CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

ANALYSIS OF FACTORS INFLUENCING PROFIT INCREASE OF WOMEN'S MSMES IN SUKA JAYA VILLAGE

Volume: 6
Number: 5
Page: 1262 - 1273

M. Handoko SAKTI[1], Yesi GUSTETI[2], Eka ERMAWATI[3]
Management Study Program, Faculty of Law and Business Economics, Dharmas University of Indonesia
Corresponding author: M. Handoko Sakti
Email: handokojbc@gmail.com

Article History:
Received: 2025-07-22
Revised: 2025-08-16
Accepted: 2025-09-15

Abstract:
This study aims to analyze the influence of access to market information, entrepreneurial motivation, and entrepreneurial capability on the profit growth of women-owned MSMEs in Suka Jaya Village. The research is grounded in the reality that, despite the significant potential of women's MSMEs in rural economic development, they still face various structural and managerial barriers that can affect business performance, particularly in terms of profit improvement. This study employs a quantitative approach using a survey method through questionnaires distributed to 130 women MSME actors, selected using a saturated sampling technique. Data analysis was conducted using validity and reliability tests, multiple linear regression analysis, T-test, F-test, and coefficient of determination (R^2). The results indicate that access to market information has a positive and significant effect on profit growth when tested partially. In contrast, entrepreneurial motivation and entrepreneurial capability do not have a significant partial effect. However, when tested simultaneously, all three independent variables significantly influence profit growth. The Adjusted R^2 value of 0.839 implies that the model can explain 83.9% of the variation in profit growth, while the remaining 16.1% is influenced by other factors not examined in this study. These findings highlight the crucial role of access to market information in enhancing the profitability of women's MSMEs and emphasize the need for strategic interventions to improve entrepreneurial capacity based on local data.

Keywords: Information, Entrepreneurship, Profit, Women's, MSME

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, contributing approximately 61% to the national Gross Domestic Product (GDP) and employing over 97% of the workforce (Ministry of Cooperatives and SMEs, 2023). In this context, the role of women as MSME owners is increasingly significant, with approximately 64.5% of all MSME owners in Indonesia being women (Widya et al., 2021). Women's active participation in the business world not only reflects social change but also serves as an adaptive family strategy to strengthen household economic resilience, particularly in rural areas.

However, various studies indicate that women-owned MSMEs face a number of serious obstacles. Lambey et al. (2018) identified limited access to market information, limited business networks, minimal training, and a lack of business management skills as key obstacles. In Suka Jaya Village, Rimbo Ulu District, Tebo Regency, Jambi Province, of the 230 active MSMEs, approximately 130 are managed by women. However, they often struggle to obtain adequate business training, access up-to-date market information, and face weak business management. These challenges are compounded by women's dual roles as housewives and breadwinners, which limit their time, energy, and managerial knowledge, thus hindering business development and directly impacting profits.

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE

Increased profits are a crucial indicator of the success and sustainability of MSMEs, reflecting efficient business management and the ability to adapt to market changes (Fauziah & Hasanah, 2023). Increased profits are also directly correlated with the well-being of entrepreneurs, their competitiveness, and the long-term sustainability of MSMEs. Therefore, it is crucial to analyze the factors that significantly influence profit growth, particularly for women-owned MSMEs that face unique challenges.

Access to market information is a vital component for increasing profits. Good information on consumer trends, raw material prices, distribution opportunities, and competitor strategies enables MSMEs to make better production, pricing, and marketing decisions (Sandini et al., 2024). Furthermore, entrepreneurial motivation is also an important psychological factor. High motivation drives innovation, risk-taking, and resilience in the face of adversity (Suryana, 2023). For women-owned MSMEs, motivation is influenced by family financial needs, personal aspirations, and the desire for independence. Business success also depends heavily on entrepreneurial skills, including business management, financial planning, human resource management, and innovation, which can increase productivity, cost efficiency, and profits.

Previous research has highlighted the importance of internal factors such as access to market information, entrepreneurial motivation, and management skills as determinants of business success (Pramayoga, 2019; Ermawati et al., 2019). However, literature simultaneously examining the influence of these three variables in the context of women-owned MSMEs in rural areas remains very limited. Most studies focus on urban areas, where access to technology, training, and markets is relatively better. This study seeks to fill this gap by focusing on the unique geographic, social, and cultural conditions of Suka Jaya Village, which pose unique structural challenges for women-owned MSMEs.

