



The Influence Of Organizational Culture And Financial Literacy On Entrepreneurial Intentions In Women's Organizations Through Entrepreneurial Motivation As An Intervening Variable (Case Study: Fatayat NU DKI Jakarta)

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ABSTRACT

Entrepreneurship is a crucial element in the economy that drives innovation, creates job opportunities, and enhances societal well-being. In the context of women's organizations, particularly in Indonesia, developing entrepreneurial intentions and motivations is strategically important. Fatayat Nahdlatul Ulama (Fatayat NU), as one of the largest women's organizations in Indonesia, plays a significant role in encouraging its members to engage in entrepreneurship. This research aims to analyze the influence of organizational culture and financial literacy on entrepreneurial intentions among female organization members, with entrepreneurial motivation as an intervening variable. The research methodology employed Structural Equation Modeling (SEM) using the AMOS software. Data were collected through questionnaires distributed to 332 Fatayat NU members in DKI Jakarta. The results indicate that organizational culture significantly and positively influences entrepreneurial motivation, and financial literacy also has a positive and significant impact on entrepreneurial motivation. Organizational culture significantly and positively affects entrepreneurial intentions, while financial literacy also significantly and positively influences entrepreneurial intentions. Moreover, entrepreneurial motivation proves to be a significant intervening variable in the relationship between organizational culture and financial literacy with entrepreneurial intentions.

INTRODUCTION

Women constitute an integral part of the human population, making up half of the world's total inhabitants. Apart from their biological role in reproduction, women possess complex identities and make significant contributions to economic well-being. Despite this, their contributions often do not match those of men. Many successful female entrepreneurs have entered the realm of home-based entrepreneurship, demonstrating high motivation and increased productivity through training. The creativity and innovation of women play a crucial role in solving everyday problems and seizing opportunities (Nurmala, 2020).

Organizations play a crucial role in supporting individual or group entrepreneurship, creating an ecosystem that fosters entrepreneurial intentions (Santoso & Oetomo, 2018). Fatayat Nahdlatul Ulama (Fatayat NU), one of the women's organizations in Indonesia, is actively involved in religious, educational, economic, and social activities aimed at improving women's welfare.

Fatayat NU DKI has made various efforts to cultivate a strong organizational culture, striving to enhance financial literacy among its members and encouraging their entrepreneurial motivation through diverse programs and activities such as religious studies, MSME bazaars, online shop webinars, financial webinars, and others. However, the number of members with businesses remains limited. Fatayat NU members are continuously encouraged to achieve economic independence, especially homemakers, through various programs conducted by Fatayat NU.

Organizational culture, defined as shared values, beliefs, and practices within an organization, significantly influences entrepreneurial intentions (Monte et al., 2016; Rivai et al., 2019). Financial literacy, encompassing financial knowledge and skills, is also a critical factor (Rapina et al., 2023; Bilal et al., 2021). Entrepreneurial intentions are influenced by factors such as needs, values, and entrepreneurial motivation (Liñán & Chen, 2009; Urban & Chantson, 2017).

Previous research has explored the relationship between organizational culture, financial literacy, and entrepreneurial intentions. For instance, Rivai et al., (2019) studied students in West Sumatra and found that both organizational culture and financial literacy positively influence entrepreneurial intentions. Similarly, Bilal et al., (2021) examined the impact of financial literacy on entrepreneurial intentions among youth in Pakistan, showing a significant positive relationship.

However, there is a notable gap in the literature regarding the specific context of women's organizations in Indonesia. Organizations like Fatayat NU in DKI Jakarta play a strategic role in empowering their members, particularly in entrepreneurship. This study aims to fill this gap by providing empirical evidence on how organizational culture and financial literacy influence entrepreneurial intentions among Fatayat NU members, with entrepreneurial motivation acting as an intervening variable.

