

HOW DO MOMPREENEURS ACHIEVE WORK-LIFE BALANCE? (EVIDENCE FROM SMALL BUSINESS IN TANGERANG, INDONESIA)

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Many housewives have started their own businesses, specifically in the micro sector in Indonesia, making them “mompreneurs.” A phenomenon observed from these mompreneurs is the struggle between their role as an entrepreneur and a housewife, which often creates conflict in the household. Interest arose in studies regarding problems and strategies carried out by mompreneurs to overcome such imbalance. Therefore, this study uses qualitative method, by looking into four mompreneur cases, to discover the realities of work-life balance of mompreneurs in Indonesia. The study uses NVIVO software to process and analyze information given from mompreneurs. Results of this study shows that the most problem faced by mompreneurs is family dependent care and time management. In addition, the strategy that is widely used by mompreneurs is delegation of tasks and building family relationships. The study seeks to contribute in raising awareness about mompreneurs’ life and their pursuit in achieving work-life balance. In addition, the results of the study further contributes in building the theories for mompreneurs business model in Indonesia.

Keywords: mompreneur, entrepreneur, work-life balance, female entrepreneur

Banyak ibu rumah tangga telah memulai bisnis mereka sendiri, khususnya di sektor mikro di Indonesia, menjadikan mereka seorang “mompreneur.” Fenomena yang diamati dari para mompreneur ini adalah perjuangan peran mereka sebagai pengusaha dan ibu rumah tangga, yang sering menimbulkan konflik dalam rumah tangga. Dalam studi terdahulu, banyak yang mengupas masalah dan strategi yang dilakukan oleh mompreneur untuk mengatasi ketidakseimbangan tersebut. Oleh karena itu, penelitian ini menggunakan metode kualitatif, dengan melihat empat kasus mompreneur, untuk menemukan realitas keseimbangan antara kerja dan kehidupan para mompreneur di Indonesia. Studi ini menggunakan NVIVO untuk memproses dan menganalisis informasi yang diberikan dari mompreneurs. Hasil penelitian ini menunjukkan masalah yang paling banyak dihadapi oleh mompreneurs adalah mengasuh keluarga dan manajemen waktu. Selain itu, strategi yang banyak digunakan oleh mompreneurs adalah pendelegasian tugas dan membangun hubungan keluarga. Studi ini berupaya berkontribusi dalam meningkatkan kesadaran tentang kehidupan mompreneur dan upaya mereka dalam mencapai keseimbangan kerja-kehidupan. Selain itu, hasil penelitian lebih lanjut berkontribusi dalam membangun teori untuk model bisnis mompreneurs di Indonesia.

Kata kunci: mompreneur, wirausaha, work-life balance, pengusaha wanita

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INTRODUCTION

Research Background

Many housewives have started to have their own businesses, making them known as mompreneur. The label “mompreneur” has been applied to female entrepreneurs (Jean & Forbes, 2012) and is a combination of two words, namely mommy (mother) and entrepreneur (Malahayati, 2009). These mompreneurs have the abilities to start a business and can see opportunities and innovate (Hani, Rachmania, Setyaningsih, & Putri, 2012).

According to a report by the Global Entrepreneurship Research Association (2018), the female-to-male ratio TEA (Total Early Entrepreneurship) is 69 percent. As in other developing countries, in Indonesia, the number of female entrepreneurs is more involved in the micro and small scale businesses (Tambunan, 2015). Based on the data from the Ministry of Cooperatives and SMEs in 2015, there are approximately 52 million SME players in Indonesia, among which as many as 60 are women (Ruslan, 2016).

One of the motivations of women to become entrepreneurs is the desire to have flexible time as well as to manage both professional and personal life, including spending more time with children and managing their work more effectively (McGowan, Redeker, Cooper, & Greenan, 2012). Women who work and have family responsibilities see entrepreneurship as a way to gain increased flexibility and control between family and work time (Rehman & Roomi, 2012). Therefore, women choose to open their own businesses and not return to their jobs or corporate life because they want to achieve a balance between family and work (McGowan et al., 2012, Agarwal & Lenka, 2015).

