

# The Effect Of Motivation On The Performance Of Women Msme Actors In Purbalingga Regency Through Family Support As A Moderation Variable

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## Abstract

This study aims to analyze the influence of motivation on the performance of women Micro, Small, and Medium Enterprises (MSMEs) in Purbalingga Regency with family support as a moderating variable. A quantitative approach was used by distributing questionnaires to 150 respondents who were members of the Purbalingga Entrepreneur Muslim community. Data analysis was carried out using the Partial Least Square (PLS-SEM) method. The results of the study show that motivation has a positive and significant effect on the performance of women MSME actors. Family support has also been shown to have a positive and significant effect on performance, especially through emotional and practical aspects. However, family support is not significant in moderating the relationship between motivation and performance, which means internal motivation is a major factor driving performance improvement. These findings confirm that women's empowerment programs for MSME actors are more effective when they focus on strengthening individual motivation, while the role of the family functions as additional indirect support.

**Keywords:** Motivation, Performance, Women, MSMEs. SEM-PLS.

## 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role as the backbone of the economy in various countries, especially developing countries. MSMEs absorb more than 70% of the workforce and contribute greatly to local economic growth (ILO, 2020). However, the sector still faces various obstacles such as limited capital, low managerial skills, and weak competitiveness. These challenges are even more complex when the perpetrators are women, who often face the double burden of being business actors and household managers (World Bank, 2023). In Indonesia, MSMEs dominate 99.9% of business units and absorb 96.9% of the national workforce, with a contribution of 60.5% to GDP (Ministry of Cooperatives and SMEs, 2023). However, the participation of MSMEs in the global supply chain is still low, only around 4.1%, indicating a gap between potential and real performance. Women have a great contribution to the development of MSMEs, especially in the regions. Many are entrepreneurs to support the family economy, but they often face limitations in motivation, access to resources, and social support (Widia & Octafia, 2022).



In Purbalingga Regency, the development of MSMEs continues to increase, with a total of 98,967 business units in 2023 (BPS Purbalingga, 2023). Although the number is increasing, there have not been many studies that explain how the performance of women MSMEs develops in this area. This indicates that there is a gap between the quantity and quality of the business being run, where many actors have not been able to increase turnover, the number of customers, and product competitiveness. The performance of female MSMEs is influenced by several factors, one of which is motivation. Robbins in Cahyati & Adelia (2024) states that performance indicators include quality, quantity, timeliness, effectiveness, and independence. Motivation, both intrinsic and extrinsic, has been shown to have a positive effect on performance (Riyanto et al., 2021; Hashiguchi et al., 2020; Nuruzzaman et al., 2021). According to McClelland's theory, three main needs influence individual behavior, namely the need for achievement, affiliation, and power (Alex Acquah et al., 2021). The three are the drivers of women in developing their businesses, either through encouragement to achieve, establish social relationships, or control the business independently. In addition to motivation, family support also plays an important role in the success of women entrepreneurs.

Emotional, instrumental, and informational support from families can improve the performance and welfare of female MSME actors (Xu et al., 2020; Muh. Arif & Rahmad, 2023). This support helps women balance domestic and professional roles (Welsh et al., 2021; Leung et al., 2019). Previous research has shown that family support can reduce the gender gap in business success and strengthen women's ability to achieve business goals (Chatterjee et al., 2023; Welsh et al., 2022). Based on this phenomenon, this study aims to analyze the influence of motivation on the performance of women MSME actors in Purbalingga, as well as examine the role of family support as a moderating variable. This study is contextual because it uses a quantitative approach with field data from the Muslim Entrepreneur community in Purbalingga. Academically, this research enriches the study of the performance of women's MSMEs, while practically, the results are expected to be the basis for local governments and empowerment institutions to design more effective and gender-equitable training programs and policies.

## 2. Literature Review

### 2.1. Previous research

Previous studies have shown that family support and motivation play an important role in improving the performance of women entrepreneurs. Motivation has a positive impact on business success and achievement, and family support makes emotional, financial, and moral contributions that support business performance and sustainability. Table 1 of the following summarizes previous research to clarify the relationship between these variables.

