

THE LEVEL OF INVOLVEMENT OF WOMEN ENTREPRENEURS IN THE TEXTILE INDUSTRY IN THE EAST COAST OF PENINSULAR MALAYSIA

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ABSTRACT

Women and business are a unique phenomenon that can only be observed in the East Coast state of Peninsular Malaysia. The involvement of women entrepreneurs in the batik and songket-based textile industry in the East Coast outweighs the involvement of male entrepreneurs. It is interesting to highlight that only women entrepreneur in Kelantan and Terengganu engaged more actively in market activities than women entrepreneurs in other states. Women entrepreneurs in the East Coast of Peninsular Malaysia share the same entrepreneurial culture where entrepreneurship activities in two states in the East Coast have been held for a long time. This article aims to analyze the level of involvement of women entrepreneurs in the textile industry on the East Coast of Peninsular Malaysia. Quantitative design methods based on descriptive analysis and structured interviews were used in this study conducted on 102 respondents in the states of Kelantan and Terengganu in the East Coast of Peninsular Malaysia. Data obtained from structured interviews were analyzed descriptively and multiple regression analysis. The results show that the level of women's involvement in the textile industry is at a high level. Five factors influence the involvement of women entrepreneurs in this study to venture into the textile industry, namely total of income, increased income, self-motivation, self-satisfaction, and social motives. This study suggests that the high profits that female entrepreneurs can generate will encourage other women to participate in this business.

Keywords: Textile industry; East Coast of Peninsular Malaysia; batik and songket; level of involvement.

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1. INTRODUCTION

The term 'entrepreneur' means 'economic venture' and implies that the owner of a business is willing to take any risks in the conduct of his business (Ismail, 1996). McMullan and Long (1990) emphasize that entrepreneurs are self-employed, willing to face uncertainties in business, and not bound by traditional offers. According to Moore (1990) entrepreneurs are known to be actively involved in decision-making and risk in a majority-owned business. An entrepreneur must have certain characteristics that can motivate them to venture into entrepreneurship such as having the ability to venture into the business world and being willing to take risks (Jumbri & Zainudin, 2011). Engagement is about building community capacity for development which takes place when communities are responsible for their living environment by identifying common needs and being motivated to solve existing problems (Okui, 2004). The statement also cites Wang (2006) who says that involvement as a whole is considered as community involvement in development projects to solve common problems. The involvement of women in entrepreneurship is increasing in line with the opportunities provided by the government. These opportunities are given to accelerate efforts towards enhancing women's involvement in business or entrepreneurial activities (Malaysia, 2001).

The role of the Ministry of Women, Family and Community Development, supported by the Department of Women Development (JPW) as a government agency has encouraged women's participation in these activities. The MWFC (2016) over seven years from 2008 to 2015 show that the rate of women's participation in the labor market has steadily increased over the years. The participation rate of women in the labor market in 2008 was 47.8 percent increased to 54.1 percent in 2015. Information from the Perbadanan Kraftangan Malaysia Cawangan Kelantan (2015) and Perbadanan Kraftangan Malaysia Cawangan Terengganu (2015) shows that women dominate in the textile industry. The statistic shows that until 2015, there were a total of 130 women in the Kota Bharu district and 371 women in the Kuala Terengganu district who were involved in the textile industry. Women's participation in entrepreneurial activities should be considered in terms of their status and role in the family and society. Traditional Malay society has established the place of women were in the family and household. They are expected to take on the traditional roles as wives, daughters and even siblings. As they grow up and get married, they occupy the status of wife and mother. Married and working women are forced to combine their traditional roles as wives and mothers with new roles as workers (Abdullah, 1985). Entrepreneurship is an area with great potential for economic development in the country (Othman & Panniappan, 2012).

Since then, entrepreneurial activities have often attracted women's attention and involvement. Interestingly, most women who engage in entrepreneurial activities are housewives and single mothers with low levels of education but are capable of running small businesses. Small-scale, low-risk businesses are preferred by women entrepreneurs with low levels education. This is evident in the Kelantan and Terengganu market complexes, which are composed of female entrepreneurs. In Kelantan and Terengganu, the dominance of women in business has been long standing. Historical experience and cultural aspects are the main factors that determine the proportion and scope of women's involvement in economic activities (Haji Idris, 2010). The dominance of women in the handicraft industry is also based on historical experience and cultural aspects which are the main factors that determine the proportion and scope of women's involvement in economic activities. The states that started the textile industry were Kelantan and Terengganu which produced textiles in the form of batik and songket (Ismail & Hassan, 2012).

