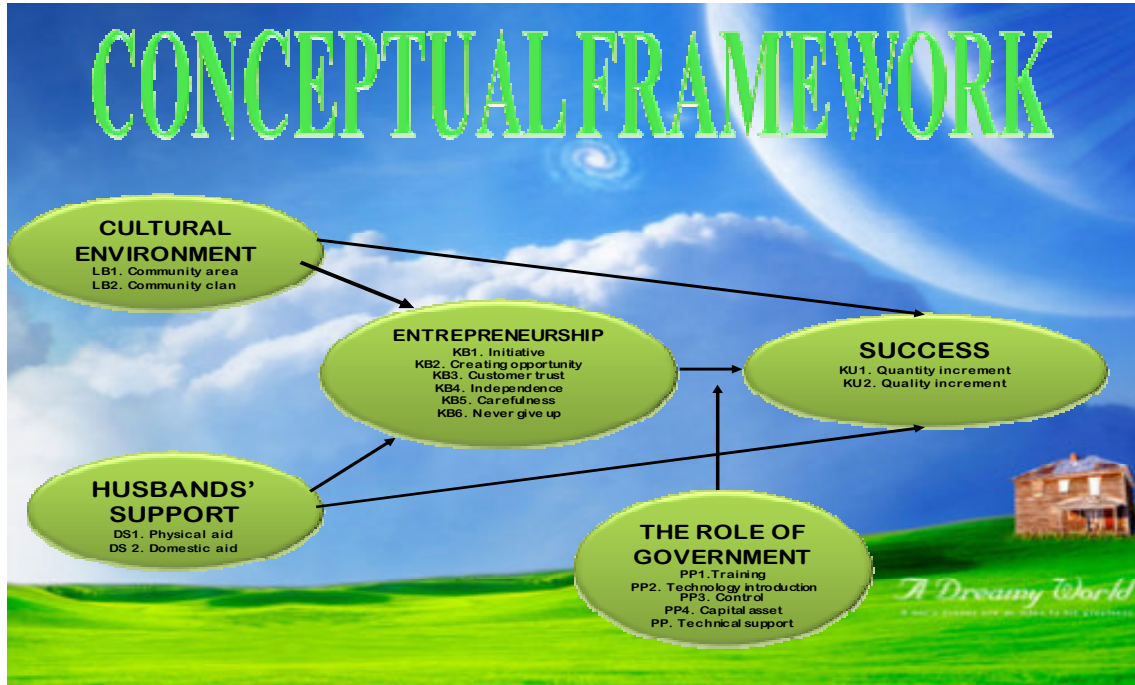
where n = the number of sample

N = the number of population

e = the percentage of loose uncertainty (precision) because of taking wrong sampling that can be tolerated or determined 5%

Some reasons for the selection of Jayapura city as a place of research: 1) the city of Jayapura as the largest city in Papua and the most populous; 2) City of Jayapura as a place of various indigenous tribes-Papua and West Papua, and 3) the city of Jayapura as a barometer of the market economy in Papua. The study is planned in duration 5 months, starting in August up to December 2012. Measurement scale research instrument used to

measure respondents' perceptions of item or indicator variables in the format as a list of statements (questionnaire). Measurement scale using Likert Scale 5 levels namely: SS = Strongly Agree (score 5), S = Agree (value 4), RR = Hesitates / Neutral (score 3), TS = Disagree (score 2) and STS = Strongly Disagree (score 1).

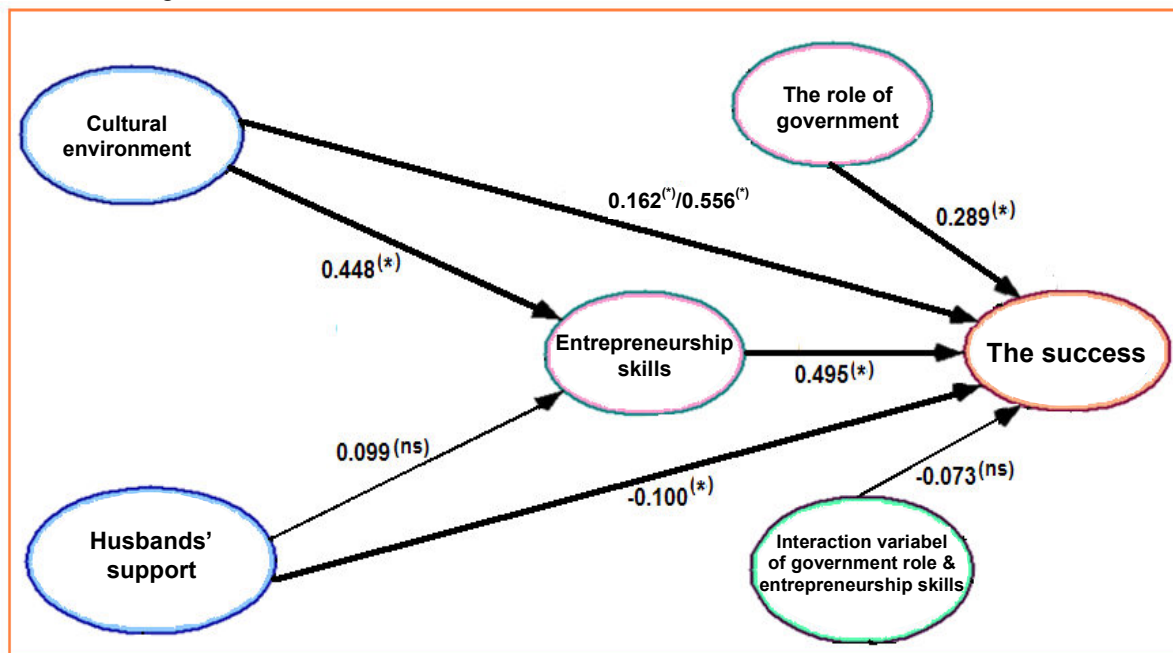


4. Result and Analysis

Discussion of direct and indirect influence between these variables, refer to the direct influence of the results of hypothesis testing, namely: 1) cultural environment for entrepreneurial success; 2) husband's support to the success of entrepreneurship, 3) the ability to entrepreneurship mediate environmental influences on the success of entrepreneurial culture. 4) ability to mediate the effect of husband's support to entrepreneurship to entrepreneurial success., And 5) The role of the government to moderate the influence of entrepreneurship skills to entrepreneurial success. Testing the hypothesis of a direct effect consists of five hypotheses. Results obtained by testing the hypothesis that there are four significant effect and no significant effect of the hypothesis (rejected / not be proven empirically).