**Table 1.** Previous research

Yes	Researcher & Year	Title/Research Focus	Variables Studied	Methods/Approaches	Key Results / Findings
1	Kusa et al. (2021)	<i>Explaining SME Performance with fsQCA</i>	Performance → Motivation	Qualitative (fsQCA)	Motivation has a positive effect on the performance of small and medium business actors.
2	Shakeel et al. (2020)	<i>Entrepreneurial Success Factors and Performance</i>	Performance → Motivation	Quantitative (SEM-PLS)	Motivation has a positive and significant effect

		<i>of Women-Owned Businesses</i>			on the performance of women entrepreneurs.
3	Prasilowati & Utama (2022)	<i>The Influence of Motivation and Competence on the Performance of Women in Entrepreneurship</i>	Motivation, Competence → Performance	Quantitative (SmartPLS)	Motivation has a positive effect on the performance of women entrepreneurs.
4	Puspitowati et al. (2023)	<i>MSE Business Performance Through Family Support, Financial Access and Product Innovation</i>	Family Support → Performance	Quantitative (PLS-SEM)	Family support has a positive effect on the performance of women MSME actors.
5	Prabawanti & Rusli (2022)	<i>The Role of Social Support for Women Entrepreneurs</i>	Social Support (Family) → Performance	Quantitative (Correlations)	Family social support improves the performance of women entrepreneurs.
6	Al-Rashdi & Abdelwaheb (2022)	<i>Empowerment of Saudi Arabian Women through Family Support</i>	Family Support (Mediator) → Performance	Quantitative (AMOS)	Family support mediates the relationship between economic empowerment and women's performance.
7	Lee & Ie (2024)	<i>The Role of Self-Efficacy and Competence in Entrepreneurial Success</i>	Family Support (Moderation)	Quantitative (PLS-SEM)	Family support strengthens the influence of self-efficacy and competence on entrepreneurial performance.
8	Priambodo & Metris (2024)	<i>Creativity and Performance of Women Entrepreneurs</i>	Motivation × Family Support → Performance	Quantitative (SmartPLS)	Family support moderated the relationship between motivation and female entrepreneurial performance.
9	Descals-Tomas et al. (2021)	<i>Influence of Family Support on Motivation and Engagement</i>	Family Support → Motivation	Quantitative (MOCSE)	Family support has a significant positive effect on increasing individual motivation.
10	Harras (2024)	<i>The Impact of Family Support on Employee Work Motivation</i>	Family Support → Motivation	Quantitative (Regression)	Family support increases an individual's work motivation.

Source: author, 2025

Based on previous research, it can be concluded that family motivation and support have a positive and significant influence on the performance of women MSME actors. These two

factors complement each other, where motivation encourages the spirit of business, while family support strengthens the sustainability and success of entrepreneurial women's businesses.

## 2.2. Motivation

Motivation is an internal and external drive that encourages a person to act towards a certain goal (Alrawahi et al., 2020; Uka & Prendi, 2021). Robbins and Judge (2017) explain that motivation consists of direction, intensity, and perseverance, which reflect how a person directs, exerts, and sustains his or her efforts in achieving goals. (Ihensekien and Joel, 2023) assess that motivation is rooted in the reason why a person acts, while Maddukuri (2022) emphasizes that motivation is an internal energy to meet individual needs and desires. According to McClelland in (Alex Acquah et al., 2023), motivation is influenced by the need for achievement, the need for power, and the need for affiliation. In addition, (Primadhita et al., 2019) stated that the motivation of women business actors is influenced by the family environment, capital, and freedom of work, while (Dipoatmodjo, T. S. P. 2024; Karaferis et al. (2022) added other factors such as recognition, responsibility, and working conditions. Thus, the dimensions and indicators of motivation in this study include: (1) The need to Achieve, namely wanting to achieve better business results, setting challenging targets, feeling satisfied with success; (2) The need to influence, namely the pleasure of leading, wanting to be a role model, expanding the influence of the business; (3) The need to be affiliated, i.e. establish social relationships, be active in the community, and feel welcome; (4) Family Environment, namely the family encourages, helps overcome business problems, does not hinder business activities; and (5) Freedom of Work, which is freedom of self-expression, being able to manage one's own time, and not depending on other parties in decision-making.

