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Entrepreneurship Motivation of Single Parent Women in Kendari City

Siti Rahma¹, Roslina², Hj. Alida Palilati³, Sudirman Zaid⁴, Endro Sukotjo⁵

Abstract

This study explored the entrepreneurial motivation of single parents in Kendari City using a qualitative descriptive method. Five participants were selected through purposive sampling, focusing on those actively engaged in entrepreneurship. Data were collected through in-depth interviews and analyzed using Miles and Huberman's interactive model. Findings revealed that internal motivations stemmed from emotional resilience and a strong desire for socio-economic independence, while external motivations included economic pressure and limited job access. The study produced a model named Entrepreneurship Based on Resilience and Socio-Economic Independence. This model reflects how single parents redefine their agency and capacity beyond traditional limitations, aligning with the posthumanism perspective that challenges human-centered norms and embraces adaptive, resilient identities shaped by socio-technological and economic forces. Entrepreneurship emerged not merely as survival, but as transformation. The study recommends inclusive support systems to empower marginalized individuals through training, funding access, and social recognition.

Introduction

Entrepreneurship has become one of the essential elements in economic development, particularly in promoting individual economic independence and creating job opportunities. In Kendari City, the phenomenon of entrepreneurship is growing along with the increasing number of women involved in business. One group that is particularly interesting to study is single-parent women who choose entrepreneurship as a survival strategy and a means to achieve financial independence (Mulyani et al., 2021).

Single-parent women face various challenges in their daily lives, especially in fulfilling their families' economic needs. Based on Maslow's Hierarchy of Needs theory (1943), individuals are driven to work and engage in entrepreneurship due to the urgent need to fulfill basic necessities such as clothing, food, shelter, and children's education. The Survival Entrepreneurship Model asserts that women who experience resource constraints and economic pressure tend to choose entrepreneurship as a means of survival (Rahman & Kusuma, 2023).

In the context of entrepreneurial motivation, two main factors drive single-parent women to start businesses: push and pull factors. Push factors include economic pressure due to the loss of a spouse, difficulty finding flexible employment, and the need to sustain family life. In contrast, pull factors include the desire to achieve financial independence, build business networks, and

¹ Universitas Haluoleo

² Universitas Sembilanbelas November Kolaka, Email: alimuddin.roslina81@gmail.com, (Corresponding Author)

³ Universitas Haluoleo

⁴ Universitas Haluoleo

⁵ Universitas Haluoleo



prove their abilities as entrepreneurs. The Growth Entrepreneurship Model suggests that after overcoming the survival phase, entrepreneurs will strive to develop their businesses through innovative strategies to achieve economic stability (Santoso & Dewi, 2022).

In addition to internal factors, external aspects also influence single-parent women's motivation to run businesses. Social support from family and the community, access to business capital, and government policies are crucial factors determining their success in the business world. The Social Entrepreneurship Model emphasizes that some entrepreneurs, including single-parent women, do not solely aim for financial profit but also seek to create social impact for their communities (Handayani & Prasetyo, 2020).

Studies on women's entrepreneurial motivation have been widely conducted, particularly in the context of general and social entrepreneurship. Several previous studies (Katoch, 2022; Prasetyo, 2021) have identified motivational factors that drive women to engage in entrepreneurship. However, research specifically addressing entrepreneurial motivation models for single-parent women in Kendari City remains limited. Most existing studies focus more on general entrepreneurial motivation without considering the specific challenges single-parent women face, such as limited access to economic and social resources.

The article "Examining the Models Based on the Motivation of Women Entrepreneurs" by Purna Katoch (2022) is one of the primary references in this study, as it provides an in-depth analysis of various entrepreneurship motivation models based on internal and external factors. This article systematically discusses various theoretical approaches, including Vroom's Expectancy Model, Porter-Lawler Model, and Need-Goal Model, which are relevant in explaining the dynamics of single-parent women's entrepreneurial motivation. Furthermore, Katoch (2022) highlights the importance of the interaction between social, economic, and psychological factors in shaping women's decisions to start and develop businesses. Therefore, the model developed in this study refers to the theoretical framework outlined by Katoch (2022) but is adapted to the specific conditions of single-parent women in Kendari City.