LITERATURE REVIEW

Entrepreneurial Intentions

The concept of entrepreneurial intentions is highly significant in entrepreneurship literature and is often discussed in studies on entrepreneurial behavior. The more positive an individual's view of a new venture, the stronger their entrepreneurial attitude and intentions. These intentions depend on the individual's perception of the personal and social attractiveness of the behavior and their belief in the likelihood of success (Bilgiseven & Kasimoğlu, 2019). According to Liñán & Chen, (2009), entrepreneurial intentions are an individual's tendency to act, influenced by entrepreneurial needs, values, desires, habits, and beliefs. Based on the Theory of Planned Behavior (TPB), entrepreneurial intentions are influenced by several indicators: Personal Attitude (PA): Positive or negative evaluation of entrepreneurship and entrepreneurs, Subjective Norms (SN): Individual perception of the extent to which people around them support or oppose their decision to become entrepreneurs, Perceived Behavioral Control (PBC): The extent to which an individual believes they have control or power over entrepreneurial behavior, Entrepreneurial Intentions: Individual perception of the availability of resources, skills, and support necessary for entrepreneurial success.

Organizational Culture

Organizational culture affects how members of an organization think and make decisions, both consciously and unconsciously, and determines how they view, feel, and behave. It is a pattern of basic assumptions developed within a specific group while facing internal and external challenges (Wahyuni, 2022). Sokro (Sbm, 2020) explains that organizational culture includes orientation toward employees and customers, as well as written and verbal rules guiding employee behavior, along with the beliefs, values, and principles held. According to Morgeson et al., (2010), organizational culture is the "software of the mind" that distinguishes one organization from another. This culture encompasses the characteristics, values, and beliefs of employees at all levels, often expressed through attitudes, behaviors, emotions, and the physical environment (Karyotakis & Moustakis, 2016). Mukhtar et al., (2021) adds that organizational culture involves the cognitive framework of attitudes, values, behavioral norms, and shared expectations, along with the underlying systems of meaning and assumptions shaping individual mindsets (Maharani, 2016; Rivai et al., 2019).

Several studies identify various indicators of organizational culture to measure the impact between phenomena within a variable. Firanti et al., (2021) highlight five main indicators, including self-awareness, personality, and team orientation within the organization. Meanwhile, Monte et al., (2016) note indicators such as tolerance for actions and adaptation. Adiawaty, (2020) adds other indicators such as results orientation, innovation and risk-taking, and orientation toward people around the business.

Financial Literacy

Financial literacy refers to the knowledge and skills in managing personal finances and utilizing financial information for decision-making (Hasan et al., 2020; Rapina et al., 2023). It includes understanding financial management, investment, insurance, and effective financial planning. Financial literacy also influences individual financial behavior, including how they save, borrow, and manage their investments (Wardani & Lutfi, 2017; Utami & Wahyuni, 2022). Financial literacy is seen as key to enhancing an individual's ability to manage money efficiently and effectively (Nurbaeti et al., 2019). Financial literacy is measured using five indicators: Basic Financial Concepts, Saving and Borrowing, Insurance, Investment (Wardani & Lutfi, 2017), and Financial Planning (Wongso et al., 2020).

Entrepreneurial Motivation

Motivation is the psychological drive that prompts individuals to act or make specific choices based on the expected outcomes (Sánchez & Sahuquillo, 2017). Siagian & Manalu, (2021) describe motivation as the desire or drive that pushes individuals to achieve particular goals, both in organizational and entrepreneurial contexts. Sari and Sriathi state that motivation is the driving force that directs individuals towards specific goals (Sumerta et al., 2020). Entrepreneurial motivation, according to Rahmi et al., (2022) and Hassan et al., (2021), is the factor that encourages individuals to start and run a business, playing a crucial role as a link between entrepreneurial orientation, entrepreneurial education, and entrepreneurial intentions. The indicators used to measure entrepreneurial motivation are Need for Independence, Desire for Wealth, Resource Availability Wongso et al., (2020), Self-confidence, and Strong Desire (Chong, 2022).

Theoretical Framework and Hypothesis Development

The theoretical framework is developed based on the research problem formulation and objectives. This research aims to explain the influence of organizational culture and financial literacy on the entrepreneurial intentions of NU-Fatayat members, considering the role of entrepreneurial motivation. Below are several theories explaining the relationships between these four variables based on previous research.

