

The role of social capital for the development of women's enterprises: A case study of MSMEs in Padang City

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ABSTRACT

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Dominantly, women's SMEs in the city of Padang claim to experience capital problems. But basically, capital is not only related to financial issues but also social issues, including social capital. In general, research tends to focus on the overall performance of MSMEs without specific studies on social capital and women. This research aims to analyze the role of social capital resources in women-owned MSMEs in Padang City using qualitative analysis methods such as Descriptive Crosstabs and Binary Logistic Regression Analysis. The social capital variables raised are the level of trust, norms or customs, mutual help and participation of MSMEs in every activity. Data will be collected through questionnaires, interviews and observations in all districts in the city of Padang. The research results reveal that social capital is considered to be able to build strong networks and has the potential to improve the performance of women-owned MSMEs in Padang City. Through surveys and interviews, this research can conclude that the variables of mutual help/cooperation and trust have been proven to be able to build their business relationships, which ultimately affect their productivity.

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Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a crucial and strategic role in Indonesia's economic development. MSMEs have been able to make significant contributions to job creation and economic growth (Azizah, 2019). In 2018, MSMEs absorbed up to 97% of the workforce and contributed to 61.1% of the economic growth (Bank Indonesia, 2020). This is due to the high resilience and flexibility of MSMEs, allowing them to adapt to changes in the business environment. This was evident during the 2020 Covid-19 pandemic in Indonesia, where the government paid particular attention to this sector to maintain economic stability. In practice, several MSMEs managed to survive by adopting various strategies, such as embracing digital technology (de

[Oliveira et al., 2022](#); [Widia & Putra, 2023](#)). Data reveal that 60 percent of all MSMEs in Indonesia are run by women ([Marthalina, 2018](#)). This data proves that Women's MSMEs also play a crucial role in building and strengthening the economy. However, despite their dominant presence, several studies indicate that MSMEs operated by women are more vulnerable in terms of performance compared to those operated by men. Factors such as lack of property ownership, business experience, limited mobility, and greater dependence on husbands and family hinder the growth and development of women-owned MSMEs ([IFC, 2016](#)). Thus, even though women-owned MSMEs dominate in numbers, their productivity still lags behind that of men-owned MSMEs.

Several studies highlight that the most dominant issue is related to capitalization ([Mutmainah, 2020](#); [Maimuna et al., 2022](#)). The government has taken various steps to address marketing and raw material procurement issues, as well as funding by launching a scheme for unsecured public credit known as Kredit Usaha ([Tambunan, 2015](#)). Capitalization is not just about financial matters but also social, including social capital. Therefore, the combination of financial and social capital becomes a significant driving force for MSMEs' development. MSMEs developed by women differ from those of men in terms of their way of thinking, product development, services, and organizational structure ([Satpayeva et al., 2020](#)). As a result, this difference often correlates with gender inequality in their performance. The constraint-driven gap theory suggests that a mix of institutional and cultural barriers hinders women's access to capital (credit), bureaucracy, and expanding business networks. On the other hand, the preference-driven gap theory states that female and male entrepreneurs fundamentally differ in motivation, risk response, and flexibility in working hours ([Dina & Dewaranu, 2022](#)). Generally, women-owned MSMEs are motivated to achieve independence and freedom in managing their time, allowing them to run businesses without neglecting their household duties as mothers ([Indrasari et al., 2018](#)). Consequently, this lack of motivation may limit their aspirations to grow and expand on a larger scale.

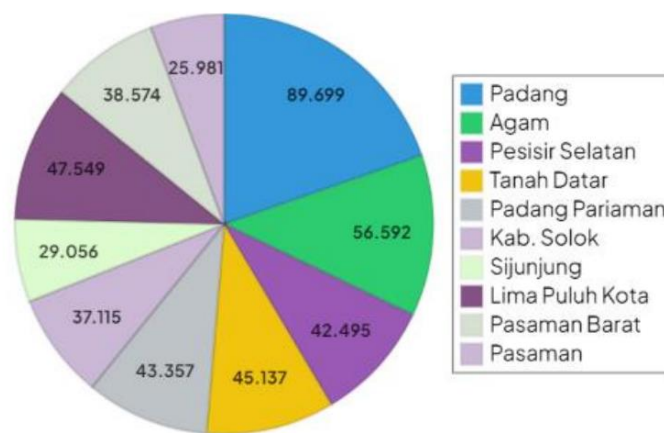
For several decades, economic development experts have primarily focused on capital and technological issues, such as the Solow growth model and the Walrasian equilibrium model ([Bhandari & Yasunobu, 2009](#)). Scientists were primarily concerned with economic variables, and only a few paid attention to social and cultural factors ([Lindström, 2000](#)). Over time, some criticisms emerged, emphasizing the importance of social and cultural factors in economic theory. Researchers believe that social and cultural factors, such as norms, values, beliefs, and institutions, play a crucial role in the process of economic development. All economic activities are embedded in social structures, where socio-cultural values influence individual characteristics and, ultimately, economic outcomes ([Satpayeva et al., 2020](#)). Economists like Max Weber, Amartya Sen, and Samuel Huntington also assert that culture interacts with economic development in many ways, making the cultural dimension vital in understanding economic behavior ([Pyrkosz, 2008](#)). Social capital theory