For comparison, other studies focusing on women's entrepreneurial motivation can also serve as references in this research. Tajuddin et al. (2022) examined the empowerment of women in Kendari City through souvenir businesses during the pandemic, showing how skills training can enhance women's interest in entrepreneurship. Wardaya et al. (2020) investigated single-parent women's survival strategies in Nambo District, Kendari City, highlighting the social and economic challenges faced by this group. Amar et al. (2022) discussed environmental-based entrepreneurship development for single-parent women in Gowa, emphasizing the importance of training and access to economic resources. Sujarot (2024) studied the economic independence of single-parent women in Jayapura, while Sembiring et al. (2024) explored women's empowerment through catering businesses in Medan Helvetia. These studies provide additional perspectives in understanding the motivational factors and adaptation strategies employed by single-parent women in various regional contexts.

Although many studies have explored women's entrepreneurial motivation, most of them still focus on general factors driving women into entrepreneurship without considering the specific aspects faced by single-parent women. Existing studies also tend to emphasize general entrepreneurship without developing models that specifically explain the entrepreneurial motivation dynamics of single-parent women within their unique social and economic contexts.

Moreover, past research has largely examined entrepreneurial motivation on a macro scale or among women in general, leaving a gap in understanding the specific factors influencing single-parent women's decisions to start and develop businesses. There are not many studies integrating various entrepreneurship motivation models within the context of single-parent women, particularly in Kendari City.

Additionally, while some studies have identified motivational factors for women in entrepreneurship, few have explored how these external factors interact with individuals in influencing single-parent women's entrepreneurial decisions. Thus, this study aims to fill that gap and connect these dynamics with posthumanism theory, which emphasizes the interaction between humans and external factors that shape their life experiences.

Therefore, this research seeks to fill these gaps by developing a more specific and contextual entrepreneurial motivation model for single-parent women in Kendari City.

Research Approach

This study employed a qualitative approach with a phenomenological perspective to understand the subjective experiences of single-parent women in running businesses in Kendari City. This approach enabled an in-depth exploration of their motivations, challenges, as well as the push and pull factors influencing their entrepreneurial journey (Creswell, 2013). According to van Manen (2016), phenomenology sought to explore lived experiences by interpreting how individuals perceived and made sense of their realities. Additionally, this study incorporated posthumanism theory, allowing for a broader analysis of the interactions between individuals, their social environment, and external factors in shaping the entrepreneurial motivation of single-parent women. Through this approach, the research delved deeper into the social realities experienced by the subjects in a contextual manner.

Research Design

This study adopted a phenomenological design to understand how single-parent women perceived and made sense of their entrepreneurial experiences. Phenomenology emphasized the exploration of individuals' subjective experiences from their own perspectives (Moustakas, 1994). As Giorgi (2009) stated, the phenomenological method was essential in understanding how individuals gave meaning to their experiences through conscious reflection. The main focus of this study was to understand how initial motivations were formed, how push and pull factors shaped entrepreneurial patterns, and how dominant motivational models were applied by single-parent women in Kendari City.

To complement this phenomenological understanding, the study also referred to the posthumanism perspective, considering how external factors such as government policies, access to capital, and socio-economic environments shaped their experiences and motivations. Thus, this research did not merely view single-parent women as individuals struggling independently but also as integral parts of a broader socio-economic ecosystem.

Research Time and Location

This research was conducted in the city of Kendari, the capital of Southeast Sulawesi Province, which had a growing entrepreneurial ecosystem for single-parent women. Kendari was chosen because of the significant number of single-parent women who were engaged in

entrepreneurship across various fields, from trade to services. The research was planned to span 9 months, from May 2024 to February 2025. The detailed research stages were as follows:

1. **May – June 2024:** Research preparation, instrument development for interviews, and obtaining permits.
2. **July – September 2024:** Data collection through in-depth interviews and observations.
3. **October – December 2024:** Data analysis using a phenomenological and posthumanist approach.
4. **January – February 2025:** Report writing and publication of research findings.