The location of the study involved two states, namely Kelantan and Terengganu in the East Coast, Peninsular Malaysia. The choice of location was based on the consideration that women in Malaysia, particularly in Kelantan and Terengganu, are known for their distinct entrepreneurial culture and family business heritage (Haji Idris, 2010; Yusoff & Yaacob, 2010).

According to the Perbadanan Kraftangan Malaysia Cawangan Kelantan (2015) and Perbadanan Kraftangan Malaysia Cawangan Terengganu (2015) in Kelantan and Terengganu, a total of 128 women entrepreneurs were registered to work in batik and songket businesses in Kelantan, while a total of 330 women entrepreneurs works in Terengganu. On the East Coast of Peninsular Malaysia, especially in Kelantan and Terengganu, textile industries such as batik and songket businesses are mainly operated by women. Kelantan and Terengganu are two states in Peninsular Malaysia that still preserve a traditional cultural heritage that is thousands of years old (Wan Teh, 1996). This situation allows the people in these two states to practice a traditional way of life and produce and continue the traditional heritage entrepreneurial culture as their previous descendants have started (Wan Teh, 1996). Entrepreneurial culture can be attributed to the lifestyle of the Malays inherited from past ages. The Malays at that time were strongly tied to the traditions that are considered difficult to change people in the west (Parkinson, 1967).

Originally, textiles were designed to protect the body. Over time, textiles became a complementary part of a domestic ceremony, symbolizing the greatness of the wearer and the media of artistic expression (Haron et al., 2013). Textiles found in Peninsular Malaysia are a cultural heritage from time immemorial (Hussin, 2006). The creation of weaving in Peninsular Malaysia is a product of the needs of Peninsular Malaysia and the civilizations of Southeast Asia particularly Pattani, Langkasuka, and Ligor located in the Segenting Kra region (Sheppard, 1978). Peninsular Malaysia weaving is believed to have been inherited from the Malay kingdom of Pattani Beach and to have existed since the first century AD. The states that started the textile industry were Kelantan and Terengganu which produced batik and songket textiles. Pahang also operates a songket weaving company in Pekan, while the latter is only found in Kuala Kangsar, Perak (Ismail & Hassan, 2012). This batik company in Kelantan was originally influenced by Java. Even though batik producing technique was dominated by people from the island of Java, the use of 'canting' (dyeing) is a trademark of the Malay Archipelago (Ismail & Hassan, 2012). An analysis by Ong (1970) found that batik (textile) enterprises in Peninsular Malaysia only started in the 1930s in Kota Bharu, Kelantan. While in Terengganu, batik company was first introduced in 1939 in Kuala Terengganu, Terengganu. This study, therefore, intends to analyze the level of involvement of women entrepreneurs and to identify the factors influencing the involvement of women entrepreneurs in the textile industry in the East Coast, Peninsular Malaysia.

2. LITERATURE REVIEW

2.1. *Theoretical Framework*

This study is based on the theory of structural functionalism. This theory was further developed by Anthony Giddens. The approach adopted by Giddens stems from recognizing the individuals involved and making the social structure their daily activity (Giddens & Sutton, 2013). According to Giddens (1984), the elements contained in the structure are rules and resources that enable the existence of structures. Structure does not exist in space and Giddens argues that structure exists

only through human activity (Giddens, 1989). Although structures shape individual actions, they are only influenced by individual activities. Structures not only limit the scope of human behavior but also justify certain actions. Such structures may be modified by individual actions (Chin, 2003). Giddens's definition of structure differs from Durkheim's definition, who viewed structure as an 'outside' actor. For Giddens, the structure is something that cannot be seen physically; a structure rather than a frame "such as a building block or frame of a human body". The second core concept is the social system, which is a regenerated social practice or a regenerated relationship between actors or collectivities that is planned as an organized social practice (Giddens, 1984). The third core concept in this theory is structure. Both structures mean that agency and structure are not two separate phenomena. Structure and agency are of a quality, that is, they cannot exist in each other (Giddens, 1984). Thus, all social actions involve structure and all structures involve social action. Agencies and structures do not disregard on individual activities or practices (Chin, 2003).