## 2.3. Performance

Performance is the result of work that reflects the quality and quantity of a person's achievements in carrying out their duties and responsibilities (Hermina & Yosepha, 2019). (Burhanuddin, B. 2024; Setyo Widodo and Yandi 2022) added that performance is a real behavior that reflects a person's work performance in accordance with his or her role in the organization. For women MSME actors, performance is not only measured from financial aspects, but also from the ability to innovate, adapt to the market, maintain customer satisfaction, and balance the dual roles between work and family (Aisjah et al., 2023; Ribeiro et al., 2023). The performance of women business actors is influenced by various factors, both internal and external. (Chipfunde et al., 2021; Musa, C. I., 2024). mentioned that these factors include individual characteristics, family support, financial access, gender gap, and mentorship. Meanwhile, Kawai and Sibunruang (2023) highlight the influence of entrepreneurial persistence, business experience, and competitive intensity, while Alene (2020) adds socio-demographic, environmental, and training and development factors. (Khan et al., 2021; Sahabuddin, R et al., 2024) also emphasized that internal factors such as the need to excel, risk-taking, and confidence, as well as external factors such as economic and socio-cultural conditions also affect performance. Based on the results of the synthesis of several studies, the performance indicators of women MSME actors in this study include: (1) operational revenue, (2) operational efficiency, (3) customer satisfaction, (4) product and process innovation, and (5) organizational and marketing innovation.

## 2.4. Family Support

Family support has a crucial role in supporting the success of women MSME actors, both emotionally and practically. According to Kalliath et al. (2019) and Norizan Baba Rahim et al. (2020), family support is a resource that creates a sense of love, care, and motivation that encourages individuals to work more efficiently and achieve goals. In the context of entrepreneurship, family support not only plays a role as moral encouragement but also as a determining factor for business success because it concerns financial assistance, energy, and time (Aladejebi, 2020). Al-Rashdi and Abdelwaheb (2022) emphasized that women who receive family support have higher confidence, are more courageous in making decisions, and are more consistent in developing their businesses. In addition, family support also serves as a counterbalance to the emotional and psychological pressures that arise during running a business (Xu et al., 2020). Factors that affect the level of family support include family values and culture, the quality of relationships between members, family understanding of business, economic conditions, and the dual role of women in the household (Uddin et al., 2020; Frost et al., 2020). Based on Al-Rashdi & Abdelwaheb (2022) and Xu et al. (2020), family support can be classified into five main dimensions: (1) emotional support in the form of attention and motivation that fosters confidence; (2) practical support through direct assistance in household affairs or business activities; (3) financial support such as initial capital provision or additional financial assistance; (4) appreciative support in the form of recognition, pride, and appreciation for the business; and (5) informational support which includes providing advice, input, and exchange of ideas in business decision-making. Support in these five forms not only helps MSME women maintain emotional stability but also increases business productivity and sustainability.

## 2.5. Conceptual Framework and Hypothesis

Based on previous theories and research, a conceptual framework was prepared (figure 1), and the following research hypotheses were formulated:

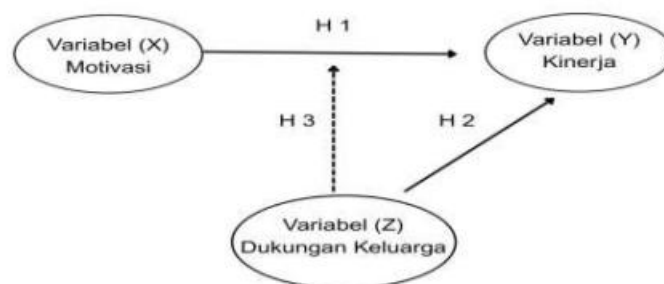


Figure 1. Conceptual Framework

### Research Hypothesis

**H1:** Motivation (X) has a significant effect directly on the performance (Y) of women MSME actors.

This hypothesis is supported by the results of research by (Shakeel et al., 2020; Kusa et al., 2021; Prasilowati & Utama, 2022), which show that motivation has a positive and significant influence on the performance of women entrepreneurs. The higher the motivation you have, the higher the performance produced in running a business.