Based on the background of the problem, the urgency of the research, and the theoretical review presented above, this study identifies three main independent variables suspected of influencing increased profits for women-owned MSMEs: access to market information, motivation to operate a business, and entrepreneurial skills. The relationship between these variables can be illustrated in the following conceptual framework.

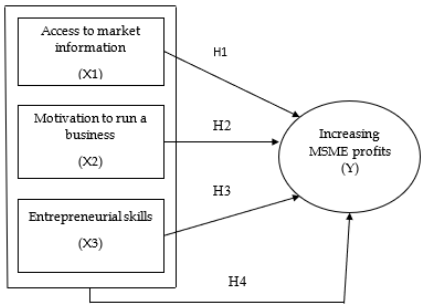


Figure 1. Framework

From this framework, the following research hypotheses are developed:

- H1: Access to Market Information is Suspected to Have a Positive and Significant Influence on Increasing Profits for Women-Based MSMEs.
- H2: Motivation to Run a Business is Suspected to Have a Positive and Significant Influence on Increasing Profits for Women-Based MSMEs.
- H3: Entrepreneurial Ability is Suspected to Have a Positive and Significant Influence on Increasing Profits for Women-Based MSMEs.

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS OneSearch ISJD sinta 4 EBSCO Clarivate Analytics

- H4: Access to Market Information, Motivation to Run a Business, and Entrepreneurial Ability are Suspected to Have a Positive and Significant Influence Simultaneously on Increasing Profits for Women-Based MSMEs.

METHODS

This study employed a quantitative research design with a survey method. The quantitative approach was chosen because the data collected is numerical and measurable, allowing for statistical analysis to test the relationships between variables (Sugiyono, 2017). The object of this study was women-owned MSMEs operating in Suka Jaya Village, Rimbo Ulu District, Tebo Regency, Jambi Province. The data used were primary data, collected directly from respondents through a questionnaire.

Population: The study population consisted of all registered and active women-owned MSMEs in Suka Jaya Village, totaling 130 business units.

Sample: The sampling technique used was non-probability sampling, where all members of the population were sampled. Therefore, the sample size for this study was 130 women MSMEs (Sugiyono, 2017).

Research Instrument. Validity Test: Measures the extent to which the questionnaire is able to reveal the research objectives. The validity test is conducted by comparing the calculated r-value (correlated item-total correlation) with the table r-value. An item is considered valid if the calculated r-value is greater than the table r-value and is positive, and the significance value (Sig.) is less than 0.05. The r-value for N = 130 and α = 0.05 is 0.172 (df = N-2 = 128). The analysis was supported by SPSS version 20.0.

Reliability Test: Measures the consistency or stability of respondents' responses over time. The instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60. The analysis was supported by SPSS version 20.0.

Classical Assumption Test. Before conducting multiple linear regression analysis, the classical assumption test is conducted to ensure the regression model meets statistical requirements:

- **Normality Test:** Tests whether the residuals are normally distributed. This is performed using the Kolmogorov-Smirnov test. Residual data is normally distributed if the significance value is >0.05. Furthermore, normality is also checked using a P-P plot (dots spread around the diagonal line) and a histogram (balanced curve).
- **Multicollinearity Test:** Tests for the presence or absence of a high correlation between independent variables. A regression model is considered multicollinearity-free if the Tolerance value is >0.10 and the Variance Inflation Factor (VIF) is <10.
- **Heteroscedasticity Test:** Tests for unequal variances in the residuals. This is checked using a scatterplot graph between the predicted values of the dependent variable (ZPRED) and its residuals (SRESID). Heteroscedasticity is not present if the dots are randomly distributed and do not form a specific pattern, and the significance value is >0.05.

Data Analysis Techniques. Descriptive Analysis: Provides an overview of respondent characteristics and the distribution of responses to each research variable.