According to structural-functionalism theory, women's entrepreneurship is considered as a whole. For women's entrepreneurship to flourish and be stable, other areas must act as catalyst for women's entrepreneurship. This study identifies external factors, namely family, government, and friends as well as entrepreneurial cultural factors as the driving force behind the success and stability of the entrepreneurial spirit. For a system to be stable, each part must play its role. The role of the family as a motivator for entrepreneurship has been extensively argued by previous researchers (see Ali et al., 2004; for example). Likewise, government factors (Daud, 1975; Rostam, 1983). As for the entrepreneurial culture factor, it is also described by Chin (2001) and Latief (2012) while the peer factor is presented in the study by Khalil (1996). All these elements are considered to be the drivers of women's entrepreneurship. Women's entrepreneurial activity is considered as less successful in the absence of encouragement from these elements. However, it has become common for them to try to help their husbands to the extent of their abilities and facilities in the family. For example, women participate in various secondary activities in addition to their main task of managing the household. In addition, Islam also considers men and women to have the same status but different roles. The role differences between men and women do not give the man full power, but are in accordance with his position. Therefore, women's involvement in entrepreneurial activities is considered as part of women's contribution to increasing family income in line with the duties of men.

2.2. Women and Entrepreneurship

Studies conducted on women in the field of entrepreneurship have increased significantly with the development of information and communication technology in the country (Omar, Rahim, & Salman, 2015). As technology advances, more and more researchers are aware that women's involvement in entrepreneurship is considered an important asset to national development. Studies on women's entrepreneurship in Malaysia have been conducted by researchers such as Shah (2004); Redzuan, Rahman, & Muhamad Nasharudin (2012); Omar et al. (2015); and Talib et al. (2017) in their study.

The involvement of women in economic activities in squatter areas attempts to disentangle the role of women by Shah (2004) in the squatter community with a focus on their economic activities. It also addresses the changes and contributions of these women to their homes, which in the end are not as problematic areas but rather as areas that promise change for their families. The findings of her study show that women play an active role in economic activity. Information from a study in

Kampung Lembaga Padi, Kota Kinabalu found that 38.0 percent of respondents had their source of income. The remaining 35 people (89.5 percent) do business while three others (10.5 percent) have fixed incomes. In this regard, the women act as economic actors in squatter areas by dominating the grocery store business and food sales. In addition, three respondents were found doing more than one form of business at a time alone to supplement their income to cover household expenses and to save for their children's future (Shah, 2004).

The development of individual capabilities among small-business women entrepreneurs has been the focus of Redzuan et al. (2012). Their study was conducted to identify the relationship between entrepreneurial background and the level of individual capacity building among small-business women entrepreneurs. The study was conducted in southern Peninsular Malaysia and include 200 respondents among women traders in Melaka and Johor. The inclusion of digital and entrepreneurial features in empowering women entrepreneurs in Malaysia has been the focus of the study by Omar et al. (2015). The study aims to examine the extent to which digital participation through various online applications affects the empowerment of women entrepreneurs. Their research found that women entrepreneurs who are constantly at risk, innovate, and regularly communicate with their suppliers and customers online can significantly empower themselves as entrepreneurs. Meanwhile, the study of Talib et al. (2017) analyzed e-business as a catalyst for women's participation in rural entrepreneurship. E-commerce has become a phenomenon that attracts a great deal of attention, especially among women, and has the potential to provide lucrative economic opportunities. It is also believed that women are less interested in conventional entrepreneurship because it exposes them to greater risk and commitment. The findings of the study show that e-business has a positive impact on people's way of life which saves users time and also has a negative impact by reducing social interaction in society (Talib et al., 2017).

In conclusion, based on the discussion of previous studies by previous scholars (Shah, 2004; Redzuan et al., 2012; Omar et al. 2015; Talib et al., 2017), women's involvement in entrepreneurial activities has received much attention in their research. Among the focus of their research is on the problems faced by women entrepreneurs. The study by Shah (2004) also highlighted the involvement of squatter women in business activities in her study but looked at the role of women living in squatter areas doing entrepreneurial activities to support their families. Shah (2004) only looks at the contribution that squatters make to their families. Establishing individual capabilities among women entrepreneurs explored by Redzuan et al. (2012) identify the relationship between the background of women entrepreneurs in small industries in the state of Malacca and Johor. Their research also does not focus on the level of involvement of women as discussed in this article. Omar et al. (2015) and Talib et al. (2017) also linked the involvement of leading female entrepreneurs to online business. Their research aims to analyze the digital participation and entrepreneurial features of empowering women entrepreneurs in a variety of online applications that are being followed today. The study also linked women's involvement in entrepreneurship but focused more on the batik and songket-based textile industry in the East Coast. As such, the focus of the study on women's entrepreneurship in the batik and songket industry is based on the levels and factors influencing women's involvement in the textile industry.