**H2:** Family Support (Z) has a significant direct effect on the Performance (Y) of women MSME actors.

This hypothesis is supported by research by (Prabawanti & Rusli, 2022), (Al-Rashdi & Abdelwaheb, 2022), and (Puspitowati et al., 2024) who concluded that family support, both

emotional and instrumental, is able to improve the performance of women MSME actors. Support from family provides additional confidence and motivation to grow the business.

**H3:** *Family Support (Z) strengthens the relationship between the Motivation (X) and Performance (Y) of women MSME actors.*

This hypothesis is strengthened by the results of research by (Priambodo & Metris, 2024; Lee & Ie, 2024) who found that family support plays a role as a moderation variable that strengthens the influence of motivation on entrepreneurial performance. With strong family support, the influence of motivation on performance becomes more significant and sustainable.

### 3. Methods

This study uses a quantitative approach with the type of explanatory research, which aims to explain the causal relationship between motivation variables, family support, and performance of women MSME actors. According to (Sugiyono, 2019), quantitative research is a scientific method used to research a specific population or sample, to test hypotheses that have been established based on existing theories. This explanatory approach is appropriate because the research focuses on testing hypotheses about the direct and indirect influences between variables and the role of family support moderation in strengthening motivational relationships on the performance of women MSME actors. The population of this study is all women MSME actors in the research area that has been determined. The sampling technique uses the purposive sampling method, which is the selection of respondents based on certain criteria such as having been running a business for at least one year and playing an active role in business decision-making. The number of samples is determined based on the formula of (Hair et al., 2014), which suggests a sample size of at least 5–10 times the number of research indicators so that the results of the analysis are more accurate and can be generalized. The data used consisted of primary data obtained through the distribution of questionnaires, as well as secondary data sourced from scientific journals, research reports, and other relevant documents.

The research instrument is in the form of a closed questionnaire, which is compiled based on the indicators of each variable and adapted from theory and previous research results. The measurement scale used is the Likert scale with five levels of answers to measure the level of approval of respondents to each statement. According to (Sekaran and Bougie, 2016), the Likert scale is designed to measure how strongly respondents agree or reject a statement on a five-point scale. A score of 5 was given for the answer "Strongly Agree (SS)", a score of 4 for "Agree (S)", a score of 3 for "Neutral (N)", a score of 2 for "Disagree (TS)", and a score of 1 for "Strongly Disagree (STS)". Each statement item is described from the indicator of the variable and measured by the range of values in order to describe the level of respondents' attitude or perception towards the variable being studied. Using the Likert scale, research variables such as motivation, family support, and performance of women MSME actors can be measured quantitatively, making it easier to analyze statistics and test hypotheses (Sekaran & Bougie, 2016).

The data analysis method in this study uses variance-based Structural Equation Modeling (SEM), or known as Partial Least Square (PLS), through the SmartPLS 4.0 application. PLS is a powerful method of analysis because it does not require normal data distribution and can be used on complex models with relatively small sample sizes (Ghozali & Latan, 2015). According to Will in Ghozali and Latan (2015), PLS includes a "soft modeling" approach that can be used for both confirmatory (hypothesis testing) and exploratory

purposes (building relationships between latent variables). Data analysis with PLS is carried out through three main stages, namely the measurement model (outer model), structural model (inner model), and hypothesis testing. Hypothesis testing is carried out through a bootstrapping procedure with a significance level of 5% to find out whether the hypothesis is accepted or rejected. The hypothesis is accepted if the t-statistic value is greater than 1.96. In addition, a moderation variable test was also carried out with a specific indirect effect approach to assess the extent to which family support plays a role as a moderation variable that strengthens or weakens the motivational relationship with performance. If family support has a significant effect on the relationship between the two variables, then it is categorized as complete moderation or partial moderation depending on the magnitude of the coefficient of influence (Ghozali & Latan, 2015).