Research Informants

The sampling technique for selecting informants in this study was purposive sampling, aiming to select individuals who had relevant experience with the research topic (Patton, 2015). The primary informants for this study were 10 single-parent women entrepreneurs in Kendari, with the following characteristics:

No	Name	Age	Education	Occupation	Family Status
1	Dr. Liya Astuti	32	S2	Owner of Glowly Clinic	Single Parent (2 years)
2	Riska Dian Amelia	36	High School	Owner of Starwhite Store	Single Parent (10 years)
3	Dinastri	31	S1	Owner of Lava Toast	Single Parent (10 years)
4	Trisnawati	33	S1	Owner of Safa Hijab	Single Parent (3 years)
5	Sarah Tri Wulandari	42	S1	Director of PT Kaiser Trading Nikel	Single Parent (20 years)
6	Karnina	48	High School	Contractor & Owner of Genina Boutique	Single Parent (20 years)
7	Juwati Andriani	43	High School	Aloha Herbalife Independent	Single Parent (12 years)
8	Masita	47	SMA	Owner of Wella Salon	Single Parent (15 years)
9	Nurmala	32	S1	Entrepreneur/Owner of Adel Boarding House	Single Parent (2 years)

In addition to the main informants, the study also involved additional informants, such as:

1. **Head of the Cooperatives and UMKM Office of Kendari City**, to provide insights on policies and programs supporting single-parent women in entrepreneurship.
2. **Kendari City Women Empowerment Agency**, to gather information on programs that empowered single-parent women and the support provided. The participation of additional informants was intended to confirm findings from interviews

with single-parent women and provide an understanding of the external factors influencing their entrepreneurship. Furthermore, data triangulation was carried out to enhance the validity of the research findings and ensure that the data collected reflected the actual reality (Neubauer, Witkop, & Varpio, 2019).

With this research design, it was expected that the study would provide a comprehensive understanding of the entrepreneurial motivations of single-parent women in Kendari, as well as how external factors shaped their motivational patterns from a phenomenological and posthumanist perspective.

Data Collection Techniques

The data collection techniques in this study used data triangulation, conducted with various methods to enhance the validity of the findings (Sutopo, 2006; Miles et al., 2014; Afrizal, 2014; Sugiyono, 2020). The data collection techniques employed included:

1. **Observation**, which involved direct observation of the activities of single-parent women entrepreneurs, recording information such as the type of business, turnover, duration of the business, number of employees, production process, and marketing.
2. **Interviews**, which involved direct question-and-answer sessions with key informants (entrepreneurs) using an interview guide and tools such as audio or video recordings to capture information that could not be written down.
3. **Documentation**, which included recording information from written sources such as business reports, photos of business activities, or event notes relevant to the research.
4. **Focus Group Discussion (FGD)**, which involved structured discussions with a group of informants to explore in-depth information about the motivations and challenges they faced in entrepreneurship.
5. With this combination of techniques, the study was able to obtain richer and deeper data on the phenomenon being investigated.

Data Analysis Techniques

The data analysis technique used in this study was qualitative descriptive analysis. The data analysis process referred to the model of Miles and Huberman (1992), which consisted of four main stages:

1. **Data Collection:** Gathering primary and secondary data through observation, interviews, documentation, and FGDs.
2. **Data Reduction:** Sorting, simplifying, and coding the data based on key findings, such as motivational factors, challenges, and adaptation strategies of single-parent women in entrepreneurship.
3. **Data Presentation:** Organizing the data in the form of narratives, matrices, graphs, or tables to facilitate analysis and interpretation.
4. **Conclusion Drawing:** Identifying patterns, cause-effect relationships, and formulating conclusions based on the research findings. This process was done continuously and verified through data source triangulation.

Through this technique, the study was able to provide a deeper understanding of how single-parent women in Kendari manage their businesses and face various entrepreneurial challenges.

Entrepreneurship Motivation Model of Single Parents in Kendari City"Survival Entrepreneurship Model

The Survival Entrepreneurship Model emerged as an urgent response to external pressures, primarily to meet basic needs and ensure financial stability. Single parents who adopted this model felt compelled to engage in entrepreneurship due to critical economic conditions and limited financial support after losing their partners.

Data obtained from FGD informants (FGD, July 2024) indicated that limited capital and urgent needs forced them to seek solutions through self-employment. Participants revealed that insufficient government support had encouraged single parents to become financially independent.