However, the involvement of women in entrepreneurial activities can also produce problems in achieving work-life balance (Agarwal & Lenka, 2015). There are conflicts between roles that traditionally must be

performed by women such as a wife and a mother while also being an employee or business owner (Talreja, 2017). In addition to regulating their work or business, female entrepreneurs must maintain domestic responsibilities as well, for example: looking after husbands, parents and children, all requiring time, energy, and attention.

Juggling between all those responsibilities often creates an imbalance life for mompreneurs causing stress that lead to changes in their behaviors (Agarwal & Lenka, 2015). In addition, women also must pay attention to their own health and other personal activities which are often neglected because of time constraints (Mathew & Panchanatham, 2011).

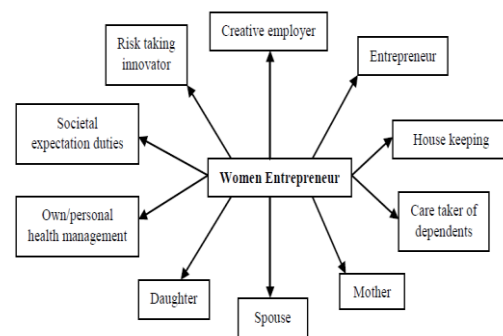


Figure 1. The Role of Women Entrepreneurs

Many of the roles that women entrepreneurs must play can be seen in Figure 1. The uniqueness of the mompreneur is balancing work and life; sense of achievement and satisfaction with oneself; increase income; get respect to equalize gender, and become independent (Nel et al., 2010).

Work-life balance is a condition where individuals are committed to work and family and can be responsible for non-work activities (Parkes & Langford, 2008). It is very important for female entrepreneurs to be able to balance their roles every day especially in their families and businesses. Consequently, female entrepreneurs find that these problems in work and in business could have an impact on

women's entrepreneurial performance (Agarwal & Lenka, 2015).

Regardless of how successful they are at being entrepreneurs married women with families are still attached to household responsibilities. In previous research, it is studied that women entrepreneurs can achieve or maintain work-life balance by managing work and lifestyle with appropriate time management, delegating responsibilities among their employees, encourage and support employees through effective communication and development, increasing the technical competence of employees to facilitate speed, encouraging the involvement of family members in entrepreneurial ventures so that they have enough time to spend with family, may not bring back office work to home or vice versa.

This research focuses on mompreneurs highlighting aspects yet to be explored regarding motivation, expectations and reality in daily activities. The researcher also focuses on problems and mompreneur strategies in achieving work-life balance within Indonesia. As many previous researches on the subject are only conducted in the US. Furthermore, there are still few supporting theories regarding the problems and mompreneur strategies in its developing stages. Therefore, this study seeks to discover the problems faced by the mompreneur in achieving work-life balance, and furthermore mompreneur's strategy in achieving work-life balance.

Research Problem

The two problems that will be the focus of this study are (1) What would be the problems faced by mompreneurs in achieving work-life balance? (2) What would be the mompreneurs' strategies in achieving work-life balance?

Research Objective

The objective of this study is to discover which problems a mompreneur is facing in achieving

work-life balance and to enlighten on the strategies these mompreneurs have done to achieve work-life balance.

Research Contribution

This research can be used by mompreneurs who are running their businesses, so that they could understand how the problems faced and the mompreneur strategy in achieving work-life balance in balancing professional life and personal life with various roles that are carried out. Insight into the dynamics of life mompreneur can contribute to support mompreneur in carrying out their businesses.

This research also indirectly highlights a distinction between female entrepreneurs and mompreneurs. Commonly grouped into one, the study seeks also to enlight a distinction in which married women in Indonesia have an obligation to the household which places them as both mother and entrepreneurs. Both of these titles require commitment, time, and energy, which is the source of the work-life balance issues challenging mompreneurs to date. Thus, this study also seeks to contribute in building concepts of different typologies of women entrepreneurs.

This research can be used by future researchers who will examine women's entrepreneurs regarding work-life balance. Subsequent researches can be further done, especially in selecting samples that are outside the mompreneur with different topics. This research can also be developed for empirical research on mompreneurs related to work-life balance.

