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Empirical Investigation Of Mompreneur Big Five Personality Plus In Pangkalpinang City

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Abstract -- The main purpose of this research is to test the consistency of Big Five Personality Plus dimension and indicator on Mompreneur in Pangkalpinang City. The research method used is descriptive-quantitative, with respondents mompreneur in Pangkalpinang City who has a culinary business of 60 people. The questionnaire was analyzed by using confirmatory factor analysis to extract it to several components. Increasing amount of mompreneur in Pangkalpinang City is very significant, because the limited formal sector is absorb the workforce and motivation of women to increase family income. Bangka Malay society is very strong in holding religious values both in everyday life and in business. The Big Five Personality Plus concept that describes the basic dimensions of individual behavior, human thoughts and emotions and spirituality in a job is development being noticed by human resources experts. This research shows that the trait analysis of personality of mompreneur consists of 6 factors, namely Conscientiousness, Extraversion-Introversion, Agreeableness, Openness to Experience, Emotional Stability and Spirituality. The results of this study can be recommended in improving the performance of mompreneurs in Pangkalpinang City, especially in training, coaching and mentoring them.

Keywords -- Mompreneur, Big Five Personality Plus, Religious Values, Coaching

I. INTRODUCTION

Based on industrial data update (IKM) Pangkalpinang City in 2013, food industry occupy the top position of the existing industrial enterprises in Pangkalpinang City. This proves that the leading IKM in Pangkalpinang city is food industry, it is proven in the table of industry priority which has the highest and most industry number, that is industry of cracker, chips, peyek and the like as follows in table 1.

TABLE 1. PRIORITY BASED ON NUMBER OF INDUSTRIES

No	Deskripsi	Amount of Industry
1	Crackers industry and the like	124
2	Cake Industry	108
3	Other food industry	108
4	Wooden building industry	108
5	Drinking water and mineral water industry	101
6	Industrial goods of cement and lime for construction	95
7	Bread and Cake Industry	93
8	Printing Industry	56
9	industrial goods of metal not aluminum	53
10	Tempe and soybean industry	40

Source: Alma, 2007

Based on the above table 1, potential SMEs that have opportunities to develop are food industry centers. In order to develop IKM especially food industry can run well and give positive contribution in economic development of Pangkalpinang city, hence required correct formulation of IKM development, directed to commodity development based on criteria of existing industrial center, and criteria according to Industry Service Trade and Small Medium Enterprise is directed to a small industry that uses simple technology, a small industry that can absorb labor, a small industry that has been worked on a group or industrial center that is rooted in the talent of skills or art of local communities.

An earlier study conducted in the United States and Canada as stated in OECD (2004), that an increase in the number of entrepreneurial women doubled represents a new economic power for these countries. Meanwhile, in Indonesia the involvement of women in the business world is not new, it can be seen in traditional markets.

The term "Mompreneur" was popularized and refined by Ellen Parlapiano and Pat Cobe, both working mothers, entrepreneurs and author of a book entitled "Mompreneurs: A Mothers Practical Step-By-Step Guide To Work-at-Home Success." The term "Mompreneur" was originally a new term to describe home-based businesses established by women where they could combine business with traditional duties as mothers in childcare and domestic affairs. In its development the term becomes widespread by not limiting the work done at home, wherever a woman performs both roles as mother and entrepreneur, hence they are called "Mompreneur" and the term has become part of history of entrepreneur woman development. (Hisrich, 2002).

The main purpose of this research is to test the consistency of Big Five Personality Plus dimension and indicator on Mompreneur in Pangkalpinang City.

A. Personality

According to Allport (Barrick & Ryan in Endah Mastuti, 2005) says that personality is a dynamic organization within the individual that is a psychophysical system and it determines the individual's unique adjustment to the environment. This definition emphasizes external attributes such as the role of individuals in the social environment, individual appearance, and individual reactions to others. (Feist and Feist, 1998 in Endah Mastuti, 2005) defines personality as a relatively fixed pattern, trait, disposition or

characteristic within an individual that provides some consistent measure of behavior.