## 4. Results and Discussion

### 4.1. Respondent Characteristics

Based on the results of the distribution of questionnaires to 150 respondents who are women MSME actors and members of *Muslimah Entrepreneur Purbalingga*, an overview of the characteristics of the respondents was obtained, including age, type of business run, and length of business running. This data provides an initial description of the demographic profile of respondents, which is the basis for analyzing the influence of motivation and family support on the performance of women MSME actors. A summary of the characteristics of the respondents is presented in Table 5 below.

**Table 2.** Summary of Respondent Characteristics

Yes	Characteristic	Category	Number (People)	Percentage (%)
1	Age	20–25 years old	27	18,0
		26–30 years	33	22,0
		31–35 years old	32	21,3
		36–40 years old	34	22,6
		41–45 years old	14	9,3
		46–50 years old	9	6,0
		>50 years old	5	3,3
2	Type of Business	Culinary	94	62,6
		Fashion	15	10,0
		Craft	7	4,6
		Services and services	9	6,0
		Other	25	16,6
			25	16,6
3	Long Term of Effort	1–5 years	79	52,6
		6–10 years	53	35,3
		11–15 years	9	6,0
		16–20 years old	7	4,6
		>20 years old	2	1,3

Source: Data Processed

Based on Table 2 above, it can be seen that the majority of respondents are in the productive age range between 26 to 40 years, with a total of 99 respondents or about 66% of the overall sample. This shows that most of the women MSME actors of *Muslimah Entrepreneurs Purbalingga* are at the potential age to be active entrepreneurs. The most dominant type of business was the culinary sector as many as 94 respondents (62.6%), which shows that the food and beverage sector is still the main choice in women's entrepreneurial activities. In terms of business longevity, the majority of respondents have been running their business for 1-5 years (52.6%), which indicates that most business actors are still in the early stages of business development. These findings provide an overview that women's

entrepreneurial groups in Purbalingga have great potential to be developed through family support and increased work motivation.

#### 4.2. Distribution of Respondents' Answers

a) Motivation (X)

Based on the results of the frequency distribution analysis, the motivation variable (X) consisting of 10 statement items showed an overall average value of 4.495, which was included in the good category. This means that most respondents agree with statements related to motivation in entrepreneurship. The item with the highest score was found in X5 ("I feel it is important to maintain good relationships with customers and business partners") with an average of 4,827, indicating that maintaining relationships is the main motivational aspect for women MSME actors of Muslim Entrepreneur Purbalingga.

b) Performance (Y)

The performance variable (Y) has an overall average of 3.979, which is also quite good. The item with the highest score was Y6 ("Many customers returned to buy my product") with an average of 4,423, indicating that most respondents were satisfied with the customer loyalty they had. In contrast, the item with the lowest value is Y1 ("My business income has increased in recent months"), which indicates that the increase in revenue has not been felt equally by all business actors.

c) Family support (Z)

For the family support variable (Z), the overall average score reached 3.962, indicating a good level of family support for the respondents' entrepreneurial activities. The item with the highest score was Z1 ("Family members cheer me up when I face difficulties in business") with an average of 4.308, indicating that moral encouragement from the family was the most dominant form of support. Overall, these results show that personal motivation, business performance, and family support are at a good level, with family support playing an important role in maintaining the spirit and stability of women's MSME actors in Purbalingga.

#### 4.3. Data Analysis

a) Partial Least Square (PLS) Analysis

- Outer Model Test (Measurement Model Evaluation)

The results of the outer model test showed that all indicators were declared valid and reliable because they met the criteria of loading factor, AVE, HTMT, and reliability values.