LITERATURE REVIEW

In general, entrepreneurs refer to someone who built their business with the aim of generating profits (Gordon, Natarajan, & Arora, 2009). An entrepreneur is considered the originator of a business and takes the role of an organizer in the production process (Gordon et al., 2009). Various experts have defined the term entrepreneur in different words, some

definitions of which, according to Collins Cobulld's English Language Dictionary 1987, state that "entrepreneurs are people who make business deals to make a profit and everyone involved in economic activities is an entrepreneur" (Gordon et al., 2009).

There are three reasons why someone would want to be an entrepreneur according to Barringer & Ireland (2010, 32), that is to be their own boss. Many entrepreneurs want to be leaders of themselves because they don't have long ambitions to have a business or because they are frustrated with work at traditional job. The desire to become a boss is a result of the realization that that is only a way to achieve both their professional and personal goal.

Another reason is in pursuit of their own ideas. When people find ideas for new products and services, they have the desire to see their ideas realized. And lastly in pursuit of financial rewards. However, this motivation is the secondary compared to the two prior reasons. Entrepreneurs like Jerry Yang of Yahoo, Segrey Brin of Google make their company worth millions of dollars, but they assume money is not the main motivation.

Mompreneur

Mompreneur is a combination of two words, namely Mommy (Mother) and entrepreneur (entrepreneur), thus mompreneur is the term for housewives who own and manage their own business (Malahayati, 2009). The definition of mompreneur according to J. Hanniraya (scientist, motivator, professional speaker and consultant), mompreneur is "a mother who owns and manages a business that can make money through initiative and creativity and is able to manage business risks wisely." According to Niken Nuswatari, Purplenick Shopline owner (specialized in nursing wear), mompreneur is "multitasking woman, besides being successful in marriage, she can also develop her potential to the fullest, have various original ideas and make it happen in a real positive effort in society" (Indari & Nava, 2012).

Mompreneur creates new businesses in the presence of the environment and the atmosphere of the family (Net al., 2010). The advantages of being a mompreneur include covering up financial shortages in the family economy. Through having their own income, mompreneurs are not only dependent on their husbands earnings to fulfill buying daily household needs, increasing family income as a result of the efforts carried out, reducing expenses for children, and expanding to previously their own capabilities and knowledge (Malahayati, 2009).

On the hand, however, becoming a mompreneur requires extra energy, spending mind, patience and time at work for the business, adding to the busyness of the mother. Therefore, she must divide attention between taking care of her family and managing the business, causing disputes between the husband or other family members, questioning priorities and boundaries between work and family.

Work-life Balance

According to Brough & Kalliath (2008), there are several understanding of work-life balances, including several elements: first, there exist several individual life roles that originate from family and or personal life. Second, the balance between several roles in both personal roles and family roles and third, there is satisfaction with these roles. According to Gatrell, Burnett, Cooper, & Sparrow (2012), the term 'work-life balance' is very helpful because it avoids assumptions that are related to the extent to which parents can balance these responsibilities as conflictual or enriching. Work-life balance is an important aspect of a healthy work environment and by maintaining a work-life balance it reduces stress and helps prevent fatigue in the workplace (Kohl, 2018). Work-life balance is a condition where individuals are able to commit to work and family and can be responsible for non-work activities (Parkes & Langford, 2008).

Men and women who work and have children often feel trapped between work and

family demands, especially when children are small (Chittenden & Christine, 2011). According to Rehman & Roomi (2012), the challenges faced by female entrepreneurs in achieving work-life balance include: lack of time, no involvement of husbands in domestic household work, cultural, social and norm responsibilities in the family. While women entrepreneurs must work hard in managing many business work and domestic responsibilities, the quality of personal life could also be disrupted. There are challenges in fulfilling commitments where some roles interfere with each other and sometimes women entrepreneurs must sacrifice time with family (Nel et al., 2010).

According to Chittenden & Christine (2011), the strategy to maximize suitability between self and work can be done in a way, as follows: looking for jobs that offer the flexibility needed, holding on to what is important so as to reduce stress levels, regulate personal and professional goals accordingly, take care of yourself physically, emotionally, and spiritually, and learn to ask for and receive help. The strategy in achieving work-life balance is to make priority by looking at each request that requires time, choosing which one is the most important and discarding that which is not important, delegating what can be given to others, for example: the team at work, employing cleaning services, making schedule for every aspect of life (McCann, 2018).