There are several approaches advanced by experts to understand personality. One of the approaches used is the trait theory. Trait theory is a model for identifying the basic traits necessary to describe a personality. Trait is defined as a sedentary dimension of personality characteristics, which distinguishes individuals from other individuals (fieldman, 1993 in EndahMastuti 2005).

Westen (1959) in Dian Amelia Sari (2010) defines trait as an emotional, cognitive, and behavioral tendency that is a fundamental personality dimension that distinguishes one individual from another. Trait theory is largely derived from words that individuals often use to group themselves with others in everyday life. These words include the words such as shame, manipulative, friendly, and so forth. One of the most famous trait studies is the Big Five.

The growing personality theory today is a more detailed personality theory called the Big Five Personality. The approach of personality theory is often used in the search for solutions to personal difficulties. Goldberg (Larsen & Buss, 2005) has conducted a systematic study using a single adjective trait. The Goldberg taxonomy has been tested using factor analysis. Lateren, Goldberg (Larsen & Buss) conducts further studies to determine an appropriate appraiser to assess the five personality factors contained in the Big Five and can represent the groups of adjectives contained therein. According to Goldberg, the five factors in the five-factor model personality (Big Five) can be judged on a bipolar scale (a scale containing positive and negative poles).

The assessment for each of the five factors (Big Five) found in the Goldberg study are:

1. *Sugency or Extraversion*

This dimension shows a person's level of pleasure in extravert relationships (Extraversion is high) tend to be friendly and open and spend much time in maintaining and enjoying a large number of relationships. While introverts tend not to be fully open and have fewer relationships and unlike most others, they are more happy with solitude (Robbins, 2016). The assessments for each of the five factors of the five-personality (Big Five) found in the Goldberg study (Larsen & Buss, 2005 in Sari, Amelia Dian, 2010) consist of:

- (+ / positive) extravert: talkative, firm, verbal, energetic, brave, active, reckless, enterprising, and impatient.
- (- / negative) introvert: silent, shy, unfriendly, quiet, shy, aloof, afraid, dislike adventurous

13 2. *Agreeableness*

This dimension refers to a person's tendency to submit to others. People who are very capable of agreeing far more appreciate harmony than their speech or way. They are people who cooperate and trust others. People who underestimate the ability to agree more focus on their own needs than the needs of others (Robbins, 2016). The assessments for each of the five factors of the five-

personality (Big Five) found in the Goldberg study (Larsen & Buss, 2005 in Sari, Amelia Dian, 2010) consist of:

- (+ / positive): good-natured, cooperative, / cooperative, sympathetic, friendly, trustworthy, considerate, fun, agreeable, helpful, generous.
- (- / negative): cruel, unkind, unsympathetic, unreliable, loud, demanding, rude, egotistical, dislike to cooperate, not generous / generous.

3. *Conscientiousness*,

Assessing the individual's abilities within the organization, both about perseverance and motivation in achieving goals as a direct behavior. This dimension refers to the number of goals that are at the center of one's attention. people with high scores tend to listen to conscience and pursue a few goals in a purposeful way and are likely to be responsible, strong defensive, dependent, and achievement-oriented. While the scores are low he will tend to become more chaotic, pursuing many goals, and more Hednostic (Robbins, 2016). The assessments for each of the five factors of the five-personality (Big Five) found in the Goldberg study (Larsen & Buss, 2005 in Sari, Amelia Dian, 2010) consist of:

- (+ / positive): regular, systematic, meticulous, neat, efficient, cautious, steady, earnest, timely.
- (- / negative): irregular, careless, not systematic, inefficient, not independent, impractical, reckless / negligent, inconsistent without planning, whiny.