**Table 3.** Validity Test Results (Loading Factor)

Variable	Loading Factor Value Range	Information
Motivation (X)	0.656 – 0.835	Valid
Performance (Y)	0.675 – 0.794	Valid
Family Support (Z)	0.675 – 0.811	Valid

**Table 4.** Validity Test Results (AVE)

Variable	AVE	Information
Motivation (X)	0.558	Valid
Performance (Y)	0.555	Valid
Family Support (Z)	0.505	Valid

**Table 5.** Validity Test Results (HTMT)

Variable Relationships	HTMT Value	Information
Motivation – Performance	0.764	Valid
Motivation – Family Support	0.599	Valid
Performance – Family Support	0.631	Valid

**Table 6.** Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
Motivation (X)	0.910	0.926	Reliable
Performance (Y)	0.911	0.926	Reliable
Family Support (Z)	0.888	0.908	Reliable

Source: Data Processed

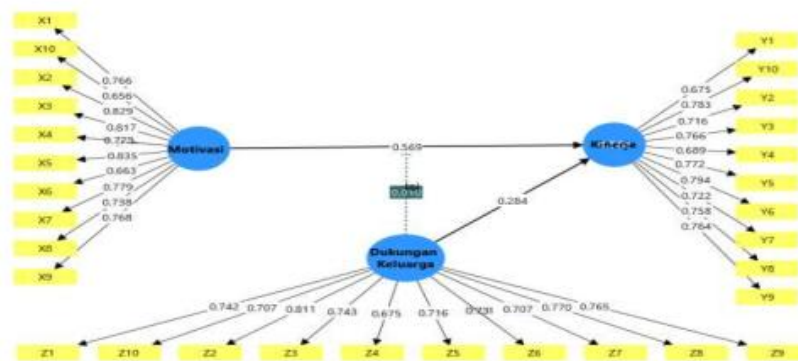
Based on these results, all variables have good validity and reliability because they meet the criteria of values above 0.6 for the loading factor, above 0.5 for AVE, and above 0.7 for Composite Reliability and Cronbach's Alpha.

- Internal Model Test (Structural Model Evaluation)

The results of the inner model test showed that the value of the determination coefficient ( $R^2$ ) for the performance variable (Y) was 0.562, which means that 56.2% of the variation in the performance variables could be explained by the motivation variables (X) and family support (Z), while the remaining 43.8% were influenced by other factors outside the research model. This value indicates that the model has moderate explanatory ability. Furthermore, the results of the predictive relevance ( $Q^2$ ) test resulted in a value of 0.684, which means that the model has strong predictive power, as it is greater than 0.35. This result was also strengthened by a Goodness of Fit (GoF) value of 0.684, which shows that the structural model used in this study has a good fit and is suitable to be used to explain the relationship between the variables of motivation, family support, and performance of women MSME actors of Muslim Entrepreneur Purbalingga.

b) Hypothesis Testing

Based on the results of the outer model and inner model tests that have been carried out, both have met the eligibility criteria for hypothesis testing. The hypothesis test in this study was carried out in two stages, namely testing on direct influences and testing on indirect influences carried out through the bootstrapping method using SmartPLS version 4.0. The visualization of the diagram of this research path is shown in Figure 3.



Sumber : Pengolah Data dengan PLS 4.0, 2025

**Figure 2.** Measurement model results

The results of the direct influence test showed that family motivation and support had a positive and significant influence on the performance of women MSME actors in Muslimah Entrepreneur Purbalingga. Based on the results of the Partial Least Square (PLS) analysis, the motivation variable (X) has a path coefficient value of 0.569, a t-statistics value of 5.334 ( $> 1.96$ ), and a p-value of 0.000 ( $< 0.05$ ). This proves that the first hypothesis (H1) is accepted, which means that the higher the motivation of women MSME actors, the higher their performance. Furthermore, the family support variable (Z) also showed significant results on performance, with a path coefficient value of 0.284, a t-statistics value of 3.763 ( $> 1.96$ ), and a p-value of 0.000 ( $< 0.05$ ). Thus, the second hypothesis (H2) is also accepted, which means