This analysis showed that the survival entrepreneurship model was highly relevant for single parents in Kendari City as they were motivated to overcome economic pressures and ensure the fulfillment of basic needs. This perspective aligned with Maslow's theory (physiological and safety needs) and was supported by the concept of hygiene factors in Herzberg's theory.

No	Source Data & Quote	Indicator Linkage	of Survival Strategy
1	Dr. Liya Astuti (Interview, July 2, 2024): <i>"I really didn't want to become a single parent, but I experienced mental and emotional pressure in the marriage, so I chose to separate."</i>	Mental and emotional pressure in the household	Chose entrepreneurship to be independent
2	Riska Dian Amelia (Interview, July 3, 2024): <i>"I had been a single parent for 10 years and had to fight to meet the needs of my child."</i>	Length of time as a single parent and responsibility for children	Struggled to meet children's needs through business
3	Dinastri (Interview, July 4, 2024): <i>"I had to survive on my own after separating from my husband. Entrepreneurship was the best way to remain independent and support my children."</i>	Decision to be independent after divorce	Entrepreneurship as a survival method
4	Trisnawati (Interview, July 7, 2024): <i>"I didn't want to depend on others; I had to stand on my own feet."</i>	Desire for independence without depending on others	Ran a business for economic stability
5	Sarah Tri Wulandari (Interview, July 7, 2024): <i>"I felt comfortable taking care of my children on my own without financial support from my husband."</i>	Comfort in managing children independently	Survived with personal business

6	Juwati Andriani (Interview, July 7, 2024): <i>"I and some friends sold even outside the city to ensure a stable income."</i>	Expanding market to outside the city	Expanded business to increase income
7	Nurmala (Interview, July 7, 2024): <i>"I continued in business for financial stability despite many challenges."</i>	Resilience in facing business challenges	Persisted in business for financial stability
8	Karnina (Interview, July 4, 2024): <i>"My children were my main motivation to keep working hard."</i>	Motivation from children	Worked hard in business
9	FGD Informants (FGD, July 2024): <i>"Participants stated that limited capital and urgent needs forced them to seek solutions through self-employment."</i>	Limited capital and urgent needs	Ran their own business to find solutions
10	Forum Discussion Data (Forum Discussion, July 2024): <i>"Participants revealed that the lack of government support had encouraged single parents to become financially independent."</i>	Insufficient government support	Became economically independent through entrepreneurship

Table 2: Matrix of Survival Entrepreneurship Linkage for Single Parents

Growth Entrepreneurship Model

The Growth Entrepreneurship Model emphasized aspirations for growth, self-actualization, and obtaining recognition. Single parents who adopted this model not only strived to survive but also aimed to enhance their capacity and quality of life through their business. The main findings showed that they innovated, developed their business, and worked toward achieving higher targets.

The analysis indicated that the growth entrepreneurship model was suitable to describe the motivations of single parents who focused not only on meeting basic needs but also on personal and business growth, in line with the need for recognition and self-actualization according to Maslow, as well as the achievement needs according to McClelland.

No	Source Data & Quote	Indicator of Linkage	Development Strategy
1	Siti Rahma (Interview, January 12, 2024): <i>"I chose entrepreneurship because I wanted to be financially independent and prove that I could run my own business."</i>	Desire for independence and proving capability	Built a business independently
2	Trisnawati (Interview, July 7, 2024): <i>"I wanted to show that single-parent women can succeed and don't have to depend on a partner."</i>	Aspiration for success and independence	Developed the business to achieve success
3	Sarah Tri Wulandari (Interview, July 7, 2024): <i>"I started my own business by"</i>	Utilization of work network and capital	Increased business productivity