Multiple Linear Regression Analysis: Used to test the influence of independent variables (access to market information, motivation to run a business, and entrepreneurial ability) on the dependent variable (increased MSME profits). The regression equation model is: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Where:

Y = Increasing MSME Profits

This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

a = Constant
$b_1 b_2 b_3$ = Coefficient of Each Variable
X_1 = Access to Market Information
X_2 = Motivation to run an entrepreneurship
X_3 = Entrepreneurial Skills
e = Error

RESULT AND DISCUSSION

This section presents the results of data analysis obtained from a survey of 130 female MSME owners in Suka Jaya Village, followed by an in-depth discussion of the implications of these findings based on theory and previous research.

Table 1. Validity Test Results for the Market Information Access Variable (X1)

No. Question Item	Results of the Validity Test of the Market Information Access Variable (X1)			
	r count N=130	r table 5% df=(N-2) =128	Sig.	Criteria
1.	0,639	0,172	000	Valid
2.	0,699	0,172	000	Valid
3.	0,742	0,172	000	Valid
4.	0.624	0,172	000	Valid
5.	0.713	0,172	000	Valid
6.	0,659	0,172	000	Valid
7.	0,670	0,172	000	Valid
8.	0,663	0,172	000	Valid
9.	0,766	0,172	000	Valid

Source: Processed data from SPSS 20 (2025)

Based on the comparative data above, the calculated r is greater than the r-table, and the sig value is less than 0.05. All items for the entrepreneurial motivation variable (X2) are valid.

Table 2. Validity Test Results for the Entrepreneurial Ability Variable (X3)

No. Question Item	Results of Validity Test of Entrepreneurial Ability Variable (X3)			
	r count N=130	r table 5% df=(N-2) =128	Sig.	Criteria
1.	0,539	0,172	000	Valid
2.	0,605	0,172	000	Valid
3.	0,666	0,172	000	Valid
4.	0,551	0,172	000	Valid
5.	0,399	0,172	000	Valid
6.	0,506	0,172	000	Valid
7.	0,595	0,172	000	Valid
8.	0,600	0,172	000	Valid
9.	0,653	0,172	000	Valid
10	0,597	0,172	000	Valid

Source: Processed data from SPSS 20 (2025)

Based on the comparative data above, the calculated r-value (>) is greater than the table r-value, and the sig-value is less than 0.05. All items for the entrepreneurial ability variable (X3) are valid.

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

Table 3. Validity Test Results for the MSME Profit Increase Variable (Y)

No. Question Item	Validity Test Results of the Purchase Decision Variable (Y)			
	r count N=130	r table 5% df=(N-2) =128	Sig.	Criteria
1.	0,660	0,172	000	Valid
2.	0,649	0,172	000	Valid
3.	0,721	0,172	000	Valid
4.	0,676	0,172	000	Valid
5.	0,710	0,172	000	Valid
6.	0,723	0,172	000	Valid
7.	0,679	0,172	000	Valid

Source: Processed data from SPSS 20 (2025)

Based on the comparative data above, the calculated r-value (>) is greater than the r-table value, and the sig-value is less than 0.05. All items for the MSME profit increase variable (Y) are valid.

Table 4. Reliability Test Results

Variables	N=144		Rule of thumb	Increasing MSME profits
	Number of question items	Cronbach's alpha		
Access to market information (X1)	9	0,859	0,60	Reliable
Motivation to run a business (X2)	10	0,745	0,60	Reliable
Entrepreneurial skills (X3)	10	0,772	0,60	Reliable
Increased MSME profits (Y)	7	0,815	0,60	Reliable

Processed Data from SPSS 20 (2025)

Table 4 shows that the Cronbach's Alpha value for all variables is greater than 0.60. This indicates that the research instrument has good internal consistency and is reliable in measuring the variables studied.

Classical Assumption Test

Table 5. Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.41284349
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.059
Kolmogorov-Smirnov Z		.776
Asymp. Sig. (2-tailed)		.584

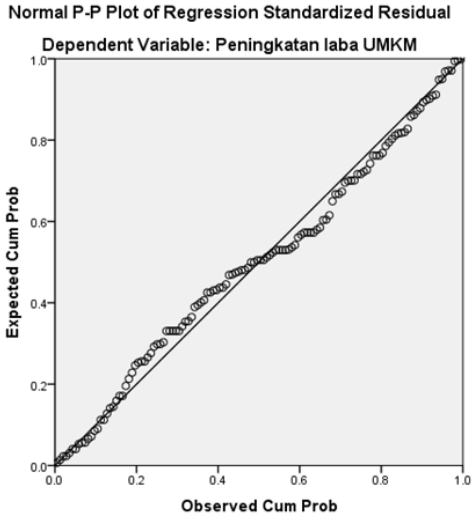
a. Test distribution is Normal.
b. Calculated from data.