mainly revolves around the concept of trust, norms, and informal networks and believes that social relationships are valuable resources. Social capital is broadly defined as a multidimensional phenomenon encompassing sets of social norms, values, beliefs, trust, obligations, relationships, networks, friendships, memberships, civic engagement, information flow, and institutions that promote cooperation and collective action for mutual benefit and contribute to economic and social development (Bhandari & Yasunobu, 2009; Han et al., 2022). Social capital theory argues that social relationships are resources that can lead to the development and accumulation of human capital (Machalek & Martin, 2015). Thus, social capital through networks or social cohesion can foster a climate of cooperation that supports individuals or groups' lives.

Combining resource-based theory and social capital theory allows small businesses to gain competitive advantages. As elements of social capital, networks, trust, and cognition enable companies to gain competitive advantages. Therefore, a company's performance is not only based on its marketing capabilities but also on social capital (Machalek & Martin, 2015). Similarly, within organizations, social capital arises from the relationships among members, which, through trust, respect, effective communication, and reciprocity, can create organizational benefits and value by facilitating teamwork, coordination, knowledge sharing, and the creation of new knowledge. These relationships lead to the emergence of intellectual capital and innovative activities built socially. Thus, social capital and intellectual capital can be seen as complex and socially difficult-to-imitate organizational resources that significantly determine organizational performance (Ozgun et al., 2022). Recently, several studies have linked the same social capital model with a particular focus on gender relations and emphasized women's empowerment (Sohail et al., 2021). Social ties serve as sources of social capital. Thus, the stock of social capital within informal networks can be a crucial contributor to women's career planning. Another study also revealed that opportunities for women's empowerment as resilience efforts in rural areas through social capital significantly helped them prepare well in facing the impacts of the COVID-19 pandemic (Ruwaida, 2016). Essentially, women's involvement in the economy has made a significant impact, particularly in the MSME sector. Predominantly, 60 percent of MSMEs are operated by women (Widia & Putra, 2023). However, despite women's dominant involvement, they tend to be concentrated in micro-scale businesses.

Fundamentally, social capital is embedded in the business world through social interactions and actions of entrepreneurs in their daily lives, through communication and interdependence that strengthen cooperation (Badriyah, 2017). The advantages of social capital are demonstrated by interactions that ultimately stimulate competitive advantages. Several studies have found that social capital contributes positively to business success, increasing investment opportunities for entrepreneurs and influencing economic performance (Valadbigi & Harutyunyan, 2012). Although

many researchers have successfully proven that social capital can significantly influence business performance, on the other hand, some studies have shown that social capital may not contribute significantly to business performance. Study from Rafiy et al (2014) research revealed that structural and relational social capital significantly affect sustainability, but cognitive social capital does not. Hence, to support the performance of small industries, the variables of government role and social capital need to be optimally managed. Research reveals that several factors related to resources also play a crucial role, such as human capital, financial capital, and social capital (Azizah, 2019). Human capital pertains to knowledge, skills, competencies, and attributes relevant to economic activities. Financial capital is related to capitalization and credit access (Widyasari, 2019). Furthermore, social capital relates to social investment, including social resources such as networks, trust, values, and norms within social relationships to efficiently and effectively achieve individual or group goals in conjunction with other resources (Effendy, 2022). Essentially, these three factors significantly influence the success of MSMEs, but social capital is sometimes overlooked. For women entrepreneurs, social support and social capital are acquired through various networks or relationships with others. Social support provides comfort, both physically and psychologically, to individuals, which can influence their performance in the future (Prabawanti & Rusli, 2022).