that the greater the family support received, the better the performance of women MSME actors. Meanwhile, the results of the indirect influence test showed that family support did not moderate the relationship between motivation and performance, with a path coefficient value of 0.010, t-statistics of 1.336 ( $< 1.96$ ), and p-value of 0.181 ( $> 0.05$ ). That is, the third hypothesis (H3) was rejected, because there was no significant mediating effect of family support on motivation and performance relationships. A summary of the results of the hypothesis test as a whole is presented in the following table:

**Table 7.** Hypothesis Test Results

Code	Relationships Between Variables	Path Coefficient	T-Statistics	P-Value	Information
H1	Performance → Motivation	0,569	5,334	0,000	Accepted (Significant)
H2	Family Support → Performance	0,284	3,763	0,000	Accepted (Significant)
H3	Motivation × Family Support → Performance	0,010	1,336	0,181	Rejected (Insignificant)

These results confirm that both motivation and family support directly contribute to improving the performance of women MSME actors, but the role of family support as a moderation variable in the relationship between motivation and performance has not been proven to be significant.

#### 4.4. Discussion

##### 4.4.1. The Influence of Motivation on the Performance of Women MSME Actors

The results of the SmartPLS analysis show that motivation has a positive and significant effect on the performance of women MSME actors. These findings corroborate the results of previous research by (Shakeel et al., 2020; Prasilowati and Utama, 2022), which emphasized that motivation is an important factor in improving entrepreneurial performance. The higher the internal motivation, such as the desire to achieve and maintain good relationships with customers, the more optimal the performance results achieved. The dominant indicator on this variable is the need for affiliates (X5), which illustrates the importance of building and maintaining positive relationships with customers and business partners as a key support in improving performance.

##### 4.4.2. The Effect of Family Support on the Performance of Women MSME Actors

Testing of the second hypothesis proves that family support also has a positive and significant effect on the performance of women MSME actors, in line with the findings of (Puspitowati et al., 2023; Prabawanti & Rusli, 2022). Family support, especially in the form of emotional and financial support, can strengthen women's resilience in running a business. The most dominant indicator is emotional support (Z1), which is a form of attention and enthusiasm given by the family when business actors face difficulties. This support has been proven to provide a positive psychological influence that helps increase the perseverance, confidence, and productivity of women MSME actors.

#### 4.4.3. The Role of Family Support Moderation on Motivational and Performance Relationships

In contrast to the previous two results, the analysis of the third hypothesis showed that family support did not have a significant effect as a moderation variable between motivation and performance. These results do not support the findings of (Priambodo and Metris, 2024) who previously stated that there is a strengthening effect of the role of the family. This indicates that internal motivation is strong enough to encourage performance improvement without having to be mediated by external factors, such as family support. Personal motivation to be independent and achieve success is a more dominant factor than the influence of support from the family environment.

### 5. Conclusion

The results of the study show that motivation has a positive and significant impact on the performance of women MSME actors in Purbalingga. This means that the higher the motivation of the business actors, the better their performance. In addition, performance is also positively and significantly influenced by family support, especially in the form of moral and emotional support that increases women's enthusiasm and resilience in entrepreneurship. However, family support had no significant effect on moderating the relationship between desire and performance. Therefore, the main factor of performance improvement is determined more by internal motivation than external motivation.

Increasing individual motivation as the main strategy to improve the performance of female MSME actors is very important. It is hoped that communities like Muslimah Entrepreneur Purbalingga can develop training programs that focus on increasing confidence, management skills, and business network building. Additionally, keep in mind that family support is essential because it serves to provide emotional stability that supports businesses to survive. For further research, it is recommended that family support be retested as a moderation variable in different situations or contexts. Alternatively, it can be added as an intervening variable, such as confidence, financial literacy, or social environment. In addition, follow-up research can use mixed methods to learn more about the psychological and social components that affect the performance of women MSME actors.

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