No	Source Data & Quote	Indicator of Linkage	Development Strategy
	<i>leveraging my work network and available capital to remain productive."</i>		
4	<i>Juwati Andriani (Interview, July 7, 2024): "I sold outside the city to ensure a stable income as part of the business development."</i>	Expanding business outside the city	Expanded the market for revenue growth
5	<i>Masita (Interview, July 6, 2024): "I had worked for 15 years at my own salon, and I was proud of the business growth."</i>	Long-term business sustainability	Managed the business with a focus on growth
6	<i>Karnina (Interview, July 4, 2024): "Challenges in the contracting world encouraged me to develop a boutique business as an alternative."</i>	Business diversification	Developed a new business as an adaptation strategy
7	<i>Nurmala (Interview, July 7, 2024): "I maintained the business I started before getting married to ensure its sustainability and growth."</i>	Consistency in business	Focused on sustainability and expansion
8	<i>FGD Informants (FGD, July 2024): "Participants stated that the desire to grow and achieve recognition motivated them to continuously improve their business."</i>	Motivation to grow	Invested in business improvements
9	<i>Forum Discussion Data (Forum Discussion, July 2024): "The aspiration for success motivated us to continuously innovate in business."</i>	Motivation for success	Innovated in business for growth
10	<i>Organizational Leader (Interview, July 2024): "Single-parent women engaged in entrepreneurship to achieve higher targets and set an example of success for others."</i>	Achievement ambition and inspiration	Set high targets in business

Table 3: Matrix of Growth Entrepreneurship Linkage for Single Parents

This matrix demonstrated that growth entrepreneurship arose from the motivation of single parents to not only secure their basic needs but also achieve personal growth and business success. They focused on expanding their business and innovating to reach higher targets, which supported Maslow's theory of self-actualization and McClelland's achievement motivation theory.

Social Entrepreneurship Model

The Social Entrepreneurship Model highlighted the social dimension of entrepreneurship, where single parents saw their business as a means to contribute to society and build strong social networks. In this model, entrepreneurship was not only a solution to economic problems but also an effort to create social impact through job creation and community support.

No	Source Data & Quote	Indicator of Linkage	Social Impact
1	<i>Dinastri (Interview, July 4, 2024): "I wanted to help others get jobs through my business."</i>	Job creation	Empowering others
2	<i>Sarah Tri Wulandari (Interview, July 7, 2024): "The support from the business community really helped me develop my business."</i>	Social network benefits	Community-based business development
3	<i>Juwati Andriani (Interview, July 7, 2024): "I worked hard to gain customers through good interactions."</i>	Relationship with customers	Building business trust
4	<i>Masita (Interview, July 6, 2024): "I am active in organizations that support my business."</i>	Participation in organizations	Business and community collaboration

Table 4: Matrix of Social Entrepreneurship Linkage for Single Parents

This matrix demonstrated that social entrepreneurship arose from the motivation of single parents to not only address economic challenges but also to create positive social impacts by generating employment and engaging with their community. They utilized social networks and collaborative efforts to grow their businesses and empower others.

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Needs-Goals Model

The Needs-Goals Model explained that motivation arises when an individual has unmet needs and sets goals to fulfill them. In the context of single parents, the need for independence, recognition, and self-actualization became primary goals in entrepreneurship.

No	Source Data & Quote	Indicator of Linkage	Set Goals
1	<i>Siti Rahma (Interview, January 12, 2024): "I chose entrepreneurship because I wanted to be financially independent and prove that I could run my own business."</i>	Desire for independence and proving capability	Built a business independently
2	<i>Dinastri (Interview, July 4, 2024): "I had to survive on my own... to support my child."</i>	Financial responsibility for children	Ensured stable income
3	<i>Juwati Andriani (Interview, July 7, 2024): "I and my friends sold outside the city to ensure a stable income."</i>	Expanding the market for economic stability	Expanded business
4	<i>Trisnawati (Interview, July 7, 2024): "I didn't want to depend on others, I had to be independent."</i>	Desire to be independent	Ran the business alone

No	Source Data & Quote	Indicator of Linkage	Set Goals
5	<i>Sarah Tri Wulandari (Interview, July 7, 2024): "I started my own business to prove that I am capable."</i>	Desire to prove self-capability	Built a business independently
6	<i>Masita (Interview, July 6, 2024): "I am proud of running my own business for 15 years."</i>	Long-term business sustainability	Maintained consistency in business
7	<i>Karnina (Interview, July 4, 2024): "My children are the main motivation for me to keep working."</i>	Motivation from children	Worked hard in business
8	<i>Nurmala (Interview, July 7, 2024): "I maintained my business to stay financially independent."</i>	Financial independence	Ensured business sustainability
9	<i>Dr. Liya Astuti (Interview, July 2, 2024): "My decision to separate and be independent was driven by unmet basic needs."</i>	Unmet basic needs	Ran a business to survive
10	<i>Riska Dian Amelia (Interview, July 3, 2024): "My struggle as a single parent motivated me to work hard and be independent."</i>	Motivation from life's struggles	Used business as a means of independence