Source: Badan Pusat Statistik Sumatera Barat (2017)
Figure 1. The 10 Largest SMEs in Padang City 2017

Generally, research focuses on the overall performance of MSMEs without specific studies. However, male and female MSMEs still have distinct differences or characteristics in their business operations. There is limited research that discusses women-owned MSMEs and their decision-making processes. This study will explore the entrepreneurial concept employed by women-owned MSMEs, considering not only managerial abilities but also factors such as trust levels, mutual assistance, participation, and moral or cultural norms. The study will analyze the role of social capital resources in Women's MSMEs in Padang City. This research creates novelty in that it focuses on how social capital can encourage performance in women's MSMEs in Padang City, looking for

innovative solutions to overcome the special challenges faced by women MSME owners, as well as exploring the impact of social capital in supporting the sustainability of their businesses. Through a participatory approach involving women MSME owners, this research seeks to understand the role of social capital in encouraging women's MSME businesses in Padang City. Figure 1 shows the number of Micro, Small, and Medium Enterprises (MSMEs) in the region is distributed across 580.344 MSMEs, with the highest number located in Padang City, amounting to 89.699 This number continued to increase and reached 100.712 in 2020 (Surya & Triherzaki, 2021). Although there is no comprehensive data specifically concerning Women's MSMEs in Padang City, recent research reveals that women-owned MSMEs have made significant contributions to family economics (Widia & Putra, 2023). These MSMEs are spread across various business sectors, ranging from food and beverage businesses to embroidery, handicrafts, and services. Previous studies have predominantly focused on financial issues related to women-owned MSMEs' capitalization. Therefore, this research will attempt to provide a more detailed analysis of the role of social capital. Specifically, this study will analyze the extent of the role of social capital resources possessed by Women's MSMEs in Padang City. Furthermore, it aims to explore the contribution and role of social capital in enhancing the productivity of women's MSMEs in Padang City.

Method

The research method used is quantitative method as an analytical tool to examine the role of social capital in the productivity of Women's Micro, Small, and Medium Enterprises (MSMEs) in Padang City. The study will involve 150 women-owned MSMEs who are also homemakers. To gain a deeper analysis, the research will involve women-owned MSMEs, both in informal and formal status, by randomly sampling from 11 districts. Data collection will be conducted through questionnaires, interviews, and observations. The descriptive analysis method will provide a clearer picture of social phenomena concerning the researched community, allowing for the description and depiction of the data and variables used. Thus, the descriptive analysis of cross-tabulation (Crosstabs) will be utilized in this research. Additionally, the Binary Logistic Regression Model will be employed to analyze the role of social capital in enhancing the productivity of Women's MSMEs, using logistic regression analysis. This analysis aims to observe the impact of dependent variables on independent variables, where the dependent variable is binary, represented by one and zero. This study using binary logistic regression approach. First, this method is very suitable for solving problems involving binary or categorical dependent variables. Second, binary logistic regression is able to measure and interpret the influence of independent variables on the probability of a particular outcome occurring, thereby providing a deeper understanding of the relationship between these variables. Third, this method has the ability to

handle multicollinearity and heteroscedasticity, common problems in data analysis. Fourth, the results of binary logistic regression can be used to create predictive models that can help decision making and planning. Therefore, the binary logistic regression method is a powerful and relevant statistical tool in research when the dependent variable is binary and the research objective is to identify factors that influence the probability of an event occurring. Therefore, the specific model used in this research is:

$$\text{Ln}\left(\frac{p1}{1-p1}\right) = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \varepsilon_t \quad (1)$$

Where p is the increasing Productivity; $1 - p$ is the decreasing productivity; β_0 is the constant; x_1 is the trust variables; x_2 is the norms; x_3 is mutual help; x_4 is the participation; $\beta_1, \beta_2, \beta_3, \beta_4$ is the coefficient regression and ε_t error term. Following [Grofman & Schneider \(2009\)](#) for the equation:

$$\text{Ln}\left(\frac{p1}{1-p1}\right) = \text{odd ratio} \quad (2)$$

Next, the significant test of the model parameters is necessary to ensure the reliability of the regression calculations estimated using the maximum likelihood approach with STATA, which can determine the extent of the influence of the dependent variable on the independent variable. Additionally, this study will also be complemented by the Wald test to ascertain the impact of the independent variables on the dependent variables, as well as the odds ratio test.