3. RESEARCH METHOD

This study uses a quantitative approach, specifically a descriptive quantitative design based on a survey to analyze the level of involvement of women entrepreneurs in the textile industry in the East Coast of Peninsular Malaysia. Descriptive quantitative design is an explanation that is made based on research concerns through an overview of the trends or requirements of relationships that exist in all variables used (Creswell, 2012). Information on the previous population size is less clear. Therefore, a preliminary study was conducted by obtaining a raw list of populations from Kota Bharu and Kuala Terengganu Handicrafts. The thing done in the preliminary study was, all the women who were entrepreneurs (owners) to the textile business were recorded and summed. After being summed up, it was found that the population of women textile entrepreneurs in the Kota Bharu district is 128 people and women entrepreneurs in the Kuala Terengganu district is 330 people. Therefore, the population of respondents in the two locations for this study was 458 people (Perbadanan Kraftangan Malaysia Cawangan Kelantan, 2015; Perbadanan Kraftangan Malaysia Cawangan Terengganu, 2015). Based on the total population that has been identified, two sampling frameworks each represent the population of women entrepreneurs in the district of Kota Bharu and the population of women entrepreneurs in the district of Kuala Terengganu have been completed. For the population of women entrepreneurs in Kota Bharu, their names are listed in alphabetical order and given numbers from 000 to 128. While the population of women entrepreneurs in Kuala Terengganu is given the number 000 to 330. Thus, the researcher selected 50 samples in the district of Kota Bharu and 52 samples in the district of Kuala Terengganu making the total sample 102 people. Sample selection in these two districts was done randomly. The sample selection of 102 people in both districts was conducted at random to determine the level of involvement of women in the textile industry. Based on the number of populations obtained, a sampling template was prepared to contain all population names. Through the completed sampling framework, sample selection in this study was done using a simple random sampling technique. Simple random sampling means that every element in the study population has the same potential and opportunity to be selected as a sample of the study (Sekaran & Bougie, 2013; Cavana et al., 2001). This means that any female entrepreneur who is the owner of the batik and songket business that is the focus of the study will be available for interview.

A total of 102 respondents were involved in this study which involved 50 entrepreneurs in Kelantan and 52 others in Terengganu state were taken for structured interviews. This structured interview was conducted with the respondents of the study face-to-face to obtain the information required to complement the research objectives. Respondents of the identified survey will be asked to answer various questions that have been set out in the questionnaire form. In the end, a total of 102 women textile entrepreneurs in both locations were selected as respondents of the study based on six entrepreneur statuses namely (1) entrepreneurs, (2) sellers, (3) wholesalers, (4) entrepreneurs and sellers, (5) sellers and wholesalers and, (6) entrepreneurs, sellers and wholesalers. Entrepreneurs are a group of entrepreneurs who produce textile products in their production workshops. Meanwhile, sellers are entrepreneurs who do not produce their textile products but sell products purchased from other entrepreneurs. Wholesalers are entrepreneurs who buy textile products in large quantities and resell them to other entrepreneurs. Entrepreneurs and sellers are a group of entrepreneurs who produce textile products in their production workshops. At the same time, they also sell textile products to other entrepreneurs. Sellers and wholesalers are a group of entrepreneurs who do not produce their textile products. They buy a product in large quantities and then resell it to other entrepreneurs. Entrepreneurs, sellers, and wholesalers are a group of

entrepreneurs who produce textile products in their production workshops. In addition, they also sell the products of other entrepreneurs besides buying the product in large quantities and reselling it to other entrepreneurs. Statisticians such as Roscoe (1975) found that the sample size was greater than 30 and that less than 500 were appropriate in most studies. Bailey (1987) on the other hand, states that a sample of 100 is sufficient to produce meaningful analysis. Based on these views, a sample of this study of 102 people was considered sufficient for analysis to identify factors influencing the involvement of women entrepreneurs in the textile industry by using multiple regression analysis techniques based on six statuses of entrepreneurs that have been identified. The results of structured interviews were analyzed through descriptive analysis and inferential analysis while inferential analysis was performed using multiple regression analysis.