Source: Processed data from SPSS 20 (2025)

The significance value of Asymp. Sig. (2-tailed) In Table 5 is 0.584, 0.584 is greater than 0.05. This indicates that the residuals are normally distributed, thus meeting the assumption of normality.

This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 licence

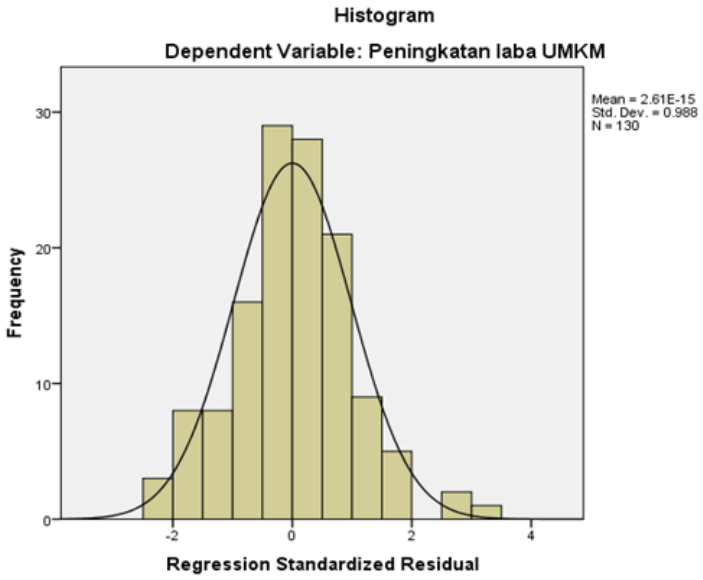
CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE



Source: Processed data from SPSS 20 (2025)

Figure 2. P-P Plot for Normality

Figure 2 shows that the data points in the P-P Plot are spread very close to the diagonal line. This pattern confirms that the residual data are normally distributed.



Source: Processed data from SPSS 20 (2025)

Figure 3. Histogram for Normality

Figure 3 shows that the histogram curve is bell-shaped and symmetrical, indicating a normal distribution of the residual data.

Table 6. Multicollinearity Test

Coefficients[a]

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

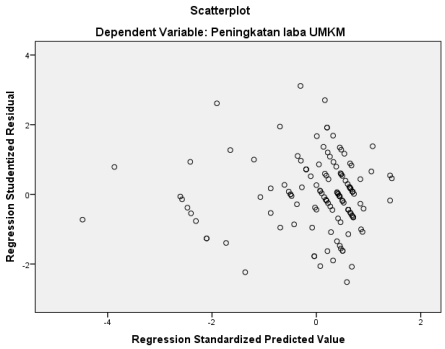
CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.333	1.455		.229	.819		
	Access to market information (x1)	.644	.056	.814	11.446	.000	.247	4.055
	Motivation to start a business (x2)	.156	.087	.168	1.788	.076	.141	7.103
	Entrepreneurial skills (x3)	-.044	.086	-.049	-.517	.606	.141	7.074

a. Dependent Variable: Increase in MSME profits (Y)

Source: Processed data from SPSS 20 (2025)

Table 6 shows that the Tolerance value for all independent variables (X1, X2, X3) is greater than 0.10, and the VIF value is less than 10. This confirms that there are no multicollinearity issues in the regression model.



Source: Processed data from SPSS 20 (2025)

Figure 4. Heteroscedasticity Test Results (Scatterplot)

Figure 4 shows that the data points in the scatterplot are randomly distributed above and below the number 0 on the Y-axis, without forming any particular pattern. This indicates the absence of heteroscedasticity issues.

Table 7. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.566	.961		1.630	.106
	Access to market information (x1)	-.035	.037	-.166	-.934	.352
	Motivation to start a business (x2)	.000	.058	-.002	-.007	.995
	Entrepreneurial skills (x3)	.019	.056	.081	.342	.733

a. Dependent Variable: ABS_RES

Source: Processed data from SPSS 20 (2025)

This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

Table 7 shows that the significance values for all independent variables (X1, X2, X3) are greater than 0.05. This further strengthens the conclusion that heteroscedasticity does not occur in the model.