Problems in Achieving Work-life Balance

Achieving work-life balance in working parents can lead to withdrawals from family interactions, increased conflict in relationships, lack of knowledge about children's experiences, shorter breastfeeding periods for full-time mothers (Chittenden & Christine, 2011). Men and women who work and have children often feel trapped between work and family demands, especially when children are small (Chittenden & Christine, 2011).

According to Rehman & Roomi (2012), the challenges faced by female

entrepreneurs in achieving work-life balance include: lack of time, no involvement of husbands in domestic, cultural, social and norm responsibilities in the family, women entrepreneurs must work hard in managing work that many and domestic responsibilities where the quality of personal life is disrupted, there are challenges in fulfilling commitments where some roles interfere with each other, sometimes women entrepreneurs must sacrifice time with family.

It is not easy for a mompreneur to balance business and family (Nel et al., 2010), this is due to the increased responsibility that is owned so that it is more difficult to balance family and business.

Strategies to Achieve Work-life Balance

According to Chittenden and Christine (2011), the strategy to maximize suitability between self and work can be done in a way, as follows: looking for jobs that offer the flexibility needed, holding on to what is important so as to reduce stress levels, regulate personal and professional goals accordingly, take care of yourself physically, emotionally, and spiritually, and learn to ask for and receive help.

The strategy in achieving work-life balance is to make priority by looking at each request that requires time, choosing which one is the most important and discarding that which is not important, delegating what can be given to others, for example: the team at work, employing cleaning services, making schedule for every aspect of life (McCann, 2018).

In previous research, the things women entrepreneurs can do to achieve or maintain work-life balance are women entrepreneurs must manage work and lifestyle with appropriate time management, women entrepreneurs can delegate responsibilities among their employees, encourage and support employees through effective communication and development, increasing the technical competence of employees to facilitate speed, encouraging the involvement of family members in entrepreneurial ventures so that

they have enough time to spend with family, may not bring back office work to home or vice versa, spend vacation time with family members to prevent stress, hold job and family responsibilities on the right time schedule to avoid delays, they must improve themselves (self-confidence, self-control, personal goals and listening skills), social (communication, effective relationships), change management, responsibility, flexibility, and skills development), and professionals (planning, problem solving, information gathering, analytical thinking, creativity, and time management) competencies through various development programs to achieve their business ventures successfully (Agarwal & Lenka, 2015).

METHODOLOGY

The research design used in this study is phenomenology qualitative research design because the study seek to discover the description of phenomena of mompreneur's work-life balance. The researcher allows the respondents to describe the life experience of individuals, namely the phenomenon in terms of maintaining work and family life balance. The study employs interviews and the data gained is then analyzed and interpreted to make sense of data from the field. A qualitative approach is an approach to exploring and understanding the meaning of individuals or groups that are considered as the cause of social problems or a person's problem (Creswell, 2014).

The data sources used for this study are primary and secondary data sources. The study uses primary data sources in the form of interviews and direct observation. The interviews used in the study were conducted face to face interviews and telephone interviews. The interviews used were semi-structured interviews. Meanwhile, secondary data sources are data derived from previous research and secondary data is data that has been collected by other parties for other purposes other than the current research

objectives (Sekaran & Bougie, 2016). Such sources include bulletin, government publications, published information, and online articles.

The sampling technique used is purposive sampling because the samples taken were female entrepreneurs who are married and have a family and could provide information about work-life balance while currently still running a business. The sample chosen for the interview was 4 cases of mompreneur who had more than 3 years of business in Tangerang area. The reason why this study chose mompreneur who opened a business more than 3 years because with a longer business process, problems and strategies in achieving work-life balance can be more explored and more informed. The reason for choosing in the Tangerang area, because researchers reside in the Tangerang area and can reach the area. Businesses the mompreneurs are running varied, but all within the micro sector business.

Data analysis used in this study uses interactive models (Miles & Huberman, 1994). Data processed, transcribed, and coded using the NVIVO software. In the process of data reduction, the researcher decides which data to code, which pattern summarizes the most from the data. The code in qualitative research is often in the form of a short letter or phrase that is symbolically summative, one that stands out, captures the essence and or builds a strong picture for some language and visual data (Saldana, 2009).