4. RESULTS AND DISCUSSION

4.1. Results

The study found that demographic profiles of age-based respondents showed that most of the female entrepreneurs analyzed in this study were in the age group between 15 - 64 years. This means that only a small percentage of women entrepreneurs are in the 65 and above category. In the context of the marital status of the respondents, most of the female entrepreneurs were "married" while others were either "single", "widow", and "spouse/widower" categories. In addition to age profile and marital status, respondents' education level profile indicates that most of the female entrepreneurs are in SPM / MCE education level. While a minority is in the elementary education, kindergarten / religion, UPSR / Grade 6, PMR / SRP / LCE, STPM / HSC, Certificate / Diploma and Degree / University. The number of children owned by the respondents shows that most of them have children between 3 and below. There are just a small number of female entrepreneurs with children between 4 - 6, 7 - 9, and 10 and over. The total income profile of the respondents shows that most of the female entrepreneurs found in this study have a total income between RM1001 - RM3000. Whereas a small proportion of women entrepreneurs have a total income of RM1000 and below, RM3001 - RM5000, RM5001 - RM10000, and RM10001 and above. The female entrepreneurs surveyed based on the number of households showed that most of them have only 4 - 6 households. The other minority has a household number of 3 and above, 7 - 9, and 10 and above. The status of women entrepreneurs as salesperson recorded the highest number of 32 people. 25 women entrepreneurs have the status of entrepreneurs followed by 18 people with the status of entrepreneurs, sellers, and wholesalers. Women entrepreneurs with the status of entrepreneurs and sellers recorded a total of 16 people while a total of nine women entrepreneurs with the status of sellers and wholesalers. The status of women entrepreneurs as a wholesaler recorded the lowest number of two people.

Based on the findings of the study, there are three levels of involvement of women entrepreneurs in the textile industry in the East Coast of Peninsular Malaysia namely low, moderate and high. However, the findings show that women entrepreneurs are engaged at medium and high levels. This level of involvement is determined not only by calculating the mean scores, but also in the context of the study, by the duration of the business, business level, entrepreneurial status, and the number of employees. As shown in Table 1, the involvement of entrepreneurs at a moderate level started business operations between a period of six to 10 years. In terms of business level, they are in the middle stage of the expansion stage. Most of them are textile entrepreneurs who have

employees between one to six people. Meanwhile, for the involvement of entrepreneurs at a high level, the duration of the enterprise is more than 11 years. Their business is at the stage of expansion and innovation in the textile industry. They are entrepreneurs, sellers, and wholesalers of textiles; had more than 6 employees. The level of involvement in the context of the study was obtained from Othman's (2019) study on the category of entrepreneurs in the fisheries industry which divides entrepreneurs into three categories, namely, most advanced, advanced, and medium based on enterprise duration, business level, number of employees and monthly income earned.

Table 1: Entrepreneur Category

Entrepreneur Category	Moderate	High
Company Period	6 to 10 years	Over 11 years
Business Level	Mid to development	Development and innovation
Entrepreneur Status	Entrepreneur	Entrepreneurs, sellers and wholesalers
Number of Employees	1 to 6 people	More than 6 people
Income	RM1000 to RM5000	RM5001 and above

While the results of multiple regression analysis found that five factors influence the involvement of women entrepreneurs in the textile industry namely total of income, increased income, self-motivation, self-satisfaction and social motives. These five factors were found to have a positive influence on the involvement of women entrepreneurs in the textile industry in the context of this study. This means that the higher the score obtained by each woman entrepreneur on these factors, the higher the involvement of women entrepreneurs in the businesses they run.

4.1.1. Involvement Level Women Entrepreneurs in General

To analyze the level of involvement of women entrepreneurs whether low, moderate, or high, any of the respondents with a mean score (47-109) was considered to have a low level of involvement. Respondents who scored between (110-172) were identified as having a moderate level of involvement, while respondents who scored between (173-235) were categorized as having high levels of involvement. The distribution of the level of involvement of these women entrepreneurs is shown in Table 2.

Table 2: Distribution of Women Entrepreneurship Level in General

Level	Total	Percentage
Low (47-109)	-	-
Moderate (110-172)	14.0	13.7
High (173-235)	88.0	86.3
Total	102.0	100.0

Source: Fieldwork on Marc-June (2015).

Through the categorization of the level of involvement of women entrepreneurs, it is found that most of them show a high level of involvement of 88 people compared to the medium level of 14 people. A high level of involvement is shown by most women entrepreneurs in the batik and songket business due to their active involvement in the business conducted in the study area. The high level of women's involvement in the context of this study was also contributed by the

government's support for many ways to attract more women into entrepreneurship such as providing training and microcredit loans. The goal is to generate activities that can bring in more income for women. Among the institutions and foundations that provide funding facilities to women entrepreneurs are AIM, Agro Bank, TEKUN, and MARA. While KRAFTANGAN Malaysia provides women with technical skills and knowledge in economic activities through the production of handicraft products and income generation. The majority of these women's batik-based textile and songket entrepreneurs are registered with KRAFTANGAN and they have the opportunity to participate in KRAFTANGAN organized activities. The significant increase was also due to various incentives made by the government to increase women's participation in the workforce as well as in entrepreneurship. Among the initiatives undertaken to encourage women's involvement in business activities include the Micro Credit and Small Business Financing Scheme, Get Malaysia Business Online (GMBO), and the Women Exporters Development Program. As such, the high involvement of women in the field of entrepreneurship is due to various incentives undertaken by the government in efforts to increase women's participation in the country's economic development.