Hypothesis testing and path coefficients of direct and indirect influence between cultural environment variables, husband's support, the role of government, entrepreneurship skills and entrepreneurial success. Directly influence the test results can be seen from the path coefficients and the critical point (CR *) are significant at $\alpha = 0.05$ are presented in the path diagram Figure 1.

Picture 1. Diagram of direct and indirect influence



Note: ns = non-significant; * = significant at $\alpha = 0.05$; † = Figures are coefficient without Variable Path Mediation

4.1. Environmental influence of culture on entrepreneurship Capabilities

Results of data analysis indicator that has contributed or who is considered a very strong influence by the respondent in influencing the success is an indicator of the environment in the traditional family (family community) towards success. With a factor loading value of 0.933 this result confirms that the environmental indicators in indigenous families (fam community) as measured by the physical and non-physical assistance to indigenous Papuan women traders in making trading business, is considered the most important while the actual value of the average (mean) family environment the customary (community fam) of 3.22 of this fact can be said that the traditional family environment (community fam) are considered not support and when viewed as a whole in the cultural environment variable in a value of 2.94 can be said that the cultural environment is considered to have no support to the success of Papuan women traders entrepreneurship.

Results of this study showed that cultural environment has significant influence for entrepreneurship and skills to business success Papuan women traders, meaning that the better environment of indigenous cultural communities in both regions and communities in the clan community to help the indigenous Papuan women traders in making trading businesses it will affect the higher the level of entrepreneurship and business success. This suggests that the positive value of cultural environment can improve the success of which will impact on family welfare.

Based on the results of a descriptive analysis of the respondents answer in the cultural environment of very low value, it cannot be separated from culture fad Papuan ethnic communities about the interrelationships between the members and the hinted justification for cultural fad that had been prevailing in the Papuan ethnic communities where most of the ethnic culture Papua relating to the natural environment is done directly, as well as when they faced each other in any domain, including the help of the family will be done directly. Such circumstances indicate that the connections made will always be considered whether the relationship is to bring a gain or loss. In other words, ethnic Papuans assess its association with a person or a place is based on the principle of beneficial or not. Bonding with others or to the environment is not based on the need for unity alone, but to the needs that could benefit. Boelaars (1985) explains that the association with other both horizontally and vertically with the boss, in any environment running based on the needs of people think. Anthropologists noted that the structure of tribes in Papua is flexible (flexible), one does not feel bound by anyone. Consideration for the survival / survival of a bond is required, but only as long as and to the extent that survival requires assistance, then that attachment is received.

Low support cultural environment on indigenous Papuan women traders is caused mainly by indigenous cultures since adherence plus the erosion of positive values of indigenous Papuans in the form of mutual aid/collective solidarity, it is not a part of some public policies ever taken by the government, such as the IDT program (Instruction Underdeveloped Villages) and JPS (Social Safety Net) where people devotedly calculated by HOK

money (Daily working people), this program formed the mindset of the people on the meaning of the original community service as a form of solidarity event to benefit. When the program ends, but government policy is also changing the mindset of looking at mutual aid and solidarity groups will be physical assistance in measuring the wage/money. Phenomenon that occurs when there is no pragmatic advantages of mutual cooperation, then people are not going to do it, it's so hard to restore positive values ever had ancestors back to normal. This condition indicates the intervention of government policies that are less sensitive to the social environment; it will destroy the positive values that actually already exist and is inherent in people's lives. For the future the need for policies that are designed in accordance with the norms and follow the rhythm of the positive values that are embedded in the community.

Khairuddin (2002) suggested the ethnic Papuan people's lives are still influenced by the system of customs and values, differences in social position of women and men in family life is very influential in people's lives. Patrilineal kinship system affect the social relations of men and women in public life, can lead to the emergence of inequality and gender inequality in the lives of men and women. Sрни (1999) suggests the factors that influence women's powerlessness among ethnic Papuans: 1) a patriarchal culture, where all areas of life centered on men power ; 2) culture is a fine hog all the problems in public should be resolved with a fine pig, in culture this pig fine women are required to produce a lot of pork for the family, 3) the payment of a dowry system where men pay a dowry to the woman along with the demands of a number of obligations that must be met by women; 4) extended family system that a woman is not only belonged to her husband and her children, but also belongs to the relatives of the men that women also should pay attention to the needs of the relatives; 5) worldview/value that women are a symbol of fertility is often used men to acquire wealth (pigs) and more gardens wider and 6) men are considered inappropriate for a task that is considered a female task, and vice versa. Research is in accordance with the results of this study, where indigenous Papuan women traders in doing business does not have the support of its trading environment of indigenous peoples both in the community and the community areas clan/fam especially positive support of her husband, thus making trading business lived stagnant.

Results of analysis of the cultural environment variables entrepreneurship skills showed a positive and significant influence. Thus the results of this study can demonstrate empirically that the better the fad cultural environment, the impact will be obtained to increase the ability of women entrepreneurship indigenous traders in traditional markets. Results of this study reinforce the findings of Hayton et al (2002) in Thornton (2011) that states have an influence on the culture of entrepreneurship; Brush et al (2001) Factor the environment can affect the success of women's entrepreneurship. Maryati (2005) which states culture proved positive and significant effect on firm performance, and it also sharpens the research findings on Biological Amelia (2007) who found the social and cultural conditions, women do not make an effort to be more developed, while Lindsay (2005) found no cultural only affects the attitude but also affect the perception and behavior of entrepreneurs indigenous (native). Cultural environment variable analysis results indicate the success and significant positive effect. Thus the results of this study can demonstrate empirically that the better the cultural environment, the higher the success rate.

4.2. The influence of Husband Support for Entrepreneurship Success

Results of data analysis indicator that has contributed or who is considered a very strong influence by the respondent in influencing the success is an indicator husband's support in trade activities with a mean of 3:12 while domestic activities have a strong contribution to the success or deemed very important to the value of loading factor of 0.960. These results confirm that the indicator support their husbands in domestic activity as measured by husband's attention or assistance in maintaining participation and child care as well as assistance in participation in the care of the husband and wife keep doing household during the trading activity on the market is considered very important influence success.