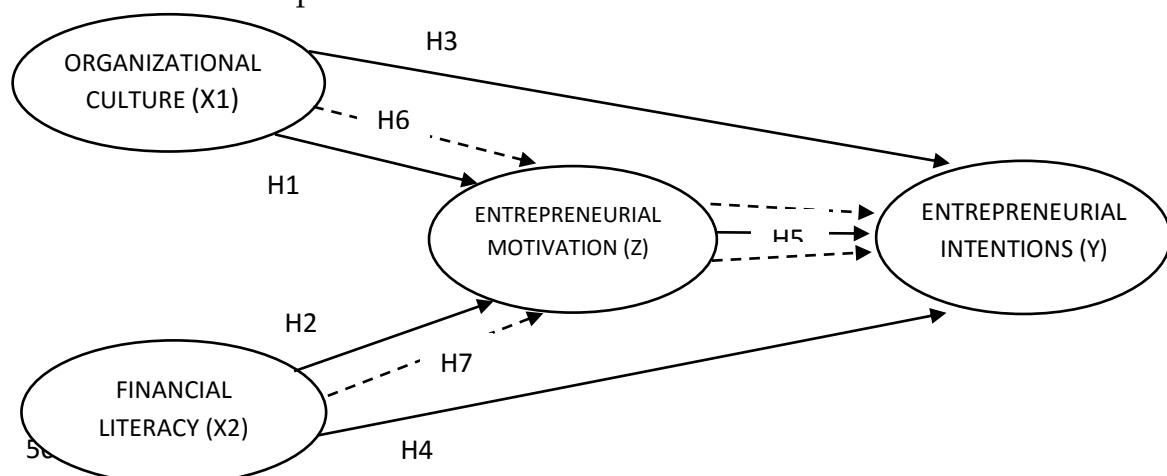


Figure 1 Conceptual Framework

H1: Organizational Culture Directly Influences Entrepreneurial Motivation

Organizational culture can enhance entrepreneurial motivation through a supportive, inclusive, and creativity-promoting work environment. Companies with consistent motivational cultures have the potential for success and positively impact prospective entrepreneurs. Factors such as universal values and attitudes toward work influence the formation of entrepreneurial organizational cultures (Lagodiienko et al., 2023). Research indicates that a strong organizational culture enhances entrepreneurial motivation, thereby boosting the performance and innovation of organizational members (Adamu, 2019; Wahyuni, 2022). Organizations with a robust culture create an environment with high behavioral control, increasing the focus and motivation of their members (Lagodiienko et al., 2023)

H2: Financial Literacy Directly Affects Entrepreneurial Motivation

High financial literacy enhances individuals' motivation to manage finances better because they feel more confident in making smart financial decisions (Wardani & Lutfi, 2017). Individuals with high financial literacy tend to have better financial intentions and behaviors as they are capable of making more informed and rational decisions (Nurulhuda & Lutfiati, 2020). High entrepreneurial motivation also increases positive financial intentions and behaviors. Research indicates that financial literacy significantly influences entrepreneurial motivation, thereby enhancing overall financial well-being (Rapina et al., 2023; Hasan, Musa, Arismunandar, et al., 2020); Wongso et al., 2020).

H3: Organizational Culture Has A Direct Influence On Entrepreneurial Intention

Organizational culture plays a crucial role in shaping entrepreneurial intentions by providing identity, enhancing commitment, stability, and influencing the attitudes and behaviors of its members. This culture can reinforce or weaken the influence of national culture on entrepreneurial orientation (Rivai et al., 2019). Additionally, organizational culture assists employees in achieving goals and adapting to the external environment (Mali et al., 2022). Entrepreneurial intention, which is the desire of individuals to start or develop a new venture, is influenced by both internal factors (such as motivation, interest, attitude) and external factors (perceptions of opportunities, social support, work environment) (Bilgiseven & Kasimoğlu, 2019). Research indicates that organizational culture influences entrepreneurial intention through norms, values, and practices in the workplace (Rivai et al., 2019; Mali et al., 2022). Yazdanpanah et al., (2023) also state that organizational culture indirectly affects the entrepreneurial intentions of its members.