Table 5: Matrix of Needs-Goals Model Linkage for Single Parents in Kendari

This matrix demonstrated that the needs-goals model reflected the motivations of single parents who established their entrepreneurial goals based on unmet needs such as financial independence and self-actualization. These goals were linked to their efforts to create stable businesses and improve their quality of life.

Vroom's Expectancy Model

Vroom's Expectancy Model stated that an individual's motivation is the result of the expectation that the effort exerted will lead to good performance and the desired rewards. In the context of single parents, they evaluated that their entrepreneurial efforts would provide time flexibility, increased income, and opportunities for social recognition.

No	Source Data & Quote	Indicator of Linkage	Expectations and Rewards
1	<i>Dina Lava Toast (Interview, July 5, 2024): "I chose entrepreneurship because I could adjust my working hours to meet my family's needs."</i>	Time flexibility in business	Adjusted working hours
2	<i>Sarah Tri Wulandari (Interview, July 7, 2024): "I chose to run my own business because it gives me more freedom than a formal job."</i>	Freedom in work	Avoided strict rules of formal jobs

No	Source Data & Quote	Indicator of Linkage	Expectations and Rewards
3	<i>Juwati Andriani (Interview, July 7, 2024): "The difficulty in finding a formal job led me to choose entrepreneurship."</i>	Difficulty in getting formal jobs	Sought opportunities in own business
4	<i>Masita (Interview, July 6, 2024): "The flexibility in business allows me to manage my time optimally."</i>	Flexibility in business	Managed time according to needs

Table 6: Matrix of Vroom's Expectancy Model Linkage for Single Parents in Kendari

Porter-Lawler Model

The Porter-Lawler Model integrated the relationship between effort, performance, and rewards by adding the element of equity perception. In the context of single parents, this model highlighted that motivation was influenced not only by expectations of rewards but also by the perception that the rewards earned were commensurate with the effort exerted.

No	Source Data & Quote	Indicator of Linkage	Equity Perception and Rewards
1	<i>Karnina (Interview, July 4, 2024): "Although working in the contracting field is full of challenges, I chose to develop my business..."</i>	Motivation for children's education	Business as a means to achieve goals
2	<i>Sarah Tri Wulandari (Interview, July 7, 2024): "I chose to run my own business because it gives me more freedom and more equitable rewards..."</i>	Perception of fairness in business	Rewards are more balanced
3	<i>Masita (Interview, July 6, 2024): "I am active in organizational activities that support my business..."</i>	Social support in business	Sense of belonging to a community
4	<i>Juwati Andriani (Interview, July 7, 2024): "I learned from successful friends to develop my business."</i>	Learning from the business environment	Strategies for business success
5	<i>Trisnawati (Interview, July 7, 2024): "I want to show that single-parent women can succeed without depending on anyone else."</i>	Motivation for independence	Self-satisfaction and achievement
6	<i>Nurmala (Interview, July 7, 2024): "The success of my business gives me deep satisfaction, it is self-actualization."</i>	Satisfaction from one's own efforts	Self-realization

Table 7 Matrix of Porter-Lawler Model Linkage for Single Parents in Kendari

These matrices highlighted that single parents were motivated by both the expectations of flexible work schedules and increased rewards, as well as the perception of fairness in their entrepreneurial efforts, with the desire to prove their independence and achieve self-actualization.

This table summarizes the entrepreneurial models that single parents in Kendari use. It links various theoretical models to their strategies, goals, and the characteristics of their entrepreneurial journeys. These strategies highlight the strong connection between their personal goals, social contributions, and the challenges they face in their entrepreneurial endeavors.