These results actually when viewed from the average value (mean) at 3:08 it can be said that the husband and the wife's support in trying to trade, less effect on entrepreneurial success Papuan women traders. This research is reinforced by the results of interviews with some respondents stating that the husband's help in selling market participation is more troublesome respondents, as was the custom for the husband to spend the money for a trade sale or purchase of consumer goods such as: fried foods (snacks), buy cigarettes and betel nut for consumption on the market for selling wife accompany. So the effect on the results of trying to trade money can be brought back home to be reduced when compared with the lack of participation of the participating accompany their husbands to sell at markets. Although the proceeds of the sale is managed by wife, but when the husband knows the wife still has money and when her husband asked for money for its needs such as buying alcohol (liquor) wife could not resist it, because if the wife would have rejected violence in the form of verbal abuse and acts of physical violence such as beatings. And it could be all of the money from the sale or trading business will take all if the demand is not obeyed.

Consideration of the wives when taken all the money from the sale of the capital to sell back the next day does not exist, the cost of education for the children there is not even to buy rice and side dishes were not there.

Though the cost of living a lot. Respondents preferred when husbands help in gardening such as planting, watering, growing a garden and harvest crops or husband go looking for money to help supplement the family income by finding another job as a laborer at the port flank, took mine sand/stone multiplied, a construction worker or a mall parking attendants along the Abepura - Jayapura.

Husband's support meant in this research is the support and attention of the husband to the wife in support of entrepreneurship such as: assistance to transport crops to market, help get information to obtain venture capital assistance, the sale of the trust to manage the money, guidance/advice in the use of money wise and support domestic activities such as: assistance husband's participation in parenting and keeping house for his wife doing trading business in the market. The results showed no significant effect of husband support the entrepreneurship skills and attention means that the husband does not help to improve the ability of women entrepreneurship indigenous traders.

Variable analysis results support the husband against success shows the influence of positive but not significant. Can be interpreted results of this study can demonstrate empirically that the support given to the wife of a husband who does not impact the increasing success of entrepreneurship wives. It is supported by the results of the analysis showed that the overall description of the average respondents do not agree that the husband's support can improve their trading businesses.

Various issues of gender injustice is faced by indigenous Papuan women traders "mama-mama Papua". Although the mama-mama has worked hard to become traders in traditional markets, do not mean Papuan women traders (for mothers) can break away from the domestic workload. The reality, when before leaving and after returning to trade, indigenous Papuan women traders always found time to cook, or completing domestic chores. This contrasts with the trader man, who can casually sit and smoke at home from the market and immediately rested. In fact should, domestic work can be substituted or replaced the husband, if it has no other activity. Happens, mama-mama keep doing the work, the division of labor is considered by mama-mama is not fair, but they do not sue because it has become the rule in the custom.

The overall findings in this study is that the indigenous Papuan women traders did not get significant support from the husband in trying to trade both physical support (personnel) and non-physical (motivation). The findings are consistent with the survey results female companion small business association (ASPPUK) 2003 on women small business (PUK) in 15 districts and 8 provinces in Indonesia, which states that the biggest obstacle in trying to trade PUK is the family (and more specifically the husband). This study also supports the findings (DeCarlo & Lyons, 1978; Flesher & Hollman, 1980; Goffee and Scasse, 1985) which stated the husbands are generally highly engaged in the business of their wives, do not support the wife's business. This study also supports the findings (Goffee and Scasse, 1985), which states the husbands expect their wives to do chores in the household, despite many demands from business ventures.

The low of husband's support in trading business respondents lived fad can not be separated from ethnic Papuan culture, where the role of men in traditional as decision makers or leaders in the household. Literally leader by Ambar (2008) are 1) the leader is the person doing the activity or activities for lead, 2) the leader is the person who runs the leadership or understood as a person who leads other quittance a long way. From the definition it can be interpreted that a leader is someone who leads others by providing guidance, or to formally interpret that in carrying out one's leadership is giving orders.

Results of this study support the findings (Belcourt, et al, 1991, Lee-Gosseling & Grise, 1990, Nelder, 1987), Nelder (1987) who found in a study on women entrepreneurs in Florida that the problem between personal life and career is a major problem for women. This study also supports the findings of work by Realita (2007) say that in the Malay custom, women are followers and implementing what has been decided by the husband.

This study is also consistent with the findings of Suradisatra (1998) which suggests that the factors that affect the role of women, both in the household and in society at large, is gender status, especially with regard to education, health care and in decision-making positions, it will have an impact on productivity. This study also supports the findings (Belcourt, et al, 1991, Lee-Gosseling & Grise, 1990, Nelder, 1987) stated that there is a significant problem among private life with a career in women entrepreneurs. Nelder (1987) found in a study on women entrepreneurs in Florida that the problem between personal life and career is a major problem for women. Husbands are generally highly engaged in the business of their wives, do not support them (Decario & Lyons, 1978; Flesher & Hollman, 1980; Goffee and Scasse, 1985) and expect doing household chores (Goffee and Scasse, 1985).

Husband support variable analysis results indicate the success but significant negative effect. Can be interpreted results of this study can demonstrate empirically that the greater the support of her husband against wife in doing trading business will impact the declining success rate. Husband's support is the purpose of this research is the support and attention of the husband to the wife in support of entrepreneurship and support in domestic activities to assist the wife in doing trading business in the market. The results showed significant effect on the husband's

support means to support the success and attention of husband has influence on the variable success of women traders' indigenous entrepreneurship.

4.3. Effect of Entrepreneurship Capabilities for Cultural Relations Mediation between Environmental and Support Husband on Successful Entrepreneurship

Basic theory is premised in testing relationships between variables in this study is the theory of entrepreneurship. Entrepreneurship is generally accepted to be a necessary condition in the long-term economic development (Carree & Thurik, 2003). Additionally Hisrich, Peters and Shepherd (2005) interpret entrepreneurship in three senses: (1) entrepreneurship involves entrepreneurial behavior that is: take the initiative, organizing social and economic mechanisms to turn resources and situations to be more useful and profitable as well take the risk and failure; (2) entrepreneurship is a dynamic process in creating wealth and understanding, and (3) entrepreneurship is a process of creating something new that has value / value by devoting the necessary time and effort, taking financial risks, psychological and social, and obtain results in the form of financial, personal satisfaction and freedom. Entrepreneurship is a creative and innovative capability that forms the basis of, tips and resources to find opportunities for success (Suryana 2003). Based on the theory of entrepreneurship is used as a reference for testing the effect of entrepreneurship skills Papuan women traders as mediating the relationship between husband and cultural environment and support the success of entrepreneurship.