Results and Discussion

Characteristics of the respondent in this study involved 150 respondents from Women's Micro, Small, and Medium Enterprises (MSMEs) operating in Padang City. Table 1 shows that all respondents were randomly selected from 11 districts distributed throughout the city. The survey results revealed that more than 60 percent of women-owned MSMEs were run by women under the age of 40. This indicates that, on average, MSMEs are operated during a productive age. Regarding education, the majority of respondents had completed high school, accounting for 48%, followed by those with a diploma or bachelor's degree (D3-S1) at 22%. This suggests that education has improved, as reflected in the low percentage of respondents with only elementary or junior high school education, which was 22%. Women's MSMEs in Padang City are concentrated in several sectors of business, such as agriculture, culinary trade, services, and industry. The tabulation results reveal that their businesses are predominantly focused on the food and beverage or culinary sector, accounting for 53 percent, followed by trade at 23 percent. The fact shows that the overall income of women-owned MSMEs in Padang City is below 300 million rupiahs. This strengthens the evidence that female entrepreneurs' concentration in business tends to be on a small scale. In line with the research revealed by [Widia & Putra \(2023\)](#) where 60 percent of MSMEs in Indonesia are

run by women, their businesses also tend to be on a small scale. Hence, despite being numerically dominant, they have not yet made a significant impact on the economy.

Table 1. Characteristics of Respondent based on Age and Education of Women-owned MSMEs

Characteristics	Frequency	Percentage
<i>Age</i>		
21-30	50	33
31-40	49	33
41-50	32	21
51-60	13	9
61-72	6	4
<i>Education</i>		
Elementary School	8	5
Junior High School	26	17
Senior High School	72	48
Diploma and Bachelor Degree	32	22
<i>Annual Revenue (million rupiah)</i>		
<50.000	84	56
50.000-100.000	46	31
100.000-300.000	20	13
300.000-500.000	0	0
>500.000	0	0
<i>Sectors</i>		
Agriculture, forestry and fishing	15	10
Wholesale and retail trade	35	23
Food, beverage and processing sector	80	53
Services	19	13
Manufacturing	1	1

Source: data processed

Overall, female entrepreneurs face unique challenges, often different from their male counterparts. Issues such as access to financial resources, double roles, and access to networks and mentorship can become obstacles for women in developing their businesses. Therefore, a specific approach is needed to empower women in entrepreneurship and address these barriers to create a more inclusive and supportive environment for female entrepreneurs.

Binary logistic regression is a type of regression analysis where the dependent variable is a dummy variable (coded 0, 1). Socio-economic variables are often categorical, not on an interval scale. In many cases, research focuses on models where the dependent variable is categorical. For example, the dependent variable may be whether respondents work or not work, and we want to see how this variable is related to gender or age. In such cases, the research cannot be analyzed using multiple linear regression because many assumptions will not be met. In short, binary logistic regression can be considered as an approach similar to multiple linear regression, but it also takes into account the fact that the dependent variable is categorical. In the initial stage of this research,

tests for multicollinearity and model goodness-of-fit using the Hosmer-Lemeshow test were performed in Table 2 indicating that there were no issues with the data and the model used.

Table 2. Result of Multicollinearity Test

	Productivity (y)	Trust (x1)	Norms (x2)	Mutual help (x3)	Participation (x4)
Productivity (y)	1.000				
Trust (x1)	0.7387	1.0000			
Norms (x2)	0.0415	-0.0419	1.0000		
Mutual help (x3)	0.5185	0.4065	0.0197	1.0000	
Participation (x4)	0.5440	0.4235	-0.0226	0.1738	1.0000

Source: data processed

This research analyzes the relationship between the productivity of Women-Owned Micro, Small, and Medium Enterprises (WSMEs) and social capital variables. The resulting regression consists of the dependent variable, which is the productivity of Women-Owned MSMEs. Productivity reflects the economic performance of these MSMEs and can be measured by various indicators, such as business income, profits, sales growth rate, or operational efficiency. Data on MSMEs' productivity will be collected through surveys and financial performance assessments based on financial records and sales reports. The independent variables consist of trust, norms, mutual help, and participation.