4. *Emotional Stability*

This trait assesses stability and emotional instability. This dimension accommodates one's ability to withstand stress. People with positive emotional stability tend to be calm, passionate, and secure. While those with a high negative score tend to be depressed, anxious and insecure (Robbins, 2016). The assessments for each of the five factors of the five-personality (Big Five) found in the Goldberg study (Larsen & Buss, 2005 in Sari, Amelia Dian, 2010) consist of:

- (+ / positive): not jealous, not emotional, relaxed, calm, can not be stimulated, do not feel needed.
- (- / negative): anxious, gloomy, temperamental, jealous, emotional, irritable, chatty, jealous, irritable, nervous, insecure, fearful, compassionate, irritable.

5. *Intellect / Openness to Experience*

Assessing benefits proactively and valuable to experience for its own sake. This dimension mandates about one's interests. people are fascinated by novelty and innovation, it will be imaginative, really sensitive and intellectual. While people on the other side of the category of openness seem more conventional and find delight in familiarity (Robbins, 2016). The assessment for each of the five factors of the five-factor personality (Big Five) found in the Goldberg study is (Larsen & Buss, 2005 in Sari, Amelia Dian, 2010) consisting of properties:

- (+ / positive): clever, creative, elaborate, imaginative, intelligent, philosophical, artistic, profound, innovative, introspective.

- (- / negative): not intellectual, unintelligent, unimaginative, not creative, stupid, uncomplicated, do not think deeply, not quickly understand, do not want to know, superficial thinking.

The dimension of spirituality in personality, the cause of spirituality factors also awakened one's personality. In research Reniati etc. (2015) Bangka community is very strong in holding religion. Therefore the spiritual dimension becomes important.

B. Women Entrepreneur and "Mompreneur".

Do you know? Interviews with men, women tend to be more prominent in association (oriented people). Women executive stories have more intensive interpersonal relationships with partners or employees than men. Women are more lenient in the emergency or personal problems of partners or employees, more forgiving and flexible about office problems than men. According to Langan - Fox in Wincent and Otqvist (2006) the dearest female entrepreneur liberals. Alma (2007) argues that women have an advantage in terms of. Personality, men, such as the nature of tolerance, flexible, flexible in mingling, reality, creativity, enthusiasm and energetic. While in men, they excel in terms of self-confidence and are able to accept higher risks.

Hisrich, Peters and Shepherd (2005) detail the differences of entrepreneurial men with entrepreneurial women, as shown in Table 2.1 in terms of motivation, starting point of business, resources, work background, personal character, background, group support, and type of business initiated.

Women entrepreneurs (Women Entrepreneurs or Women Entrepreneurs) by some previous researchers as follows: Lavoie in Mastuti (2005) as follows: " *Female Entrepreneur as the female head of a business who takes the initiative of launching a new venture; accepts the associated risks, financial, administrative and social responsibilities, and who is effectively in charge of the daily management of the business* ".

II. RESEARCH METHODOLOGY

This research focuses on organizational behaviour as its Grand Theory. The Middle Theory is its Personality Theory and its Applied Theory is The Big Five Personality Plus in Mompreneur. The descriptive and verifikative research is carried out through field data collection based on descriptive and explanatory survey.

Respondents consist of mompreneur of the culinary industry. There are 60 small mompreneur in Pangkalpinang City as follows in table 2.

TABLE 2. CULINARY INDUSTRY GROUPS IN PANGKALPINANG CITY

No	Regencies/Cities	Jumlah Responden
1	Hipmikindo	20
2	Perwira	20
3	IPKP	20

Total	60
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The analysis technique used in this research is Confirmatory Factor Analysis with Principal Component approach.

The built models areas follows in equation (1)

$$\eta_1 = \gamma_{11}\xi_1 + \gamma_{12}\xi_2 + \gamma_{13}\xi_3 + \gamma_{14}\xi_4 + \gamma_{15}\xi_5 + \gamma_{16}\xi_6 + \zeta_1 \dots\dots\dots (1)$$

With

Each dimension is measured by several items with the following model in equation (2)

$$\xi_l = \sum_{j=1}^k \lambda_j x_j + \delta_l; \quad l = 1, 2, \dots, 6 \dots\dots\dots (2)$$

Where λ_j describes the loading coefficient (weight of importance) item x_j

To estimate the above model, the Principal Component method is used.