Results of this study showed that the influence of environmental variables on the success of entrepreneurship culture through entrepreneurship is the ability of partial mediation (partial mediation). The connection between the cultural environment variables can directly affect the success of entrepreneurship, and entrepreneurship skills through mediation effect. Furthermore, no significant effect on the ability of entrepreneurship as a mediating influence of husbands' support for entrepreneurial success. It means that the relationship between husband support variables did not significantly affect the ability of negatively affect entrepreneurship and entrepreneurial success. Thus directly support the husband did not significantly affect the ability of the increase, so that mediation was not significant entrepreneurial skills to successful entrepreneurship.

Based on the test results it can be concluded that the cultural environment variables can directly affect the success of entrepreneurship, and entrepreneurship skills through mediation effect. It means an increase in the implementation of the family environment (community fam) in the custom of the success of which is measured by the nature of mutual assistance within families by providing assistance in the form of venture capital and domestic assistance to the indigenous Papuan women traders who have trading business in traditional markets is a reflection of the cultural environment may affect entrepreneurial success is measured by the increase in business volume trading quantity, and quality improvement of the quality of family life through entrepreneurship skills are reflected maintain consumer confidence in the trade through providing accurate information about the quality of merchandise to customers and always provide a standard price to the purchaser.

Further support of her husband in domestic activity, as reflected through the help of her husband to care for and nurture children during trading at the market and husbands to maintain and take care of the house for selling at the market did not significantly affect the ability of entrepreneurship as reflected maintain consumer confidence in the trade through providing correct information of quality merchandise to customers and always provide a standard price to the purchaser. Then the negative effect on entrepreneurial success is reflected by an increase in the quantity of the commercial success in increasing the number of business and increase the types of merchandise. Thus entrepreneurship skills are reflected maintain consumer confidence in the trade through providing accurate information about the quality of merchandise to customers and always provide a standard price on the buyer, it can be concluded that the husband's support as measured through the help of her husband to care for and nurture children during trading at the market and husbands to maintain and take care of the house on the market for direct selling did not significantly affect the ability to maintain consumer confidence in the trade through entrepreneurship skills are reflected maintain consumer confidence in the trade through providing accurate information about the quality of merchandise to customers and always provide price standard on buyers, causing an increase in the quantity that cannot increase the number of successful trading business and add items of merchandise, thus mediating the ability to maintain consumer confidence in the trade as a reflection of the ability of entrepreneurs do not significantly influence entrepreneurial success.

In general, respondents strongly support entrepreneurial skills in running a successful trading business, it is not a part of a very strong self-belief will be its ability to conduct trade business gained from their experiences related to the day-to-day role in cultures where women is stereotyped more responsible for the economic life of the family that established the nature of the more diligently doing trading business embodied in day-to-day activities that many struggling in the informal sector to earn a living for his family. Confidence in ability based on the ability of individuals is influenced by their experiences in conducting trade and business experiences of their parents in this case the mother / parents of women who are also doing trading business. Since childhood they have been taught and see the roles that have traditionally formed in the society for daily life that makes them have a positive attitude that leads to their willingness to try. However, support from environmental groups and

the indigenous culture and the role of husband support the government felt by indigenous women traders is very low.

Kitching and Woldie in Imed Drine and Mouna Grach (2010) noted that women entrepreneurs in Nigeria, for example, is often hampered by level of education and skills are relatively low, and this limits their access to the various services that support the advancement of entrepreneurship. A survey conducted on 100 Nigerian women entrepreneurs indicated that the lack of commitment in a family member support, sexual discrimination, lack of career guidance and adequate capital from the government, and the lack of education and technology. In a context where women's enterprises is hampered by several factors inhibitors derived from the interaction of socio-cultural values and strong family orientation, it will affect the choices they make. In this case, Papuan women have contribution on the development of Papuan women entrepreneurship which reached 80%. Women in Nigeria are often considered minor and must obey the constitution despite Nigeria balanced set of equality between men and women. This system is reinforced with religious philosophy based on a patriarchal system of thought in which the role of women according to nature is a mother and wife.

The results support the theory of Weber (1956) which states that entrepreneurial behavior may be related to cultural values and suggested that the values and beliefs are factors that encourage entrepreneurship. And also supports the theoretical framework of Hofstede (1984), which states each entrepreneurial behavior related to cultural values, and this relationship is based individualistic culture emphasizes the values of personnel initiatives and achievements, while collective group decision support.

4.4. The influence of the Role of Government Relations Capabilities In Moderation Against Entrepreneurship entrepreneurship success

The role of the Government in this study was an attempt by the Government of Papua Province and the City of Jayapura to increase success for indigenous Papuan women traders in traditional markets Jayapura, efforts in the form of policies and government bias against indigenous Papuan women traders is needed, especially in the provision of training and continuously introducing simple technology that evenly on all indigenous Papuan women traders are not disaggregated aggregated between the coast and the mountains, the control of the implementation of the control of the training, the support of capital assets and the support infrastructure market is characterized by a nuanced and indigenous Papuans.

Variable analysis results to the success of the government's role indicate a positive and significant impact. Can be interpreted results of this study can demonstrate empirically that the greater the role of the government will affect the higher the success rate of Papuan women traders. The role of government is the purpose of this research is 1) to provide training, 2) the introduction of simple technologies, 3) control the implementation of control training, 4) capital asset / ease of credit, and 5) support infrastructure. The results showed a significant effect on the role of government means that the success of the government's role to increase the success of entrepreneurship, although considered very small. However, when viewed result variable path coefficients interaction with the government role entrepreneurship skills which obtained a value of -0073 which means that the variable is not government's role to strengthen the relationship between the ability to successful entrepreneurship. The findings of this study is consistent with the results of study by Rose et al. (2006) that no significant government support programs for business growth, while individual initiative can significantly affect the growth of the business.