In determining internal validity, this study uses the source triangulation technique is the process of collecting data from various sources with the aim of minimizing and understanding the differences and doubts of people who have many roles (Wahyuni, 2015). In this study triangulation is done through interview with core family members (husbands or children) from the resource person to increase the credibility of the data collected.

RESULTS AND DISCUSSION

In conducting this study, interviewees are chosen to be the resource person is a mompreneur who has run a business for more than three years.

Resource Person 1: LN

Age 30, married, has 3 children (16, 14, 12 years). Runs a 10-year business in the field of copy/copy center.

Resource person 2: WN

Age 36, is married, has 3 children (11, 8, 6 years). Runs a 4-year business in the food sector.

Resource person 3: APRL

Age 27, married, has 3 children (6, 4, 2 years). Runs a 4-year attempts in the field of snacks.

Resource person 4: TTS

Age 42, married, has 4 children (22, 18, 17, 11 years). Runs 18-year food catering business.

In the triangulation process, there are four interviewees who are the core members of the main resource person in the study.

Resource Person 5: SLI

45-year-old man, husband of LN

Resource Person 6: ED

46-year-old man, husband of WN

Resource person 7: HR

29-year-old man, husband of APRL

Resource person 8: VC

22-year-old woman, son of TTS

To each interview is a set of questions is asked (Table 1) and recorded all to be transcribed and coded.

Table 1. Semi Structured Interview Questions

What are the problems faced by the mompreneurs in achieving work-life balance?	<ol style="list-style-type: none"> 1. What activities do you do every day? 2. What are the attitudes and actions of core family members, when you are self-employed? 3. In carrying out these roles, what problems do you face in balancing all your roles? 4. What is your relationship with your child and husband (if there is still a
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	<p>husband) so far as you have been in business?</p> <ol style="list-style-type: none"> 5. With so many activities carried out, are there any health problems, how do you to maintain your health? 6. What are your extended family's attitudes and actions regarding the actions of you who started your own business? 7. What is your relationship with other employees and business partners (for example: suppliers)? 8. Do you feel disturbed or find it difficult to have your own free time / "me time"? Explain. 9. Do you often feel stressed or worried? Explain.
What is the mompreneur strategy in achieving work-life balance?	<ol style="list-style-type: none"> 1. Who helps you run your business? 2. How do you manage your time as a wife, mother and businessman? 3. What strategy did you do to compensate for all these roles? 4. How do you maintain relationships with family (children and husband)? 5. How do you maintain relationships with other employees or business partners? 6. How do you fill your weekend time? What do you think is the definition of balance between work and family or "work-life balance"?

Results from the study shows some themes emerging from mompreneur achieving work-life balance through balanced roles in the household and work, satisfaction in all roles taken, and non-mixing business and family matters.

Work-life balance was defined as a balance between existing roles, which is intended as a focus on time balance and balance of satisfaction (Brough & Kalliath, 2015). Results from this study is also supported by this definition of work-life balance is to divide up time, attention and energy, so that homework and work can be done well (Handayani, Afati, & Adiyanti, 2015). Previous research also explained that the definition of "balanced" is satisfaction and working well both at work and at home, with little conflict (Clark, 2009).

Because many aspects of the family or at home are difficult to change, individuals can make existing restrictions or bridges between aspects of the family and at home to make the desired balance (Clark, 2009). To achieve

work-life balance, what would be done is not to bring work to home business and bring home affairs to work (Agarwal & Lenka, 2015).

Momprenuer Problems in Achieving Work-life Balance

Time Management Problems

In this study, a prominent problem faced by female entrepreneurs in achieving work-life balance was a problem in terms of insufficient time. In the results of the interviews conducted, there were several entrepreneurs who had problems lacking enough time in carrying out their daily activities.

In a previous study, mompreneurs experienced problems in terms of managing time because entrepreneurial activity is quite time consuming (Mathew & Panchanatham, 2011). Mompreneurs have difficulties in managing time due to the dense activities carried out on a daily basis. The results of the interviews were conducted accordingly to do the tasks that are carried out every day. The results of this interview are in accordance with previous studies regarding strategies in achieving work-life balance for female entrepreneurs is to manage the time they have (Rehman & Roomi, 2012).