Descriptive Analysis Technique

Table 8. Descriptive analysis of variables X1, X2, X3, and Y

	N	Minimum	Maximum	Mean	Std. Deviation
Access to market information (X1)	130	18	45	38.11	4.504
Motivation to run a business (X2)	130	27	47	42.45	3.840
Entrepreneurial skills (X3)	130	27	47	42.70	3.913
Increased MSME profits (Y)	130	14	35	29.62	3.566
Valid N (listwise)	130				

Source: Processed data from SPSS 20 (2025)

The table above illustrates the data distribution for each variable:

1. The variable access to market information (X1) is described as having a minimum value of 18, a maximum value of 45, a mean value of 38.11, and a standard deviation of 4.504.
2. The variable motivation to pursue entrepreneurship (X2) is described as having a minimum value of 27, a maximum value of 47, a mean value of 42.45, and a standard deviation of 3.840.
3. The variable entrepreneurial ability (X3) is described as having a minimum value of 27, a maximum value of 47, a mean value of 42.70, and a standard deviation of 3.913.
4. The variable for increasing MSME profits (Y) is described as having a minimum value of 14, a maximum value of 35, a mean value of 29.62, and a standard deviation of 3.566.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.333	1.455		.229	.819
	Access to market information (x1)	.644	.056	.814	11.446	.000
	Motivation to start a business (x2)	.156	.087	.168	1.788	.076
	Entrepreneurial skills (x3)	-.044	.086	-.049	-.517	.606

a. Dependent Variable: Increase in MSME profits (Y)

Source: Processed data from SPSS 20 (2025)

Based on the table above, the regression equation is: Y = 0.814X1 + 0.168X2 - 0.049X3 + e. The interpretation of this equation is:

- The constant (0.333) indicates that if all independent variables (access to market information, motivation, and entrepreneurial ability) are zero, then the increase in MSME profits is 0.333.
- The regression coefficient for Access to Market Information (X1) of 0.644 indicates that every one-unit increase in access to market information will increase MSME profits by 0.644 units, assuming other variables remain constant.
- The regression coefficient for Motivation to Run an Entrepreneurship (X2) of 0.156 indicates that every one-unit increase in motivation to run an entrepreneurship will increase MSME profits by 0.156 units, assuming other variables remain constant.

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE

- The regression coefficient for Entrepreneurial Ability (X3) of -0.044 indicates that every one-unit increase in entrepreneurial ability will decrease MSME profits by 0.044 units, assuming other variables remain constant. This negative coefficient will be discussed further in the partial hypothesis testing section.

Hypothesis Testing

Table 10. Partial Hypothesis Testing (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.333	1.455		.229	.819
	Access to market information (x1)	.644	.056	.814	11.446	.000
	Motivation to start a business (x2)	.156	.087	.168	1.788	.076
	Entrepreneurial skills (x3)	-.044	.086	-.049	-.517	.606

a. Dependent Variable: Increase in MSME profits (Y)

Source: Processed data from SPSS 20 (2025)

Partial Test Discussion (T-Test); Effect of Access to Market Information (X1) on Increasing MSME Profits (Y): The calculated t-value for Access to Market Information is 11.446, which is greater than the t-table (1.657). The significance value is 0.000, which is less than 0.05. This indicates that Access to Market Information has a positive and significant effect on increasing the profits of women-owned MSMEs. Hypothesis H1 is accepted. This finding is consistent with the literature emphasizing that accurate and easily accessible market information enables business actors to make better strategic decisions, such as product adjustments, pricing, and marketing strategies, which in turn increase competitiveness and profits (Kotler & Keller, 2016; Sandini et al., 2024).

The Effect of Motivation to Run an Entrepreneurship (X2) on Increasing MSME Profits (Y): The t-value for Motivation to Run an Entrepreneurship is 1.788, which is greater than the t-table (1.657). However, the significance value is 0.076, which is greater than 0.05. This indicates that Motivation to Run an Entrepreneurship does not have a partial significant effect on increasing the profits of women's MSMEs. Hypothesis H2 is rejected. Although motivation is an important internal factor for starting and maintaining a business, this finding indicates that motivation alone is not sufficient to directly and significantly increase profits. This may be due to the presence of other mediating or moderating factors that were not examined, or that high motivation has not been balanced with practical skills and access to sufficient resources to translate into real profit increases (Lestari, 2020).