Government's role is very important in improving the welfare of society, is no exception to the Papuan women traders called Papuan women are doing trading business in traditional markets in general and in particular in the city of Jayapura. Given role than in the form of infrastructure whether it be physical or means of direct subsidies, which is not less important is the role of government in providing technical and non-technical guidance on an ongoing basis to the indigenous Papuan women traders that are encouraging and empowering people to mama-mama be better able to plan and manage independently from trading business in order to achieve maximum success, which in turn can improve the welfare of the family. In an effort to maximize the role of the government should also encourage the participation of other competent parties in order to increase the success of indigenous women trading businesses, such as private parties, the diocese and the NGO (Non Governmental Organization). Of the value of the role of government respondents reception just 2:37 in value can be said to lack public confidence in the government's functions and role in attention to Papuan women.

The purpose of the policies enacted by the government is one of the government's roles to improve the success of entrepreneurship indigenous Papuan women traders in order to improve the welfare and reducing poverty of indigenous Papuans. Indigenous communities have social values as a basis for positive social life. Social order in which heavily laden with the norms, beliefs, and practices that apply to this day that is able to manage and organize the indigenous Papuans. Diverse indigenous and tribal symbols and sanctions constitute social capital of indigenous Papuans. The social order should be the potential of the government to be able to run a variety of programs based on empowerment of local potential. By exploring and developing local potential, it will increase social welfare and poverty reduction can even avoid the onset of poverty due to the conservation of resources for

the next generation (Soerjani, 2005). Potential local/local wisdom contains norms and social values that govern how should establish a balance between support social environment, lifestyle and human needs. Therefore local knowledge should be an integral part of government policy to improve the welfare of the community. Welfare according Suhardianto (1999), assessed from a lack of income, consumption, possession of property either still or moving, capital assets and stock. The higher the income, the better they assumed consumption of calories and nutrition family.

The low value of the respondents to the role of government because there is no indication in planning a women's empowerment program on indigenous traders, approach the concept of empowerment is no tendency for the government just to make the people in this case indigenous Papuan women traders as the object of the implementation is not used as the subject of empowerment. Government in planning programs should 1) strive for better planning far-way or more aligned to the needs of the target communities and empowerment in order to overcome the problems which become obstacles in society that these Papuan women traders can improve and be accountable for self-improvement efforts and economic, 2) programs in the run uniformly given to indigenous Papuan women traders of both the coast and the mountains as a target of the program is customized to their cultural customs fad and 3) the empowerment/provide training to indigenous Papuan women traders held with the approach of the group according to region and culture fad program delivery methods are not generalized among people from the coastal areas to that of the mountains because they have the mindset.

The trend of business trading and different training required, eg mountain communities need training in how to gardening or horticulture and processing of raw materials into semi-finished materials gardens are ready to be processed are like tubers into flour, a snack chips of various flavors, and other that have a higher sale value of coastal communities in the beach that need training on how to catch fish that are effective, efficient and secure as well as how to process fish catches excess into something that has a higher sale value, such as fresh fish into smoked fish, a salted fish, a fish and chips, etc. that could someday become the hallmark of a souvenir from Papua.

Efforts and policies of government partisanship against Papuan women traders who have done Papua Provincial Government and the City of Jayapura during this, the results of this study show still has not been able to strengthen the relationship between entrepreneurship skills Papuan women traders to business success. It is not independent of government management governance is very low. When we look more closely at the Papuan government bureaucracy, governance is not going well partly because of the weak human resource capacity and capability educated officials in governance is very far from expectations. Low work ethic of bureaucratic attitude seems lazy employees, often late, absent from duty, lack of initiative, program planning activities / development aspirations of the people, but instead of top-down and weak control of the leadership. With Special Autonomy leadership in bureaucratic phenomenon derived from original person with the label "SON AREA" increasingly prevalent and dominant. The concept of men's tribal areas is a very narrow concept of the nuances of the particular ethnic origin of a particular area. Leadership patterns obeyed is still traditional patterns without regard to the system of values and rules of transparent governance, accountability and participation. The implication singular power handled himself.

In the perspective of a more extreme result of the application management chiefs/traditional leaders would not want to hear any suggestions, feedback from subordinates, the policy does not refer to the local development plan. In these circumstances the program is not based on people's needs and aspirations as just a waste of the budget, while social control of the community is very low and did not even run because the role of the leader of the ruling anesthetize them by handing out money to divert public attention because of the failure of the program. Amid the lives of poor people who do not know about their rights and responsibilities, the money becomes important from the program. Leadership values narrowed the meaning and even eroded. Existing value merely exclusive, meaning that according to Sijito (2009), the leader simply implements the values of "good" is limited to tribal communities based on the attributes of primordial/ethnicity. Marginalized communities of other tribes and this are what makes people from other tribes are reluctant to participate actively and positively in a particular leader.

The findings of this study is certainly not in accordance with Law No. 20 of 2008, which states that the empowerment of UMKM, implemented fully, optimal and sustainable through the development of a conducive climate, providing business opportunities, support, protection and development of the widest possible, so as to improve the position, role and potential of UMKM in creating economic growth, equity and increase people's income, job creation and poverty alleviation. The results also do not fit or do not support the Act No. 20 of 2008, section 7. Paragraph 1, states and regional governments to foster a business climate by establishing laws and policies covering aspects: (1) funding, (2) Infrastructure, (3) Business Information, (4) Partnership, (5) Licensing effort, (6) Seek opportunities, (7) and Trade Promotion (8) Institutional Support.

This study supports the findings (Belcourt, et al, 1991, Collette & Aubry, 1990, Goffee & Scase, 1985, Hisrich & Brush, 1986, Kent, 1988, Lee-Gosselin and Grise, 1990, Timmons, 1986). Stating the obstacles often faced by

women entrepreneurs is the lack of role models, lack of professional interaction, difficulty in getting the trust of clients and suppliers, lack of adequate training, and lack of experience in entrepreneurship.

In fact, in the empowerment of indigenous Papuan women traders in the trading business run not only related to the natural resources available, aid economic capital (financial) interest in the fulfillment and infrastructure only. Government needs to pay attention to the empowerment of human resources because of the real indigenous Papuan women traders have a high potential entrepreneurial spirit and supported the positive values that are embedded in a society that needs sharpening by the government to support the success of doing trading business, but in reality the government has not done coaching-coaching to the fullest. While the success of the business depends on the ability to run their own business in these trade Papuan women, the attention to human resources is essential. Society would be the main capital in business, including venture traders in traditional markets.