Family Dependent Care

One mompreneur prioritizes time with family compared to their personal time. This is evidenced by the results of the triangulation interview conducted. Many lack of time issues is in that most of the family member needs to be taken care of. Tasks such as taking the kids to schools, making lunches and dinners, cleaning the house, collide with responsibilities of running the business, managing employees, and growing the business. The dependent the family is towards the mother, the most likely less time the mompreneur had to run her business and to have her own free time.

Momprenuer Strategies in Achieving Work-life Balance

Delegation of Tasks

A strategy that keeps being done by these mompreneurs is delegation of tasks. Delegation of tasks to helpers and family members is an effective strategy. Based on previous research, also explained that the involvement of family members and hiring domestic helpers is a successful strategy (Rehman & Roomi, 2012). In another study, it was also stated that assistance was also needed if there were extraordinary time demands (Chittenden & Christine, 2011).

The results of interviews were conducted in accordance with previous research, where mompreneur has a strategy by building family and worker relationships to achieve work-life balance (Rehman & Roomi, 2012). Building relationships that are done by one mompreneur is to pay more attention to the child (care) that could built closer relations with the family, both husband and child. Mompreneurs can build relationships by filling weekend time with family. This is also because daily time has been spent on business and household activities, so the mompreneur needs to fill their weekend with family.

Communication

Previous research discussing the mompreneur strategy in achieving work-life balance is by communicating with family members (Rehman & Roomi, 2012). Communication that is built with the family can strengthen the relationship that is established with the family. According to Agarwal & Lenka (2015) the suggestion to maintain work-life balance is to provide support and encouragement so that employees can create a healthy work environment and their personal lives.

Dealing

A mother must be versatile and skillful in domestic matters and have a bright career, or have her own business (Arindita, Mandjusri, & Asri, 2017). Maintaining health is important in achieving work-life balance. According to Chittenden & Christine (2011), maintaining health is one of the strategies to achieve work-life balance. This is in accordance with the results of interviews conducted, entrepreneurs maintain their health to achieve a balance between work and family.

Proposed Propositions

Based on the results of this study map of problems and strategy in achieving work-life balance (see Figure 2).

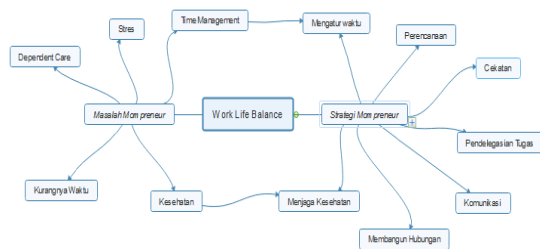


Figure 2. Map of Mompreneur Work-life Balance

Therefore, there are several propositions to be proposed.

P1: The balance between roles influence work-life balance.

Balance between roles of mompreneurs is having a balance of time and satisfaction between the roles that are owned. Having a balanced time or satisfaction will affect the work-life balance of the individual. How balanced roles in family life and work can determine work-life balance. This is consistent with the results of previous studies which is stated that having a balance of satisfaction in roles at work and in the family (Greenhaus et al., 2003).

P2: Satisfaction in roles influence work-life balance

Positive feelings can make the mompreneur more enthusiastic in carrying out solid activities that are every day. Positive feelings can be in the form of pleasure and enthusiasm. The enthusiasm and pleasure that appears in the daily activities of the mompreneur, then she would enjoy what activities are carried out. Therefore, feeling happy and uplifting can affect work-life balance. Mompreneurs feel happy or satisfied in carrying out the roles carried out, so that the balance between the family and the business carried out can be balanced.

P3: There are restrictions on household affairs and efforts to influence work-life balance

Mompreneur does not mix household affairs with business matters so that work-life balance can occur in the life of a mompreneur. This was also supported in a previous study which explained work-life balance. To achieve work-life balance, the advice that can be done is not to bring work to home business and bring home affairs to work (Agarwal & Lenka, 2015).

P4: Time management influence work-life balance

Timing is needed by mompreneur. Activities that overly create a mompreneur require good time management. Good time management makes mompreneur able to carry out daily activities more effectively. Therefore, timing can affect work-life balance. This is in line with Mathew & Panchanatham's (2011) which explains the relationship between time management and work-life balance.