The Effect of Entrepreneurial Ability (X3) on Increasing MSME Profits (Y): The calculated t-value for Entrepreneurial Ability is -0.517, which is smaller than the t-table (1.657). The significance value is 0.606, which is greater than 0.05. This indicates that Entrepreneurial Ability does not have a significant partial effect on increasing the profits of women-owned MSMEs. Hypothesis H3 is rejected. The negative coefficient (-0.044) also indicates an inverse relationship, although not significant. This finding is surprising but explainable. Although female MSME owners may possess basic entrepreneurial abilities (such as creativity or risk-taking), the implementation of these abilities may be hampered by time constraints resulting from dual roles, lack of external support, or suboptimal application of managerial skills in daily business practices. In other words, these abilities are not fully utilized to generate higher profits (Nugroho, 2021; Zimmerer & Scarborough, 2008).

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE

Table 11. Simultaneous Hypothesis Testing (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1383.030	3	461.010	225.581	.000[b]
	Residual	257.500	126	2.044		
	Total	1640.531	129			

a. Dependent Variable: Increase in MSME profits
b. Predictors: (Constant), Entrepreneurial ability, Access to market information, Motivation to run a business

Source: Processed data from SPSS 20 (2025)

Discussion of Simultaneous Testing (F Test). The calculated F-value in Table 3.24 is 225.581, which is significantly greater than the F-table (2.68). The significance value is 0.000, which is less than 0.05. This indicates that simultaneously, Access to Market Information, Motivation to Start a Business, and Entrepreneurial Ability have a positive and significant effect on increasing profits for women-owned MSMEs. Hypothesis H4 is accepted.

This finding is significant because it confirms that although motivation and entrepreneurial ability do not have a significant effect individually, the combination of the three creates a strong synergistic effect in driving profit increases. This indicates that the success of women-owned MSMEs in Suka Jaya Village cannot be achieved by relying on a single factor but requires a holistic approach that integrates market understanding, internal drive, and managerial skills. This synergy enables MSMEs to overcome obstacles and capitalize on opportunities more effectively, in line with research by Lambey (2018), which also found a significant simultaneous influence of similar factors on MSME performance.

Table 12. Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918[a]	.843	.839	1.430

a. Predictors: (Constant), Entrepreneurial ability, Access to market information, Motivation to run a business
b. Dependent Variable: Increase in MSME profits

Discussion of the Coefficient of Determination (R^2). The Adjusted R-square value in Table 3.25 is 0.839 (83.9%). This means that 83.9% of the variation in the increase in profits of women-owned MSMEs can be explained by the regression model, which includes the variables access to market information, motivation to start a business, and entrepreneurial ability. The remaining 16.1% is influenced by factors outside this research model, such as macroeconomic conditions, government policies, family support, or industry-specific factors not measured in this study. The high R2 value indicates that this model has excellent predictive ability in explaining the increase in profits of women-owned MSMEs.

CONCLUSION

Based on the analysis and discussion, several key points can be concluded regarding the factors influencing the increase in profits of women-owned MSMEs in Suka Jaya Village:

1. Access to Market Information has a positive and partially significant effect on the increase in profits of women-owned MSMEs. This indicates that the availability and quality of relevant

This open-access article is distributed under a Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics

market information are crucial for women MSMEs to adapt their business strategies and increase profitability.

2. Motivation to run a Business does not have a partially significant effect on the increase in profits of women-owned MSMEs. Although motivation is an initial driver, it does not directly guarantee increased profits without being balanced by effective business competencies and strategies.
3. Entrepreneurial Ability also does not have a partially significant effect on the increase in profits of women-owned MSMEs. This indicates that basic entrepreneurial skills are not necessarily optimally implemented or are insufficient to directly increase profits, possibly due to limited resources or the dual roles they fulfill.
4. Simultaneously, Access to Market Information, Motivation to Run a Business, and Entrepreneurial Ability have a positive and significant effect on the increase in profits of women-owned MSMEs. This confirms that the success of women-owned MSMEs is the result of the synergy of these three complementary factors.
5. The information quality indicator in the Market Information Access variable showed the highest average value, indicating the relevance of the information received by MSMEs.
6. The desire to create jobs indicator in the Motivation to Run a Business variable had the highest average value, indicating a strong social orientation among women MSMEs.
7. The risk-taking indicator in the Entrepreneurial Ability variable recorded the highest value, indicating the courage of the majority of women MSMEs in the face of uncertainty.
8. The sales volume increase indicator in the MSME Profit Increase variable had the highest average value, indicating MSMEs' awareness of the importance of marketing strategies, although satisfaction with net profit still needs to be improved.