So far, more government policies to revitalize the building market, and provide a variety of financial aid is disbursed on indigenous Papuan women traders, but the government is not giving enough attention to improving the ability to touch directly Papuan women traders, training in the mastery of technology and technology management administration which may cause loss of public confidence in the government's role to the success of their efforts. Karma (2005) said the experience for about the last 10 years suggests that the failure of the economic development of the people in Papua is because the pattern of development that is not intensive and tends to only be a project regardless of the aspect of empowerment/independence. Papua fact actually has a number of commodities that have been developed in various districts.

According Karafir (1983) in Karma (2005), that one fact that cannot be denied, that the internal limiting factors that need to be anticipated seriously in order to ensure that the efforts of the development of micro Papuans brought relative success. Internal limiting factor is not necessarily a weakness, because if it can be managed properly it can be a source of strength for microenterprise development itself. The limiting factors are: reciprocity and social cohesiveness. Reciprocity is one aspect that really stood out in the Melanesian culture, which is the logical consequence of a strong system of communal life. When a person gains wealth, including that earned by hard work, the values espoused reciprocity requires dividing it with their wealth/family who are entitled to participate and enjoy the wealth. And those who now share in the wealth when it is on a compulsory share his wealth with others as well. Reciprocity strengthens social cohesion, while it stretches the individualistic nature of the relationship between community members. If this is not taken into account the nature of reciprocity well in fostering the development of micro-enterprises and other forms of economic empowerment of others, then there are 2 (two) possibilities that will occur as follows:

1. Guidance will not work if only directed at certain individuals and or
2. The successful individual will be ostracized from society because they do not share the wealth gained, although he argued that it was her capital wealth that cannot be divided.

5. Implication of Study and Research Findings

Theoretically, the results of this study can add to the discourse of science that deals with the success of women traders indigenous entrepreneurship. This study examined the direct and indirect influence of cultural environment and support the husband against the success of entrepreneurship is developed based on theory and concepts so that the findings of this study can contribute to theoretical and practical.

The theoretical contributions are:

1. This research can strengthen and develop the theory of entrepreneurship, especially in entrepreneurship skills, based Ibnu Soedjono in Suryana (2009), expressed as affective skills include attitudes, values, aspirations, feelings and emotions which are highly dependent on environmental conditions exist, then the ability of the affective dimension and cognitive abilities are part of the capability approach to entrepreneurship. So, entrepreneurship is a function of the ability of entrepreneurial behavior in combining creativity, innovation, hard work, and courage to face the risk of obtaining opportunities.
2. This study proves and develops the theory of Weber (1956) in Osman Eroglu (2011) shows that entrepreneurial behavior may be related to cultural values and suggested that the values and beliefs are factors that encourage entrepreneurship. Entrepreneurship skills can mediate cultural environment for entrepreneurial success.

The practical contribution is:

This study could serve as an input for the Government of Papua Province, and the City/County in Papua province, to improve its performance and its role in society, particularly the indigenous people who have the ability or desire to improve their welfare and entrepreneurship are expected to be input for Chief / Chief indigenous, NGO or missionary, and other non-governmental organizations that carry out programs of economic empowerment in Jayapura in Papua Province in particular and in general, to pay more attention to the empowerment of indigenous Papuans.

Research Findings

Based on the results of data analysis and discussion, theoretical and empirical studies, the findings of this study as follows:

- 1) The study's findings prove the existence of an integrated conceptual model of the cultural environment, entrepreneurship skills and support of her husband who is directly significant effect on entrepreneurial success. Where there has been no previous researchers who examined jointly between husband and cultural environment and support the success of women entrepreneurs trader.
- 2) The findings of this study prove that empirically cultural environment directly and indirectly a positive significant effect on the ability of women's entrepreneurship and the success of indigenous traders in doing trading business in the market.
- 3) The findings of this study prove that empirically husbands support is directly not have significant effect on the ability of women entrepreneurship indigenous traders in doing trading business in the market. And also found that the husband's support towards the success has negative direction, which means the greater the support given by the husband to the wife, the smaller the level of success achieved.
- 4) The findings of this study provide empirical evidence that the ability of entrepreneurship as a cultural and environmental mediation support a significant effect on the success of her husband. But the government's role as moderator does not provide empirical evidence as the interaction relationship between the ability to successful entrepreneurship.

6. Conclusion and Suggestion

Based on the discussion of the results and findings of the study, some conclusions can be stated as follows:

1. Cultural environment of the community role models are not able to increase the trading business Papuan women traders, although the effect is real and significant. Results of in-depth interviews with some respondents concluded that togetherness and concern for the indigenous peoples of diminishing returns after living in Jayapura. Concern respondents focus more on her family environment in trying to meet their daily needs. This needs to be understood perhaps due to the existence of economic factors that are both still below average and the lack of control of chiefs or traditional leaders.
2. Respondent considered husband's support is very low, especially for help in domestic activities, while the husband's physical support in the form of assistance to participate in the market to sell, rather than perceived by respondents help add to the success, but considered adding to the burden or troublesome wives, this is because the husband is getting no help from the the greater the interference in the use of the proceeds of sale are not controlled. Because there is a tendency husband will spend in the consumer goods market resulting in reduced revenues from selling that could be brought back home.
3. Entrepreneurship skills of the indigenous Papuan women traders have contributed significantly to the increase in entrepreneurial success. The results could prove empirically that the greater ability of women entrepreneurship indigenous traders will impact the higher the success rate of entrepreneurship. Means the ability of entrepreneurship that is reflected by the ability of holding consumer confidence indicator is measured by holding consumer confidence by providing the correct information about the quality of the merchandise and are planning to increase the variety of types of merchandise has a significant effect on entrepreneurial success is reflected through the control of the implementation of the training given to the government Papuan women traders in traditional markets Jayapura as measured through regular training and monitoring skills after the training given.
4. The results of this study, shows empirically that the role of government as a moderating variable indicates there is ample empirical evidence that states that the role of government and a significant positive effect on the success. Can be interpreted to achieve success was significantly affected by the presence of the role of government. However, these results also when viewed from the interaction between the roles of the government with the ability to entrepreneurship insignificant positive. It means that the government role has no effect on the success of women trader indigenous entrepreneurship and entrepreneurship is not able to increase the success of Papuan women traders. Government support in the form of policy in providing training, introduction of simple technologies, future training provision, the ease of obtaining credit and market support infrastructure, not fully implemented uniformly and continuously perceived by indigenous traders.
5. The success of entrepreneurship is significantly less supported by the cultural environment; support her husband and the role of government. This success is only supported by entrepreneurship skills possessed by women traders in autodidact. Perseverance, diligent, persistent, independent and hardworking, all the properties and the behavior has been owned by women traders who taught generations of indigenous customary for women as the backbone of the family or as an income earner.