Table 3. Result of Hosmer-Lemeshow Test

Number of Observation	150
Number of Group	4
Hesmer-Lemeshow chi2(2)	3.70
Prob>chi2	0.1570

Source: data processed

Table 3 shows the probability of Hosmer-Lemeshow test is high than alpha 5%, means that model is valid. The connection between Women-Owned Micro, Small, and Medium Enterprises (WSMEs) and social capital in Kota Padang is formed through various social activities or organizations. Interactions in these activities create unexpected economic opportunities. Women-Owned WSMEs primarily interact based on cooperation or mutual help, which then leads to establishing relationships. The data analysis also supports the view that mutual help among members significantly contributes to the productivity of WSMEs (Table 4). The odds ratio shows that the willingness to help each other among female entrepreneurs can contribute up to 11 times to productivity. Collaboration through mutual help fosters strong relationships, and these relationships may further develop into associations or cooperatives. Women-Owned WSMEs in Kota Padang initially gather in various activities such as savings groups and community activities at the neighborhood level. Over time, these activities evolve, emphasizing micro-business community gatherings. External entities such as NGOs or community engagement programs

provide education and introduction, strengthening their relationships and fostering trust. The forums for these gatherings become more dynamic and productive as they address the specific needs of women in microbusinesses, particularly in business management, which impacts family economies. Consequently, women in microbusinesses consider these social networking spaces as a survival strategy during challenging times for their businesses.

Table 4. Odds Ratio Value

No	Variables	OR	SE	Z	P> z
1.	MSME Productivity (y)	0.005	0.0049	-5.50	0.000
2.	Trust (x1)	38.337	26.615	5.29	0.000
3.	Norms (x2)	2.413	1.6431	1.29	0.196
4.	Mutual Help (x3)	11.814	7.7619	3.79	0.000
5.	Participation (x4)	14.084	9.3066	4.00	0.000

Source: data processed

These associations also facilitate access to credit loans, including specialized programs for women. Access to credit is facilitated by private and government-owned financing institutions. The group's collective responsibility for loan repayment, based on trust, helps reduce transaction costs and the likelihood of default by group members. In this case, trust plays a crucial role in loan repayment. The odds ratio results reveal a positive relationship between trust levels and productivity. A high level of trust among individuals in a group can increase the productivity of Women-Owned WSMEs in Kota Padang up to 38 times (Table 4). Additionally, trust can transform the nature of interactions between lenders and borrowers, allowing borrowers to develop informal and personal relationships that enhance access to information and funding. Social capital is recognized as an essential facilitator for knowledge exchange and learning opportunities among female entrepreneurs. Through these networks, women can share experiences, gain valuable insights, and access critical resources that enhance their business capabilities. Social capital generated through mutual aid and trust within female business networks helps overcome challenges often faced by WSMEs, such as limited access to formal financial institutions, bureaucratic obstacles, and gender biases. Indeed, the primary challenge for female entrepreneurs is access to capital. While there are some specialized financing programs based on groups, the financing remains relatively small in scale. At the medium and large enterprise levels, some entrepreneurs may prefer accessing funding from larger financial institutions. However, issues such as bureaucracy and ease of access to financing need to be addressed by the government (Widia & Octafia, 2022). Women have an advantage in building relationships within their social environment, making it a good opportunity to access economic resources. However, it is important to note that, although the principles of cooperation and trust among Women-Owned Micro, Small, and Medium Enterprises (WSMEs) significantly influence their performance, there is still a need for access to knowledge and technology that can drive competitiveness in the market (Puspitasari, 2015). Women-Owned WSMEs in Kota Padang admit that they often access new knowledge and

technology through participation or active involvement in various activities. They actively participate in training sessions to improve their business performance. The research findings also reveal that the more active they are in participating in training, the greater the chance of improving productivity in their businesses.

Conclusion

Capital is not only related to material or financial aspects. At a broader level, capital can be divided into human capital, financial capital, and social capital. This research focuses on Women-Owned WSMEs in Kota Padang, with respondents distributed across all districts. Using descriptive analysis and binary logistic regression allows for an analysis of the role of social capital in supporting WSMEs' productivity in Kota Padang. The social capital variables addressed are trust level, norms or customs, mutual help, and participation of WSMEs in various activities. These four variables are believed to build a strong network and potential for enhancing the performance of Women-Owned WSMEs in Kota Padang.

Through surveys and interviews, it is found that mutual help/collaboration and trust are proven to build their business relationships, ultimately influencing their productivity. The connections among them are initially formed through various social activities or organizations. Interactions in these activities create unexpected economic opportunities. Some respondents even form groups that facilitate their access to micro-financing. Group-based financing, with collective responsibility, helps prevent default among group members. Besides external factors, female entrepreneurs also acknowledge the support and financial trust from their families, which boosts their confidence in making business decisions. Additionally, the participation factor, involving Women-Owned WSMEs in various activities, has a strong relationship with their productivity. The training they attend provides new knowledge and technology that enhances their business performance. On the other hand, the norms or customs factor was found to have no significant influence on the productivity of Women-Owned WSMEs.

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