P5: Family dependent care influence work-life balance

Problems in terms of responsibility can affect work-life balance. This is because problems in

responsibility can lead to conflict. Conflicts that occur can affect the activities carried out by mompreneur. Conflicts can occur with family members in the case of children who need more attention from parents, conflicts with employees and housemaids can also occur if the behavior shown by a mompreneur is not good. Therefore, a dependent care issue can affect work-life balance. This is in accordance with the results of Mathew & Panchanatham's (2011) study which states that there is a dependent care issue relationship with work-life balance.

P6: Quality of mompreneur health (quality of health) influence work-life balance

How healthy someone can affect a person's work-life balance. The amount of activity can affect one's health that in return could influence work-life balance. If health is disrupted, daily activities can be disrupted, making it more difficult to achieve work-life balance. This is in accordance with Mathew & Panchanatham's (2011) study which revealed that health can influence success in activities in the business and the balance between work and family.

P7: Delegation of tasks influence work-life balance

Support from the family is an important thing needed by the mompreneur. Support can be given in the form of emotional support and technical support. What is meant by emotional punishment is family members provide encouragement or motivation for mompreneur in carrying out the business. Mompreneur has plenty of activities that can make a mompreneur really need support in technical matters, such as picking up children, helping in maintaining a store when family members have time availability, even taking care of homework can also be helped by family members.

With the support of the family can affect work-life balance. Mompreneur becomes easier in adjusting the time with the business and in the family. In addition to family support,

support from resources is also needed in achieving work-life balance. Due to too much activity, the mompreneur needs technical support both in business and family. With the support of resources, it can affect work-life balance.

P8: Good relationships with family and employees (Good Relationship) influence work-life balance

A good relationship can affect work-life balance. A good relationship with family and employees and domestic help is needed in achieving work-life balance. With good relationships, work and activities carried out can be more effective because the focus needed does not have to be divided between bad relationships and daily activities. A good relationship can reduce the level of stress experienced by mompreneur so that health problems are not disturbed. Therefore, a good relationship can affect work-life balance.

CONCLUSION

Results from this study redefined mompreneur's work-life balance. The definition of work-life balance can be influenced by the type of business and the length of business of the mompreneur. The number of roles possessed by mompreneur can cause problems. Problems faced by mompreneur are health problems, family dependent care, lack of time, time management, and stress.

The most common problem faced by mompreneur is family dependent care and lack of time. Family dependent care problems often occur in young children who are still small who still demand the presence of parents to stay with them. Less experienced mompreneurs usually would experience lack of sleep and lack of personal time or me time. For mompreneur this becomes difficult to overcome because of the limited time and intense activities carried out by the mompreneur.

The strategy used by the mompreneur is dealing, communication, building relationships, managing time, maintaining health and delegating tasks. The strategy that is widely used by mompreneur is delegating tasks and building relationships with family. By delegating tasks, activities and demands, all tasks could be managed and are more controlled. Building relationships with families, can make a mompreneur achieve work-life balance, however, if a relationship that is established is not good, it will have an impact on the mompreneur carrying out their daily activities.

The study has several limitations. The sample only cover four mompreneur cases plus triangulation of one member in the nuclear family. In addition, the study did not consider the age of the mompreneur and child from the mompreneur, the number of children from the mompreneur, the type of business carried out by the mompreneur, and the length of time the business stood only had more than three years without considering the maximum standing year.

The limitation of this study is that the area covered is Tangerang area only, for further research suggestions other regions or a combination of several regions sample of mompreneurs. The mompreneur who is the sample of the study is a mompreneur who has his own business 100% and has a micro scale.

Therefore, there are still plenty of opportunity for further research. The suggestion for further research is to take more and varied samples taking into account the age of the mompreneur, the type of business carried out by the mompreneur, the age of their children and the duration of the business standing with more specific boundaries. Study samples could also expand to mompreneur who have a business with family involvement and on a larger scale.

Further empirical research is encouraged with considerations of different characteristics possessed by these mompreneurs, e.g. business industry, sales per month, and family income per month. Consideration on the contextual local cultures,

stigmas, and society pressures should also be considered. A larger sample will prove to be advantageous in uncovering deeper aspects of the topic and to contributing in building theories on women entrepreneurs.

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