Based on the findings and conclusions of this study, there are suggestions of the recommendations of this study as follows:

The results of this study shows a lack of support from the cultural environment, the husband and the role of government support towards the success of women traders indigenous entrepreneurship, success is only supported by the entrepreneurship skills of the traders themselves. Supposedly the Papuan community empowerment must involve three furnaces is a social institution that consists of three pillars, namely institutions: government leaders, traditional leaders and religious leaders.

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Appendix I . Data Processing Result GSCA

| Model Fit | |
|-----------|-------|
| FIT | 0.782 |
| AFIT | 0.780 |
| GFI | 0.998 |
| SRMR | 0.271 |
| NPAR | 101 |

Measurement Model

| Variable | Loading | | | Weight | | | SMC | | |
|------------------|----------------------------------|-------|---------|----------|-------|--------|----------|-------|--------|
| | Estimate | SE | CR | Estimate | SE | CR | Estimate | SE | CR |
| LB (X1) | AVE = 0.845, Alpha =0.812 | | | | | | | | |
| X1.1 | 0.906 | 0.011 | 84.19* | 0.500 | 0.018 | 27.83* | 0.820 | 0.019 | 42.11* |
| X1.2 | 0.933 | 0.010 | 97.18* | 0.587 | 0.016 | 37.8* | 0.870 | 0.018 | 48.66* |
| DS (X2) | AVE = 0.919, Alpha =0.912 | | | | | | | | |
| X2.1 | 0.958 | 0.006 | 169.95* | 0.513 | 0.007 | 76.22* | 0.917 | 0.011 | 85.05* |
| X2.2 | 0.960 | 0.005 | 176.85* | 0.529 | 0.006 | 82.19* | 0.922 | 0.010 | 88.52* |
| KB (Y1) | AVE = 0.798, Alpha =0.948 | | | | | | | | |
| Y1.1 | 0.863 | 0.034 | 25.09* | 0.175 | 0.015 | 11.45* | 0.744 | 0.058 | 12.8* |
| Y1.2 | 0.905 | 0.025 | 35.57* | 0.174 | 0.014 | 12.46* | 0.818 | 0.045 | 18.02* |
| Y1.3 | 0.915 | 0.015 | 62.87* | 0.196 | 0.015 | 13.23* | 0.838 | 0.026 | 31.63* |
| Y1.4 | 0.886 | 0.020 | 45.14* | 0.177 | 0.018 | 9.92* | 0.785 | 0.035 | 22.73* |
| Y1.5 | 0.903 | 0.014 | 66.59* | 0.241 | 0.013 | 18.28* | 0.815 | 0.024 | 33.41* |
| Y1.6 | 0.890 | 0.017 | 51.09* | 0.155 | 0.016 | 9.58* | 0.792 | 0.031 | 25.76* |
| K (Y2) | AVE = 0.891, Alpha =0.876 | | | | | | | | |
| Y2.1 | 0.954 | 0.011 | 86.26* | 0.576 | 0.024 | 23.88* | 0.910 | 0.021 | 43.28* |
| Y2.2 | 0.934 | 0.016 | 59.54* | 0.483 | 0.024 | 20.18* | 0.872 | 0.029 | 29.92* |
| KB*PP (M) | AVE = 0.874, Alpha =0.995 | | | | | | | | |
| X3.1Y1.1 | 0.884 | 0.014 | 64.89* | 0.036 | 0.049 | 0.72 | 0.782 | 0.024 | 32.45* |