Kindness models were measured using KMO (Kaiser Meyer Olkin Measure of Sampling) and Bartlett's test. Furthermore each dimension is calculated Average Variance Extracted which describes the trickability of items in explaining the dimensions measured (Hair et al (2010) with the following model in equation (3)

$$AVE_l = \frac{\sum_{j=1}^k \lambda_j^2}{k} \dots\dots\dots (3)$$

and for validity reliability is measured using the classical method corrected correlation and alpha Cronbach's (Carol et al 2002) with the following model in equation (4)

Corrected Item:

$$r_{xy} = \frac{n \sum_i x_i y_i - \sum_i x_i \sum_i y_i}{\sqrt{[n \sum_i x_i^2 - (\sum_i x_i)^2][n \sum_i y_i^2 - (\sum_i y_i)^2]}} \dots\dots\dots (4)$$

With x is the item score and y is the total score. Item is said to be valid if $n r_{xy} > 0.30$.

Alpha Cronbach's with the following model in equation (5)

$$\hat{\alpha} = \frac{(k-1)}{k} \left(1 - \frac{\sum_j \sigma_j^2}{\sigma_T^2} \right) \dots\dots\dots (5)$$

With α denoting alpha cronbach'scoefsiein, k denotes many items, σ_j^2 represents the variance of the item and σ_T^2 represents the total variance. Items are considered reliable if they have a coefficient alpha cronbach's greater than 0.60.

III. RESULTS AND DISCUSSION

The first stage of analysis of the big Six factors is to analyze item selection or item validity by using corrected total item correlation method. Below is presented the final result of the process of testing the validity of items. Item is declared valid if each item has a validity coefficient > 0.300 . There are several items in each dimension that must be excluded from the analysis because it has a validity value of less than 0.30. Can be seen from the table above each dimension only include items with a validity coefficient greater than 0.300. So the Big Six Factor analysis involves only valid items.

A. Top of Form

Furthermore, reliability analysis was performed using Alpha Cronbach's with a minimum set of reliable items if

each dimension has a Cronbach's alpha coefficient greater than 0.600 as follows in table 3.

Each dimension has a reliability coefficient (Cronbach's Alpha) greater than 0.600 as the minimum limit of items in otherwise reliable dimensions. These results indicate that after the selection of items based on corrected total correlation items with a minimum limit of 0.300 then obtained all items not only valid but also reliable in measuring each dimension measured.

Furthermore, Confirmatory factor analysis was done to know the contribution of each item in explaining each dimension. Initial stage is done match model testing with KMO and Bartlett. KMO (Kaiser Meyer Olkin Measure of Sampling) is an index showing the adequacy of samples in developing explanatory factor models. KMOs greater than 0.50 pointing out the samples used are sufficient. As for Bartlett's is a test used to show the ability of each item to distinguish the dimensions measured. If Sig. of Bartlett's is smaller than 0.05 then the items of that dimension are able to distinguish which dimensions should be measured. This is also known for the power of item differentiation as follows in table 4.

TABLE 3 ALPHA CRONBACH'S COEFFICIENT

Dimension	No Item	Reliability
Consciousness Dimension	5	0.752
Extraversion-Introversion Dimension	7	0.878
Agreeableness Dimension	6	0.788
Openness to Experience Dimension	4	0.714
Emotional Stability Dimension	5	0.687
Spirituality Dimension	4	0.687

Source : Analyzed 2018

TABLE 4. MATCH MODEL TESTING WITH KMO AND BARTLETT

Dimension	KMO	Bartlett's		
		Approximation	df	Sig
Consciousness Dimension	0.740	81.187	0	0.00
Extraversion-Introversion Dimension	0.783	242.093	21	0.00
Agreeableness Dimension	0.683	130.309	5	0.00
Openness to Experience Dimension	0.633	61.978	6	0.00
Emotional Stability Dimension	0.778	80.832	0	0.00
Spirituality Dimension	0.621	48.273	6	0.00

The results of the analysis found that all dimensions have a KMO greater than 0.5 and a Sig value. Bartlett's of less than 0.05 indicates that all dimensions correspond to data or data support the analyzes performed.