REFERENCES

Ayem, S., & Wahidah, U. (2021). Faktor-Faktor Yang Mempengaruhi Kinerja Keuangan UMKM Di Kota Yogyakarta. *JEMMA (Journal Of Economic, Management And Accounting)*, 4(1), 1. Https://Doi.Org/10.35914/Jemma.V4i1.437

Dharmawati. (2016). *Kemampuan Kewirausahaan*.

Eriana, N., Khotimah, T., & Nindyasari, R. (2024). Analisis Faktor-Faktor Yang Mempengaruhi Keberhasilan Usaha Pada Usaha Kecil Dan Menengah (UKM). *Prosiding SENDI_U 2019*, 2019, 547–552.

Fauzia, H., & Hasanah, A. (2023). External Capital Analysis On the Sustainability Of MSMEs Led By Women. *JEJAK: Jurnal Ekonomi Dan Kebijakan*. Https://Doi.Org/10.15294/Jejak.V15i2.36811

Kementerian Koperasi Dan UKM. (2023). *Statistik UMKM Indonesia*. Www.Kemenkopukm.Go.Id

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed.). Pearson Education.

Lambey, L., Karamoy, H., Lambey, R., & Kalangi, L. (2018). Analisa Faktor-Faktor Yang Mempengaruhi Kinerja UMKM Wirausaha Wanita Di Kota Manado. *Jurnal Riset Akuntansi Dan Auditing "Goodwill,"* 9(2), 171–177. Https://Doi.Org/10.35800/Jjs.V9i2.21584

Lestari, D. (2020). *Pengaruh Motivasi Berwirausaha Terhadap Peningkatan Laba Usaha*.

McClelland, D. C. (1961). *The Achieving Society*. Princeton, NJ: Van Nostrand.

Nugroho, M. (2021). Pengaruh Akses Informasi Pasar Terhadap Kinerja UMKM Di Indonesia. *Jurnal Ekonomi Dan Bisnis*, 15(2), 120–135.

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

CATRA RESEARCH INSTITUTE
• ISSN 2720 - 9644 (print)
• ISSN 2721 - 0871 (online)
IJESSS
INTERNATIONAL JOURNAL OF ENVIRONMENTAL, SUSTAINABILITY AND SOCIAL SCIENCE
Indexed By : GARUDA Google doi Crossref ROAD INDEX COPERNICUS oneSearch ISJD sinta 4 EBSCO Clarivate Analytics WEB OF SCIENCE

Pramayoga, P. M. N. (2019). *Analisis Faktor-Faktor Yang Mempengaruhi Keberhasilan Usaha Mikro Kecil Dan Menengah (Umkm) Berbasis Ekonomi Kreatif Di Kota Malang (Studi Kasus Pada UMKM Batik Tulis Lasem)*.

Robbins, S. P. (2016). *Organizational Behavior*. Pearson Education.

Sandini, S., & Fitrianti, W. (2024). Peningkatan Akses Informasi Teknologi Pemasaran UMKM Makanan Olahan Kota Singkawang. *Jurnal Inovasi Ekonomi*, 13(2), 117–130.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Alfabeta.

Suryana, Y. (2023). *Motivasi Berwirausaha*.

Widya, A., Purnawati, T. M. B., Maulina, Y., & Abd, T. M. K. (2021). Faktor-Faktor Yang Mempengaruhi Kinerja Wirausaha Perempuan. *Jurnal Ekonomi Pembangunan*, 75(17), 399–405.

Zimmerer, T. W., Scarborough, N. M., & Wilson, D. (2008). *Kewirausahaan Dan Manajemen Usaha Kecil*. Jakarta: Salemba Empat

This open-access article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence