

The Effect of Dual Role Conflict, Emotional Intelligence and Competency on Entrepreneur Woman Performance Through Work Stress in Himpunan Pengusaha Pribumi Medan

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ABSTRACT

Most of women entrepreneurs who have married, have a dual role conflict, namely not fulfilling the demands of roles in family due to their roles in work and vice versa. Emotional intelligence and competence very needed to minimize the conflict between the dual roles of women entrepreneurs. Improper conflict management causes female entrepreneurs have work stress and affect their business performance. The purpose of this study was to analyze the effect of multiple role conflict, emotional intelligence, and competence on entrepreneur woman performance through work stress in HIPPI. The type of this research is descriptive quantitative research and the population in this study are all members of the HIPPI community, as many as 235 respondents, then the determination of the sample size using the Slovin formula with a total sample of 149 respondents. The sampling method used is simple random sampling. Data analysis was carried out through PLS-SEM using the SmartPLS program. The results showed that directly dual role conflict had a negative and insignificant effect on performance, emotional intelligence had a positive and significant effect on performance, competence had a positive and significant effect on performance, job stress had a negative and significant effect on performance, multiple role conflict had a positive and significant effect on work stress, emotional intelligence had a significant negative effect on work stress, and competence had a

significant negative effect on work stress. Then indirectly dual role conflict has a negative and significant effect on performance through work stress, emotional intelligence has a positive and significant effect on performance through work stress, and competence has a positive and significant effect on performance through work stress.

Keywords: *Dual Role Conflict, Emotional Intelligence, Competence, Business Performance, Job Stress*

INTRODUCTION

An entrepreneur is someone who does activities smartly or talentedly to introduce a new product to consumers and is able to develop new products and be able to manage their capital (Hutagalung, et al, 2019). In some developed countries, entrepreneurs form communities to interact with one another for certain purposes. From the community that was formed, there was an evaluation and educational process, sharing knowledge and experience which in the end could increase enthusiasm for entrepreneurship and improve business performance (Rahmanto, 2018). The entrepreneurial community has many benefits and advantages that can be obtained for every business actor who joins it, including adding relationships, increasing business knowledge, motivating and building self-confidence, getting business capital, and increasing sales.

One of the entrepreneurial communities in the city of Medan is the Indonesian Indigenous

Entrepreneurs Association (HIPPI). HIPPI is an organization in the economic field that is professional and functions as a forum for gathering indigenous entrepreneurs. HIPPI was born on August 17, 1976 to function as an integrated center of information, consultation and advocacy on matters relating to the national economy, all economic activities nationally and globally in order to create a business climate and synergy of national economic potential in favor of Micro and Small Enterprises. and Medium (MSME).

The Head of the SME Section and CSR Fund Manager at HIPPI stated that HIPPI as one of the entrepreneurial communities in Medan also experienced the impact of Covid-19 such as experiencing a decline in sales and difficulties in getting customers during the Covid-19 pandemic. In addition, he also stated that low levels of knowledge, low competitiveness, limited capital, lack of creativity, lack of competence and limited time for entrepreneurship and training because they are married will further reduce their performance. The number of problems faced by entrepreneurs during the pandemic that requires entrepreneurs to adapt due to health protocols from the government causes entrepreneurs to often experience stress in business activities that affect business performance.

Women in economic development have a big role because of the high number of women in the workforce. Apart from being in the workforce, women also play a role as wives, mothers, household managers, and community members. The role of women in the workforce is because they have the education and skills to enter available jobs, including entrepreneurship. Entrepreneurship for women provides opportunities for themselves to actualize themselves, channel their talents, improve their quality and be financially independent. The Head of the SME and CSR Section of the HIPPI North Sumatra stated that the number of SMEs that are members of the HIPPI is 254 SMEs, 235 of which are female entrepreneurs who are married and have children.

Women entrepreneurs are required to be responsible for taking care of the household but on the other hand they are also required to show good quality work. These conditions often trigger conflicts that occur in work which if not handled seriously will have an impact on the business being run, one of which is low business performance. In addition, conflicts that are not handled properly and wisely can also have a

direct impact on women entrepreneurs, because they are in a state of awry and therefore vulnerable to pressure or stress. The dual role conflict experienced by women entrepreneurs must be handled quickly and appropriately so as not to interfere with business continuity and harmony in the household, so that women entrepreneurs should have emotional intelligence to minimize these conflicts. Robbins and Judge (2016) define emotional intelligence as a person's ability to assess emotions in oneself and others, understand the meaning of emotions, and regulate one's emotions on a regular basis. Without a well-organized emotional stability, it is likely that all entrepreneurial activities will be hampered. Women entrepreneurs experience stress because it is difficult to divide their time and roles as a housewife and as an entrepreneur. The ambiguity of roles in work also makes female entrepreneurs experience stress because they feel tired easily. Women entrepreneurs find it difficult to compete because they are not confident in their abilities.

LITERATURE REVIEW

Business Performance

According to Wibowo (2013) performance is an organizational resource management activity to achieve organizational goals, as Hasibuan (2016) states that performance is a work achieved by a person in carrying out the tasks assigned to him based on skills, experience and sincerity and time. Performance can also be interpreted as work performance or work implementation or performance results (Suwatno and Donni, 2013).

Performance refers to personal success in achieving business goals, namely from four financial perspectives, customers, processes, as well as learning and growth (Mulyadi in Effendi et al., 2013). Anthony, et al in Indah (2016) argue that in measuring performance it is better to use the balanced scorecard which is one of the tools for measuring the performance of a business and to measure overall performance, both financially and non-financially by using 4 (four) perspectives, namely: customer perspective, internal business perspective, financial perspective, and growth and learning perspective. Based on the various definitions above that have been put

forward, it can be concluded that the notion of performance is the work achieved in carrying out its duties and responsibilities in order to achieve the main goals of the organization as determined by the organization.

Dual Role Conflict

Conflict can be defined as any kind of conflicting interaction between two or more parties. Conflict generally stems from incompatibility and irrational sharing of resources. The definition of dual role conflict according to Rahmadita (2013) dual role conflict is a form of inter-role conflict where the role pressures from work and family are contradictory, meaning that there are two roles that must be carried out by the woman at once, namely as a wife, mother and as a working woman. Meanwhile, according to Triyarti (2013), dual role conflict is a form of role conflict in which the demands of the roles of family and work cannot be mutually aligned in several respects.

Yavas and Babakus (2013) define dual role conflict as a form of conflict in which the general demands, time and tensions that come from the family interfere with the employee's responsibilities towards work. Meanwhile, according to Riyanto and Juanah (2020) dual role conflict is a condition that causes a clash between roles in work and roles in domestic life which is usually experienced by employees, especially women who are married and have children. Based on the above definition, it can be concluded that dual role conflict is a form of inter-role conflict caused by work and family being incompatible with each other, work obligations that interfere with domestic life, demands, time and tension in the family caused by the expectations of two different roles. different.

Emotional Intelligence

According to the Big Indonesian Dictionary (2020), emotional intelligence is intelligence relating to the heart and concern for fellow humans, other creatures, and the natural environment to motivate oneself.

Emotional intelligence is strongly influenced by the environment, is not permanent, can change at any time. While Robbins and Judge (2016) define emotional intelligence (emotional intelligence) is a person's ability to assess emotions in oneself and others, understand the meaning of emotions, and regulate one's emotions on a regular basis.

According to Goleman (2016) emotional intelligence is abilities such as the ability to motivate oneself and survive in the face of frustration, controlling impulses and not exaggerating pleasure, regulating moods and keeping stress loads from crippling the ability to think, empathize and pray. Meanwhile, according to Mangkunegara (2017) emotional intelligence is the ability to understand oneself and others correctly, have an identity, mentally mature personality. No jealousy, no hatred, no hurt, no revenge, no excessive feelings of guilt, no anxiety, not easily angered and not easily frustrated. Based on the definitions according to the experts above, it can be concluded that emotional intelligence is a person's way to control his emotions for himself and for others.

Entrepreneurial Competence

In general, competence can be understood as a combination of skills, personal attributes, and knowledge that is reflected through job behavior that can be observed, measured, and evaluated. According to Erliza (2020), what is meant by entrepreneurial competence is the ability to carry out a job which is usually determined by personal characteristics such as the nature, knowledge, expertise and individual personality as well as being innovative, creative, able to identify identify opportunities, identify strengths and weaknesses that are supported by work processes that enable entrepreneurs to achieve business success they run. According to Edison, et al. (2016) competence is an individual's ability to carry out a job correctly and has advantages based

on matters relating to knowledge, skills, and attitudes.

Competence is a basic characteristic of a person that determines the best and effective work results in accordance with the criteria specified in a particular job or situation and is also defined as a continuum between knowledge, abilities, skills, and expertise with a person's basic characteristics such as motives, values, attitudes, and self-concept that will drive performance (Muharastri, et al. 2015). Faustyna (2014) states that competence is an aspect of a person's ability which includes knowledge, skills, attitudes, values, or personal characteristics that enable workers to achieve success in completing their work through achieving results or success in completing tasks.

Knowledge and business capability for entrepreneurs can be obtained from: experience, observing entrepreneurial life, learning from successful entrepreneurs. Knowledge and capabilities can also be obtained from learning to read books and entrepreneurship education or fields of knowledge related to entrepreneurship. Knowledge, capability, experience and education gained by entrepreneurs over several periods will give rise to what is called entrepreneurial competence.

Work stress

Stress is a condition of tension that affects a person's emotions, thought processes, and condition. Stress is a dynamic condition in which the individual is confronted with opportunities, demands or resources related to what the individual wants and which outcomes are seen as uncertain and important (Robbins 2017).

According to Mangkunegara (2017) stress is a feeling of pressure experienced by a person in dealing with work. This stress can be seen from unstable emotions, feeling uneasy, being alone, having trouble sleeping, smoking excessively, not being

able to relax, being anxious, tense, nervous, increasing blood pressure, and experiencing digestive disorders.

According to Fahmi (2016) stress is a condition that suppresses a person's self and soul beyond the limits of his ability, so that if it continues to be left without a solution, this will have an impact on his health. Stress does not just arise, but the causes of stress that arise are generally followed by events that affect a person's psyche, and events that occur beyond his ability so that these conditions have suppressed his soul.

Based on the expert opinion above, it can be concluded that work stress can be defined as an excessive burden received by someone in carrying out work that can cause a sense of unstable emotions with characteristics such as boredom, laziness, fatigue, nervousness, and the emergence of heart problems that arise. unpleasant, thus having a negative effect on work.

MATERIALS & METHODS

The type of research conducted is descriptive quantitative. Descriptive quantitative research is research that is used to analyze data by describing or describing the data that has been collected as it is. This research will be conducted on women entrepreneurs in the Medan Indigenous Entrepreneurs Association. In this study, the population is all female entrepreneurs who are married and have children in the Indigenous Entrepreneurs Association of Medan city, as many as 235 people. In this study, the sampling technique used is probability sampling with the technique taken is simple random sampling by distributing questionnaires to women entrepreneurs who were selected as samples. The sample size can be determined using the Slovin formula so that the number of samples obtained is 149 respondents. The data analysis technique used to test the hypothesis in this study is Descriptive Analysis and Path Analysis (path analysis) with the Smart PLS (Partial Least Square) program.

RESULT

Data Analysis Results

The results of the direct and indirect effects test can be seen in the following table:

Table 4 Direct and Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Dual Role Conflicts (X1) -> Performance (Y) | -0,130 | -0,135 | 0,089 | 1,451 | 0,147 |
| Dual Role Conflicts (X1) -> Work Stress (Z) | 0,197 | 0,207 | 0,099 | 2,003 | 0,046 |
| Emotional Intelligence (X2) -> Performance (Y) | 0,317 | 0,328 | 0,100 | 3,151 | 0,002 |
| Emotional Intelligence (X2) -> Work Stress (Z) | -0,259 | -0,266 | 0,123 | 2,098 | 0,036 |
| Competence (X3) -> Performance (Y) | 0,304 | 0,311 | 0,092 | 3,319 | 0,001 |
| Competence (X3) -> Work Stress (Z) | -0,274 | -0,264 | 0,109 | 2,501 | 0,013 |
| Work Stress (Z) -> Performance (Y) | -0,237 | -0,214 | 0,106 | 2,240 | 0,026 |
| Dual Role Conflicts (X1) -> Work Stress (Z) -> Performance (Y) | -0,113 | -0,121 | 0,048 | 2,369 | 0,018 |
| Emotional Intelligence (X2) -> Work Stress (Z) -> Performance (Y) | 0,141 | 0,139 | 0,070 | 2,031 | 0,043 |
| Competence (X3) -> Work Stress (Z) -> Performance (Y) | 0,148 | 0,154 | 0,063 | 2,351 | 0,019 |

DISCUSSION

Dual Role Conflicts Have a Negative and Significant Effect on Performance

Based on the results of the path analysis, it is known that the dual role conflict has a negative and insignificant effect on performance, which means that the high or low level of dual role conflict experienced by women entrepreneurs has no effect on their performance. Carrying out a dual role during the Covid-19 pandemic is a challenge for women entrepreneurs at HIPPI. Women entrepreneurs experience dual role conflicts such as not being able to behave effectively as they do at work, unable to act decisively at home as at work, and unable to solve family problems in the way they do at work.

The results of this study are in line with research by Rachmawati (2015), Rachmawan (2017), Perwita and Mayasari (2017), Siahaan (2018), and Amran, et.al (2021), namely dual role conflict has a negative and insignificant effect on performance.

Emotional Intelligence Has a Positive and Significant Effect on Performance

Based on the results of path analysis, it is known that emotional intelligence has a positive and significant effect on performance, which means that the higher the emotional intelligence, the performance will also increase. Emotional intelligence plays an important role in overcoming the challenges of business competition during the Covid-19 Pandemic for

women entrepreneurs at HIPPI because emotional intelligence can trigger the emergence of entrepreneurial creativity and innovation, encourage or accelerate entrepreneurial reasoning in business, can build trust and intimacy, and be able to motivate someone. entrepreneur for success. The results of this study are in line with research by Nopianto, et al (2020), Yusuf and Sulistiyowati (2018), Balik, et al (2018) and Siahaan (2018) where emotional intelligence has a positive and significant effect on performance.

Competence Has a Positive and Significant Impact on Performance

Based on the results of the path analysis, it is known that competence has a positive and significant effect on performance, which means that if competence increases, performance will also increase. The existence of this covid-19 pandemic, in addition to reducing the income of business businesses owned by women entrepreneurs at HIPPI, also makes women entrepreneurs required to adapt to changing consumer behavior from before. Women entrepreneurs are required to be more creative and innovative regarding product development or marketing processes so that products can survive in this difficult situation. Therefore, it is important for women entrepreneurs to improve their competencies to be confident, not give up easily and be able to take advantage of the Covid-19 pandemic situation as an opportunity for their business.

The results of this study are in line with the research of Pramesthi, et al (2020), Nopianto

(2020), Puspa (2020), Saragih and Hari (2018), Yusuf and Sulistiyowati (2018), Wahyudi (2018) where competence has a positive and significant effect on performance.

Dual Role Conflicts Have a Positive and Significant Effect on Work Stress

Based on the results of the path analysis, it is known that dual role conflict has a positive and significant effect on work stress, which means that the higher the dual role conflict, the work stress will also increase. The implementation of the policy of studying, working, and worshipping at home during the Covid-19 pandemic has made housewives the biggest burden in doing their jobs. In addition to doing routine work taking care of the household, completing their work, female entrepreneurs must also accompany their children to study from home. If women entrepreneurs are not able to balance their time and roles in these three things, then women entrepreneurs will experience conflicts that make them frustrated so they experience work stress.

The results of this study are in line with the research of Safrizal, et al (2020), Burhanuddin, et al (2018), Karakas, et al (2018), and Hasmin (2017) where dual role conflict has a positive and significant effect on work stress.

Emotional Intelligence has a Negative and Significant Effect on Work Stress

Based on the results of the path analysis, it is known that emotional intelligence has a negative and significant effect on work stress, which means that the higher a person's emotional intelligence, the lower his work stress. Emotional intelligence is the ability to recognize the emotions of oneself and others, the ability to motivate oneself and manage emotions well in oneself in dealing with others, the ability to endure frustration, regulate moods and keep stress loads from paralyzing the burden of thinking, and empathize and pray. While work stress is a condition that affects a person's emotions, thoughts, and physical condition. Women entrepreneurs have many household and work tasks. However, in carrying out their duties, women entrepreneurs face several obstacles, including negative customer behavior,

CONCLUSION

Based on the analysis and discussion of the Influence of Multiple Role Conflict, Emotional

Intelligence and Competence on Performance through Job Stress at HIPPI, some conclusions and suggestions can be drawn as follows:

1. Dual Role Conflict has a negative and insignificant effect on the Performance of Women SMEs in HIPPI Medan
2. Emotional Intelligence has a positive and significant effect on the Performance of SMEs in HIPPI Medan
3. Entrepreneurial Competence has a positive and significant effect on the Performance of SMEs in HIPPI Medan
4. Dual Role Conflicts have a positive and significant impact on women's work stress at HIPPI Medan
5. Emotional Intelligence has a negative and significant effect on the Work Stress of SME Women at HIPPI Medan
6. Entrepreneurial Competence has a negative and significant effect on the Work Stress of SME Women at HIPPI Medan
7. Dual Role Conflicts have a negative and significant effect on the Performance of Women in SMEs through Work Stress at HIPPI Medan
8. Emotional Intelligence has a positive and significant effect on the Performance of SME Women through Work Stress at HIPPI Medan
9. Entrepreneurial Competence has a positive and significant effect on the Performance of SME Women through Work Stress at HIPPI Medan
10. Work stress has a negative and significant effect on the performance of women in SMEs in HIPPI Medan

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