The high involvement of women entrepreneurs in the context of this study can be explained by a variety of reasons. Theoretically, women's involvement in entrepreneurship would not have been as high as it was in this study if other divisions such as family, government, and friends had not contributed to raising their level of entrepreneurship. Women's involvement in entrepreneurship can also be rewarding to their families and communities, share the profits generated with their community and encourage other women to do the same. In addition, the involvement of women in business in the market is also dominant in the markets of Kelantan and Terengganu. According to Haji Idris (2010), women's dominance in the market business is a specialty in most places in Southeast Asia. Markets in Kelantan and Terengganu in general almost entirely dominated by Malay women who are engaged in informal activities are trading in the market. Thus, the factors of female dominance in business in Kelantan and Terengganu also contributed to the high level of female involvement in this study.

4.1.2. The Relationship Between Influential Factors with The Involvement of Women Entrepreneurs in The Textile Industry in The East Coast of Peninsular Malaysia

The regression analysis of influencing factors on the involvement of women entrepreneurs using the enter method regression technique is shown in Table 3. Those factors are age, the number of children, total income, interests, increased income, self-motivation, self-satisfaction, profit, and social motives. R² in this analysis shows a value of 0.480 which means nine variables in the multiple regression model in this study accounted for 48.0 percent of the involvement of women entrepreneurs in the textile industry in the East Coast of Peninsular Malaysia. While the remaining percentage, 52.0 percent is due to other factors not discussed in this study. The findings of the regression analysis display the model equations that have been formed resulting in the equations shown in Equation (1).

$$Y = 70.355 + -4.197 X_1 + -0.245 X_2 + 4.821 X_3 + -0.981 X_4 + 2.141 X_5 + 1.449 X_6 + 0.875 X_7 + 0.115 X_8 + 1.687 X_9 + e \quad (1)$$

Table 3: Regression Analysis of Influential Factors with the Involvement of Women Entrepreneurs (Enter Method)

Variable	B	Standard Error	β	T	Sig.
(Constant)	70.355	25.916		2.715	0.009
Age	-4.197	6.616	-0.068	-0.634	0.528
Number of Children	-0.245	3.387	-0.007	-0.072	0.943
Total of Income	4.821	2.157	+0.219	2.235	0.029
Interest	-0.981	0.778	-0.145	-1.262	0.212
Increased Income	2.141	0.667	+0.337	3.212	0.002
Self-Motivation	1.449	0.566	+0.255	2.562	0.013
Self-Satisfaction	0.875	0.453	+0.185	1.929	0.058
Profit	0.115	0.389	+0.029	0.294	0.769
Social Motives	1.687	0.300	+0.535	5.623	0.000

Notes: The Dependent Variable: The Involvement of Women Entrepreneurs; $F = 7.639$; $P = 0.000$; $R^2 = 0.552$; $R^2 = 0.480$.
Source: Field work on Marc-June (2015).

4.2. Discussion

The discussion in this section focuses on the level of involvement of women entrepreneurs in the textile industry by focusing on the level of involvement generally divided into three levels, namely, low, moderate and high. In addition, the discussion also focused on the regression analysis of influencing factors on the involvement of women entrepreneurs.

4.2.1. Level of Involvement of Women Entrepreneurs Generally

The level of involvement of women entrepreneurs, generally, shows that most of them are at a high level compared to a small number at a moderate level. Women's involvement according to the items analyzed shows that most compared to a small number of them agreed with their level of involvement in the batik and songket-based textile industry.

4.2.2. The Relationship Between Influential Factors with The Involvement of Women Entrepreneurs in The Textile Industry in The East Coast of Peninsular Malaysia

This section discusses five influential factors that have a significant relationship with the involvement of women entrepreneurs in the textile industry at the 0.01 and 0.05 levels. The five factors are total income, increased income, self-motivation, self-satisfaction, and social motives. Total income is defined as money received from primary employment and income from other sources including rental housing, child or spouse contributions, pensions, dividends, and other sources (Shahadan, Idris, & Mahbar, 1996). The discussion of the total income factor in this study found that the value of the coefficient $\beta = +0.219$ and the significant value of T is 0.029. This situation indicates that the total income factor has a significant influence on the involvement of women entrepreneurs. A positive relationship means that if the value of the independent variable increases, it means that the value of the dependent variable tends to increase. That is, when the coefficient of the total income factor increases, the level of involvement of women entrepreneurs in the textile industry increases and this total income factor had a significant positive effect on the level of involvement of women entrepreneurs in this study. A high amount of income will increase

the level of women's involvement in the business. The statement is supported by the findings of Haji Idris's (2010) study which stated that women entrepreneurs who run textile-based businesses have higher incomes compared to other types of businesses. It is in line with the analysis of this study in terms of the level of involvement of women entrepreneurs which shows that the total income factor is a high level. Among the reasons why the positive relationship in this study as told by one of the women entrepreneurs is that when the amount of income owned increases, indirectly the level of their involvement in textile-based businesses will increase.