| | | | | | | | | | |
|----------------------------------|-------|-------|---------|-------|-------|--------|-------|-------|--------|
| X3.1Y1.2 | 0.881 | 0.016 | 55.39* | 0.032 | 0.203 | 0.16 | 0.776 | 0.028 | 27.83* |
| X3.1Y1.3 | 0.888 | 0.015 | 59.44* | 0.039 | 0.536 | 0.07 | 0.789 | 0.026 | 29.79* |
| X3.1Y1.4 | 0.889 | 0.015 | 57.39* | 0.026 | 0.037 | 0.7 | 0.791 | 0.027 | 28.76* |
| X3.1Y1.5 | 0.888 | 0.016 | 57.09* | 0.034 | 0.012 | 2.91* | 0.789 | 0.028 | 28.67* |
| X3.1Y1.6 | 0.880 | 0.017 | 52.95* | 0.036 | 0.337 | 0.1 | 0.774 | 0.029 | 26.55* |
| X3.2Y1.1 | 0.938 | 0.010 | 95.35* | 0.031 | 0.059 | 0.52 | 0.880 | 0.018 | 47.71* |
| X3.2Y1.2 | 0.944 | 0.009 | 100.47* | 0.044 | 0.257 | 0.17 | 0.890 | 0.018 | 50.27* |
| X3.2Y1.3 | 0.949 | 0.008 | 125.01* | 0.028 | 0.551 | 0.05 | 0.900 | 0.014 | 62.5* |
| X3.2Y1.4 | 0.949 | 0.008 | 118.54* | 0.048 | 0.069 | 0.69 | 0.900 | 0.015 | 59.31* |
| X3.2Y1.5 | 0.949 | 0.008 | 112.69* | 0.039 | 0.044 | 0.89 | 0.901 | 0.016 | 56.47* |
| X3.2Y1.6 | 0.946 | 0.008 | 114.66* | 0.027 | 0.447 | 0.06 | 0.895 | 0.016 | 57.38* |
| X3.3Y1.1 | 0.953 | 0.006 | 152.09* | 0.043 | 0.018 | 2.44* | 0.907 | 0.012 | 76.15* |
| X3.3Y1.2 | 0.955 | 0.008 | 126.33* | 0.026 | 0.026 | 1.02 | 0.911 | 0.014 | 63.31* |
| X3.3Y1.3 | 0.956 | 0.006 | 152.18* | 0.042 | 0.067 | 0.63 | 0.913 | 0.012 | 76.25* |
| X3.3Y1.4 | 0.958 | 0.006 | 157.59* | 0.036 | 0.105 | 0.34 | 0.918 | 0.012 | 78.96* |
| X3.3Y1.5 | 0.957 | 0.006 | 154.44* | 0.034 | 0.046 | 0.73 | 0.916 | 0.012 | 77.35* |
| X3.3Y1.6 | 0.953 | 0.007 | 146.33* | 0.039 | 0.072 | 0.54 | 0.908 | 0.012 | 73.33* |
| X3.4Y1.1 | 0.942 | 0.008 | 113.28* | 0.026 | 0.020 | 1.26 | 0.888 | 0.016 | 56.62* |
| X3.4Y1.2 | 0.943 | 0.009 | 110.27* | 0.039 | 0.015 | 2.56* | 0.889 | 0.016 | 55.15* |
| X3.4Y1.3 | 0.945 | 0.008 | 116.38* | 0.039 | 0.017 | 2.31* | 0.892 | 0.015 | 58.17* |
| X3.4Y1.4 | 0.944 | 0.009 | 107.53* | 0.040 | 0.011 | 3.6* | 0.890 | 0.017 | 53.73* |
| X3.4Y1.5 | 0.945 | 0.009 | 108.44* | 0.028 | 0.009 | 2.96* | 0.893 | 0.016 | 54.22* |
| X3.4Y1.6 | 0.945 | 0.008 | 114.8* | 0.044 | 0.020 | 2.2* | 0.892 | 0.016 | 57.39* |
| X3.5Y1.1 | 0.936 | 0.010 | 90.34* | 0.041 | 0.013 | 3.12* | 0.877 | 0.019 | 45.29* |
| X3.5Y1.2 | 0.943 | 0.010 | 97.2* | 0.038 | 0.011 | 3.37* | 0.889 | 0.018 | 48.69* |
| X3.5Y1.3 | 0.945 | 0.009 | 100.51* | 0.030 | 0.014 | 2.23* | 0.893 | 0.018 | 50.36* |
| X3.5Y1.4 | 0.951 | 0.008 | 114.98* | 0.030 | 0.013 | 2.37* | 0.904 | 0.016 | 57.58* |
| X3.5Y1.5 | 0.944 | 0.009 | 104.92* | 0.041 | 0.008 | 4.99* | 0.891 | 0.017 | 52.52* |
| X3.5Y1.6 | 0.943 | 0.010 | 99.28* | 0.034 | 0.008 | 4.2* | 0.890 | 0.018 | 49.79* |
| PP (X3) | | | | | | | | | |
| AVE = 0.863, Alpha =0.959 | | | | | | | | | |
| X3.1 | 0.925 | 0.011 | 82.6* | 0.211 | 0.007 | 30.72* | 0.856 | 0.021 | 41.32* |
| X3.2 | 0.945 | 0.009 | 111.09* | 0.237 | 0.011 | 22.16* | 0.892 | 0.016 | 55.59* |
| X3.3 | 0.949 | 0.007 | 127.86* | 0.202 | 0.010 | 19.76* | 0.902 | 0.014 | 63.92* |
| X3.4 | 0.934 | 0.010 | 89.32* | 0.230 | 0.007 | 30.79* | 0.872 | 0.020 | 44.65* |
| X3.5 | 0.890 | 0.023 | 38.14* | 0.197 | 0.006 | 32.13* | 0.792 | 0.041 | 19.11* |

CR* = significant at .05 level

Structural Model

| Path Coefficients | | | | |
|-------------------|----------|-------|-------|---------|
| | Estimate | SE | CR | P-Value |
| LB (X1)->KB (Y1) | 0.448 | 0.053 | 8.47* | 0.000 |
| LB (X1)->K (Y2) | 0.162 | 0.065 | 2.48* | 0.014 |
| DS (X2)->KB (Y1) | 0.099 | 0.061 | 1.63 | 0.104 |
| DS (X2)->K (Y2) | -0.100 | 0.042 | 2.36* | 0.019 |
| KB (Y1)->K (Y2) | 0.495 | 0.064 | 7.74* | 0.000 |
| KB*PP (M)->K (Y2) | -0.073 | 0.042 | 1.74 | 0.083 |
| PP (X3)->K (Y2) | 0.289 | 0.057 | 5.07* | 0.000 |

CR* = significant at .05 level

| R square of Latent Variable | |
|-----------------------------|-------|
| LB (X1) | 0 |
| DS (X2) | 0 |
| KB (Y1) | 0.238 |
| K (Y2) | 0.554 |
| KB*PP (M) | 0 |
| PP (X3) | 0 |

| Means Scores of Latent Variables | |
|----------------------------------|-------|
| LB (X1) | 2.938 |
| DS (X2) | 3.077 |
| KB (Y1) | 4.126 |
| K (Y2) | 4.044 |
| KB*PP (M) | 9.922 |
| PP (X3) | 2.361 |

| Correlations of Latent Variables (SE) | | | | | | |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | LB (X1) | DS (X2) | KB (Y1) | K (Y2) | KB*PP (M) | PP (X3) |
| LB (X1) | 1 | 0.319 (0.057)* | 0.479 (0.045)* | 0.533 (0.048)* | 0.319 (0.052)* | 0.654 (0.041)* |
| DS (X2) | 0.319 (0.057)* | 1 | 0.242 (0.057)* | 0.108 (0.056) | 0.218 (0.062)* | 0.183 (0.055)* |
| KB (Y1) | 0.479 (0.045)* | 0.242 (0.057)* | 1 | 0.668 (0.048)* | 0.401 (0.050)* | 0.516 (0.038)* |
| K (Y2) | 0.533 (0.048)* | 0.108 (0.056) | 0.668 (0.048)* | 1 | 0.318 (0.052)* | 0.591 (0.041)* |
| KB*PP (M) | 0.319 (0.052)* | 0.218 (0.062)* | 0.401 (0.050)* | 0.318 (0.052)* | 1 | 0.562 (0.053)* |
| PP (X3) | 0.654 (0.041)* | 0.183 (0.055)* | 0.516 (0.038)* | 0.591 (0.041)* | 0.562 (0.053)* | 1 |

* significant at 0.05 level

Notes :

- LB** : Cultural Environment
- DS** : Husband's Support
- KB** : Entrepreneurship Skills
- K** : Success
- PP** : Role of Government

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