No	Theory Model	Indicator of Linkage	Survival Strategy & Goals	Characteristics
1	Survival Entrepreneurship	Mental and emotional pressure within the household	Chose entrepreneurship to be financially independent	Focus on livelihood sustainability and economic stability
2	Survival Entrepreneurship	Duration as a single parent and responsibility for children	Struggled to meet children's needs through business	Oriented towards basic and financial needs
3	Needs-Goal Model	Desire for independence and to prove capabilities	Build a business independently	Motivation based on personal and economic goals
4	Social Entrepreneurship Model	Entrepreneurship as a tool to help society	Create social impact through job creation	Concern for the community and social environment
5	Vroom's Expectancy Model	Expectation for flexibility in work	Chose independent business for time freedom	Emphasizes the balance between work and personal life
6	Porter-Lawler Model	Perception of reward fairness as a motivation driver	Chose entrepreneurship for financial control	Oriented towards evaluating business efforts and results
7	Social Entrepreneurship Model	Social interaction as a tool for business growth	Build networks to expand markets	Collaborative and community-based
8	Vroom's Expectancy Model	Expectation of rewards as a motivating factor	Entrepreneurship for better income	Focus on the relationship between effort and results
9	Porter-Lawler Model	Role of the community in entrepreneurship	Joined business organizations for support	Assesses rewards in relation to the effort exerted
10	Social Entrepreneurship Model	Social networks as a success factor	Used the community to gain business opportunities	Prioritizes social involvement in business growth

Table 8: Summary Matrix of Entrepreneurial Models for Single Parents in Kendari

This matrix showed that entrepreneurship for single parents was not only an economic solution but also a form of fulfilling social needs, expectations for flexibility and fairness of rewards, and a way to survive life's pressures. This analysis supported various motivation theories in entrepreneurship, including Survival Entrepreneurship, the Need-Goal Model, Vroom's Expectancy Model, Social Entrepreneurship Model, and the Porter-Lawler Model.

The main characteristic of the single-parent entrepreneurship model in Kendari City could be summarized in one phrase: "Entrepreneurship Based on Resilience and Socio-Economic Independence." This phrase reflected how single parents engaged in entrepreneurship not only as a survival strategy but also to achieve financial independence, life balance, and contribute to the community through social networks and the social impact they created.

This study identified various entrepreneurship models adopted by single parents in Kendari City, as summarized in Table 5.9. These models included Survival Entrepreneurship, the Need-Goal Model, the Social Entrepreneurship Model, Vroom's Expectancy Model, and the Porter-Lawler Model. Each model had different indicators of relatedness, survival strategies, and characteristics, reflecting the complexity of motivations and approaches taken by single parents in entrepreneurship.

Several previous studies had examined the motivations and entrepreneurship models for women, including single parents. For instance, a study by Pradika (2016) identified the motivations of single mothers in Ngaliyan Subdistrict, finding that economic needs and the desire for independence were the main drivers (Unika Repository). Another study by Santos et al. (2019) highlighted that external factors, such as family and community support, played a significant role in encouraging women to start businesses. Additionally, research by Dixit et al. (2020) showed that previous work experience and the need for self-actualization influenced women's entrepreneurial motivations. A study by Putri (2021) also emphasized the importance of family environment factors and self-efficacy in women's entrepreneurial interests (Jurnal Astina Mandiri). Furthermore, a study by Situmeang (2024) depicted the entrepreneurial journey of a resilient single mother developing a detergent business, demonstrating that perseverance and adaptation to market opportunities were key to success (KKWTH). Lastly, research by Fadilla (2020) highlighted how a single mother succeeded as an e-commerce seller, with the main motivation being to provide a better life for her child.

Further research by Katoch (2022), as the main reference for model development, explored various motivational models underlying women's entrepreneurship, including economic, psychological, social, and environmental factors. The similarity between Katoch's findings and this study lies in the recognition that women's entrepreneurial motivations are multifaceted, encompassing economic needs, the desire for independence, and social environmental influences. However, the difference is that Katoch emphasized external factors such as environmental support and market opportunities, while this study also highlighted internal factors such as mental pressure and child responsibilities as primary drivers.