Factors that increase income are factors that motivate women to get involved in business and can influence their level of involvement. These factors can be identified in a variety of ways. In this study, the income adding factor refers to five conditions, namely, (1) help the husband increase the family income, (2) help support the family, (3) earn ancillary income, (4) diversify the family income and, (5) increase the total family income. These five conditions are likely to influence the level of involvement of women entrepreneurs in this study. The analysis obtained showed a coefficient of $\beta = +0.337$ and the significant value of T was 0.002. This indicates that income-increasing factors have a significant influence on the involvement of women entrepreneurs. A positive relationship means that if the independent variable increases, there will be a tendency for the value of the dependent variable to increase. It means that if the coefficient of income-adding factors increases, the tendency of the level of involvement of women entrepreneurs will also increase. Factors adding income in this study proved to have a significant positive influence on the level of involvement of women entrepreneurs. The positive relationship shown in this regression analysis means that there is a tendency of the five items of income adding factors in this study to be able to increase the level of involvement of women entrepreneurs. The positive relationship found in the analysis of the study means that as the five items used to describe the income-raising factors increase, the level of female involvement also increases. The results of this analysis were found to have similarities with the study conducted by Yusof and Yaacob (2010). Their study examined the comparison of women's entrepreneurial activities among women in Kota Bharu, Kelantan and Padang, Sumatra found that women entrepreneurs in both study areas dominated the business sector. This phenomenon occurs because of women's high desire to equally help improve family income levels and economic demands to get on with life. The reason women entrepreneurs supplement the family income is true if linked to the ability of their husbands. It occurs when their husbands can no longer work because they are old, that is aged 60 years and above, and have various diseases (Haji Idris, 2010).

Motivation is the drive to do or achieve something. While entrepreneurial motivation is a strong impetus to become an entrepreneur. When a person wants to be an entrepreneur, they need to have achievement motivation, which is the desire to achieve success in a glorious life from time to time. Those who are driven in this direction will always try to improve themselves without feeling satisfied or satisfied with what they have (Haji Idris, 2010). Self-motivation in this study was measured based on seven indicators, and women entrepreneurs were asked to provide feedback using a 5-Point Likert Scale, namely from (1) Strongly Disagree (SD) to (5) Strongly Agree (SA). Self-motivation indicators consist of the success of peers involved in entrepreneurship. The results of the analysis show a coefficient of $\beta = +0.255$ and a significant value of T is 0.013 which indicates that self-motivation factors have a significant influence on the involvement of women entrepreneurs encountered. The positive relationship shown means that when the value of the independent variable increases, the value of the dependent variable tends to increase. It explains that an increase in the coefficient of self-motivation factors, will increase the level of female

involvement. The relevance of this self-motivation factor shows that the higher the self-motivation possessed by women entrepreneurs, there is tendency to get involved in the business then the higher the effort they make to be able to venture into business. This situation evokes a strong desire to emulate an entrepreneur who has been successful and enjoys what he earns. This statement was highlighted by Roddin et al. (2010; 2013) in their case study of single mothers who found that women ventured into business due to self-motivation to survive and find a source of income for their families. They are also highly motivated and willing to take risks in business.