After testing the adequacy of data and suitability model with the data, then done priority indicator analysis in building each dimension of the big Six factors. The results of the analysis found that for the consciousness dimension, the most contribute item is the item X1.6 with the loading factor of 0.850 and $R^2 = 0.723$ which means that the item X1.6 is able to explain the diversity of the consciousness dimension reaching 72.3%. Overall 52.5% of the information contained in the consciousness dimension can be explained by the five items that measure it.

While for the extrovert and introfert personality dimension, the most dominant item is item X2.8 with the loading factor of 0.846 and $R^2 = 0.716$. This means that item X2.8 is able to explain the variability of the extroverted and introfert personality dimension reaching 71.6%. Overall 59.0% of the information contained in the extroverted and introfert personality dimensions can be explained by the seven items that measure it.

Item X3.5 is the most dominant item in explaining the dimension of conformity with the loading factor of 0.833 and R^2 of 0.694. Overall 49.3% of the information contained in the dimensions of conformity is explained by the six items that measure it.

For the dimensions of openness and experience, item X4.6 is the most important item in explaining the variability of this dimension. This item has a loading factor of 0.854 and R^2 of 0.729. Overall 55.6% of the information contained in the dimensions of openness and experience is explained by the four items that measure it.

Item X5.6 is the most important item in explaining the dimensional variability of emotional stability with the loading factor value of 0.829 and $R^2 = 0.687$. Overall 53.7% of the information contained in the dimensions of emotional stability is explained by the number of items that measure it.

For the spiritual dimension, item X6.7 is the most important item with a loading factor of 0.855 and $R^2 = 0.783$. Overall 52.1% of the information contained in the spiritual dimension can be explained by the four items that measure as follows in table 5.

TABLE 5. ANALYSIS OF CONTRIBUTION DIMENSIONS IN BUILDING FOR THE BIG SIX FACTORS

Dimension	No. Item	Extraction Sums of Squared Loadings	% Variance Extracted	Cumulative Variance Extracted
Consciousness Dimension	4	2.09	6.73	6.73
Extraversion-Introversion Dimension	4	2.22	7.17	13.90
Agreeableness Dimension	5	2.63	8.48	22.38
Openness to Experience Dimension	5	2.69	8.66	31.04
Emotional Stability Dimension	6	2.96	9.54	40.58
Spirituality Dimension	7	4.13	13.32	53.90

The personality dimensions of Extrovert and Introfert are the most dominant dimensions in the Big Six Factor with its% variance extacted reaching 13.32% of the total 53.90% of the sixth dimensional capabilities.

IV. CONCLUSION

Increasing amount of mompreneur in Pangkalpinang City is very significant, because the limited formal sector is absorb the workforce and motivation of women to increase family income. Bangka Malay society is very strong in holding religious values both in everyday life and in business. The Big Five Personality Plus the concept that describes the basic dimensions of the individual behavior, human thoughts and emotions and spirituality in a job is not developed by human resources experts. This research shows that the trait analysis of personality of mompreneur consists of 6 factors, namely Conscientiousness, Extraversion-Introversion, Agreeableness, Openness to Experience, Emotional Stability and Spirituality. Personality dimensions Extroverts and Introfert are the most dominant dimensions in the Big Five Factor with its% variance extacted reaching 13.32% of a total of 53.90% sixth dimensional capabilities.

V. SUGGESTION

The results of this study can be recommended in improving the performance of mompreneurs in Pangkalpinang City, especially in training, coaching and mentoring them. Local government must have vision, missions, and programs not only focusing on tin or natural resources but also focusing on the human resources. The further research will be completed if the respondents are not only entrepreneurs but also local government and academic

personnel. Future research will be better when linked between The Big Five Personality Plus with the performance of the business of the mompreneur.

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