However, a gap identified is that Katoch's model does not emphasize the specific situation of single parents, such as the mental pressure within the household and child responsibilities, which were found to be significant factors in this study. By incorporating these aspects, the proposed model in this research offers a more comprehensive perspective on the motivations and survival strategies of single parents in entrepreneurship, covering both internal and external factors that influence their decisions and success in entrepreneurship.

The main characteristic of the single-parent entrepreneurship model in Kendari City could be summarized in the phrase "Entrepreneurship Based on Resilience and Socio-Economic Independence," which reflects how single parents engage in entrepreneurship not only as a survival strategy but also as an effort to achieve financial independence, life balance, and contribute to the community. Based on Table 5.1 (Initial Motivation for Entrepreneurship) and Table 5.2 (Entrepreneurship Driving Factors), the majority of single parents started businesses as a response to economic pressures and basic needs, as explained in Maslow's (1943) theory of physiological and safety needs. Factors such as the loss of a partner, limited job opportunities in the formal sector, and dissatisfaction with previous employment drove them to choose entrepreneurship as the primary way out (Santos et al., 2019). This indicates that entrepreneurship for them was not just a choice, but a necessity for survival and providing for their families.

In addition to survival, entrepreneurship for single parents also became a path to financial independence and life balance. As seen in Table 5.3 (Attraction Factors for Entrepreneurship), many single parents chose entrepreneurship due to the flexibility of time, which allowed them to adjust work schedules with child-rearing responsibilities. This is in line with Herzberg's (1966) theory, which emphasizes work flexibility as a factor that enhances individual satisfaction in work. Furthermore, passion also became a significant motivating factor, as stated in McClelland's (1961) achievement needs theory, and supported by Dixit et al. (2020) who found that individuals tend to choose business fields aligned with their interests. Vroom's Expectancy Model (1964), presented in Table 5.9, also shows that expectations for financial well-being and time flexibility are key motivating factors for single parents to engage in entrepreneurship.

Not only that, but single parents in Kendari City also utilized social networks and community-based entrepreneurship as part of their business strategies. In Table 5.4 (External Entrepreneurship Factors), it can be seen that family support, business communities, and access to resources are important factors that help them grow their businesses. This aligns with McClelland's (1961) affiliation theory, which emphasizes the importance of social support in enhancing individual success. Furthermore, the Social Entrepreneurship Model in Table 5.6 shows that some single parents not only engage in entrepreneurship for personal gain but also strive to create social impact by opening up job opportunities for others, as revealed in research by Brush et al. (2009), Putri (2021), and Fadilla (2020).

Compared to Katoch's (2022) research in the article "Examining the Models Based on the Motivation of Women Entrepreneurs," it was found that there was a similarity in recognizing that women's entrepreneurial motivations are multifaceted, encompassing economic needs, the desire for independence, and social environmental influences. However, the difference lies in this study's focus on internal factors, such as mental pressure and child responsibilities, which were found to be the primary drivers for single parents in starting their businesses. While Katoch emphasizes external factors such as environmental support and market opportunities, the model developed in this study is more comprehensive as it combines aspects of survival entrepreneurship, financial independence, time flexibility, and social contribution in the community (Situmeang, 2024).

Based on these overall findings, the phrase "*Entrepreneurship Based on Resilience and Socio-Economic Independence*" is highly appropriate to describe the single-parent entrepreneurship model in Kendari City. This model reflects how they engage in entrepreneurship not only for

survival but also to build a better future for themselves and their children, achieve balance in life, and contribute to the community through social networks and the social impact they create.

Conclusion

This study concluded that the model of entrepreneurial motivation among single parents in Kendari City was represented by the *Entrepreneurship Based on Resilience and Socio-Economic Independence* model. This model demonstrated that their motivation stemmed not only from external pressures (push factors), such as financial hardship and limited job opportunities, but also from internal drives (pull factors), including emotional resilience, the desire for independence, and aspirations for their children's future.

The model aligned with posthumanism theory, which viewed individuals as adaptive and transformative agents beyond traditional human-centered limitations. In this context, single parents redefined their roles by overcoming structural barriers through entrepreneurship. They engaged in business not only as a means of survival but also as a way to reclaim agency, self-worth, and long-term empowerment in complex socio-economic systems.

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- 3252 *Entrepreneurship Motivation of Single Parent Women in Kendari City*
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