The self-satisfaction factor in this study is the factor of wanting to achieve the success which involves six aspects, namely, (1) getting satisfaction in the job, (2) having the opportunity to grow the business, (3) giving satisfactory satisfaction compared to previous jobs, (4) job satisfaction in business is higher compared to salaried work, (5) work done previously does not guarantee self-improvement compared to entrepreneurship and, (6) career in entrepreneurship is more respected than other fields. The analysis showed that the coefficient $\beta = +0.185$ and the significant value of T was 0.058. This indicates that self-satisfaction factors have a significant influence on the involvement of women entrepreneurs. The positive relationship can be explained through the value of the independent variable that increases indicating that the value of the tendency of the dependent variable will also increase. This means that if the coefficient of the self-satisfaction factor increases then the level of the tendency for the involvement of women entrepreneurs in the context of this study will also increase. The positive relationship shown in the analysis means that there is a tendency for the six aspects of self-satisfaction used in this study to be able to increase the level of the tendency for the involvement of women entrepreneurs in the textile industry. The analysis showing that self-satisfaction factors influence the involvement of women entrepreneurs was found to be in line with the findings of the study of Abu Bakar et al. (2007). Their analysis revealed that working for others was unsatisfying in their lives because they had to do unpopular or desirable work, limited promotion opportunities, fixed work duration, inefficient management, injustice in promotion, too much bureaucracy, and low income. All this can cause frustration and weaken the spirit of those who want innovation and have high creative power. Those with entrepreneurial motivation will also not hold fixed-paid positions despite being offered a lucrative income (Davidescu et al., 2020; Chamorro-Premuzic, 2013). In addition, individuals who do not get job satisfaction in the current job whether unsatisfactory work, unsatisfactory rewards, conflict with the head, or organizational culture deemed inappropriate will be a motivating factor to venture into entrepreneurship.

The social motives factor in this study consists of a combination of six indicators namely, (1) helping others get jobs, (2) creating employment opportunities for others, (3) business profits can be enjoyed by others, (4) being able to create more local entrepreneurs, (5) were able to transfer my skills to others and, (6) were able to prevent existing skills from being lost. The results of the analysis show that the coefficient $\beta = +5.623$ and the significant value of T is 0.000. This means that social motives factors have a significant influence on the involvement of women entrepreneurs in the textile industry in the East Coast of Peninsular Malaysia. A positive relationship means that when the value of the independent variable increases, the value of the dependent variable tends to increase. It shows that when the coefficient of social motives factors increases, the tendency of women entrepreneurs' involvement will also increase. This positive relationship explains that the more opportunities given to others in terms of employment opportunities, the higher opportunities possessed by women entrepreneurs. It is shown through social motives factors that have a significant positive influence on the level of involvement of women entrepreneurs in the textile

industry. The most important contribution of social motives is in terms of employment opportunities to the people in a community (Rybnicek, Bergner & Gutschelhofer, 2019). Employment opportunities that can be created through the field of entrepreneurship (Burton, Sorensen, & Dobrev, 2016) indirectly can help to reduce the problem of unemployment in the community (Storey, 2004). In addition, entrepreneurs are individuals who are willing to take risks when venturing into the business world. They are not only creating careers, but creating careers for others (Ali, Abdul Razak, & Ahmad, 2010).

5. CONCLUSION

This article discusses the level of involvement of women entrepreneurs in the textile industry in the East Coast of Peninsular Malaysia. The entire discussion shows that the level of women's involvement in the textile industry is high. The level of involvement of women in the industry is high because they have the support of family, friends and the government to succeed as entrepreneurs. Without the support of these three elements, female entrepreneurs would not be able to go further in their entrepreneurial activities. Family-oriented factors also provide a starting point for women with interests in the textile industry such as batik and songket. For women born in the second generation and beyond, they are more likely to continue the business culture inherited in their families. The act of continuing this business culture is aimed at ensuring that the family-run business continues. For women entrepreneurs who are not from business families, although they do not have a strong base, they do have experience in entrepreneurship. To strengthen and grow the business, wide-open opportunities such as working with various parties, especially KRAFTANGAN need to be used well by women entrepreneurs.

Basically, this study shows women entrepreneurs recognize textile-based industries have potential in the market and generate a lucrative income for them. The contribution of the textile industry is significant towards achieving a better standard of living for the women entrepreneurs involved. Therefore, the role of institutions and government is able to provide opportunities for women to be actively involved in entrepreneurial activities. The programme that can be implemented is the development of one district and one industry for women. It aims to develop the workforce and strengthen skills, development of production products and production systems, improvement of production infrastructure, participation in promotional and market activities as well as productivity and quality development. Initiatives provided by institutions and the government are important to develop and advance women entrepreneurs who run textile-based businesses such as batik and songket. Financing facilities in the form of business financing and training have a positive impact on the enterprises that are running. There are women entrepreneurs in this study who managed to open their business branches in strategic areas to get encouraging profits. The business activities carried out also open up employment opportunities to the local community through the production of textile products. This can be identified when the majority of women entrepreneurs have more than 10 employees to assist them in the process of production and promotion of batik and songket products. This study also has the potential to provide value in the textile industry, benefit the women's economy, it also has an impact on the current study, especially filling the gaps in the corpus of knowledge in the field of gender and entrepreneurship in the East Coast of Peninsular Malaysia in particular. An explanation of gender and cultural factors can explain the confusion of concepts about batik and songket women entrepreneurs.

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