H4: Financial Literacy Has A Direct Impact On Entrepreneurial Intention

Financial literacy is one of the factors influencing entrepreneurial intention. Entrepreneurial intention involves awareness, knowledge, skills, attitudes, and behaviors necessary to make sound financial decisions and achieve financial well-being (Zanna, 2023). A positive attitude towards entrepreneurship enhances the intention to become an entrepreneur (Liñán & Chen, 2009). Financial literacy encompasses understanding of money management, investment, risk-taking, and wise financial decision-making (Nurbaeti et al., 2019). Financial literacy aids in business decision-making processes such as timely bill payments, debt management, and improving creditworthiness (Hassan et al., 2021). Research indicates differing perspectives on the influence of financial literacy on entrepreneurial intention. Some studies state that financial literacy significantly affects entrepreneurial intention (Dayo et al., 2023; Shrestha & Rawat, 2023; Bilal et al., 2021), while others suggest the opposite (Nurbaeti et al., 2019).

H5: Entrepreneurial Motivation Directly Influences Entrepreneurial Intention

Entrepreneurial motivation is a critical factor influencing an individual's entrepreneurial intention. Motivation refers to the forces and direction of behavior, as well as the factors influencing individuals to engage in particular actions (Aima et al., 2020). High performance is achieved through high motivation, which encourages individuals to wisely exploit opportunities (Hendrawan & Sirine, 2017). Entrepreneurial motivation, whether driven by needs, aspirations, or intrinsic desires, directly impacts entrepreneurial intention. Individuals with high motivation tend to have strong entrepreneurial intentions (Hassan et al., 2021). However, other research suggests there is no significant relationship between entrepreneurial motivation and entrepreneurial intention, indicating that motivation is not always a strong predictor of starting a business (Aima et al., 2020; Rahmi et al., 2022).

H6: Organizational Culture Indirectly Influences Entrepreneurial Intention Through The Mediation Of Entrepreneurial Motivation

Organizational culture is defined as shared characteristics among individuals within an organization, encompassing socio-cultural activities, work procedures, myths, symbols, attitudes, and common behaviors (Bogale & Debela, 2024). Each organization has a unique culture with distinct philosophies on business, problem-solving, decision-making, as well as different beliefs, behaviors, and practices (Hidayat et al., 2018). Entrepreneurial orientation, which includes innovation, creativity, proactivity, and readiness to face risks, influences entrepreneurial motivation. This motivation serves as a primary driver for individuals in initiating and sustaining their ventures (Wahyuni, 2022). Research indicates that an organizational culture supportive of

entrepreneurship can build strong motivation and foster intentions for entrepreneurship(Mukhtar et al., 2021). Other studies confirm that entrepreneurial motivation significantly mediates entrepreneurial intention (Mónico et al., 2021;Dev et al., 2024).

H7: Financial Literacy Indirectly Influences Entrepreneurial Intention Through The Mediation Of Entrepreneurial Motivation

Financial literacy refers to a deep understanding of financial needs and terms that impact business continuity (Dayo et al., 2023). This capability not only reduces financial error risks but also affects long-term business sustainability (Zanna, 2023). Both financial literacy and entrepreneurial motivation are crucial factors in entrepreneurial education and significantly influence individuals' interest in entrepreneurship (Utami & Wahyuni, 2022;Rais & Rachmawati, 2019). Research also indicates that financial literacy and entrepreneurial motivation positively influence individuals' desire to become entrepreneurs (Tambunan et al., 2024). Entrepreneurial motivation acts as a mediator between financial literacy and entrepreneurial intention by enhancing individuals' confidence in their ability to succeed.

METHODOLOGY

This research employs a quantitative approach with a survey research design. Primary data is collected through questionnaires distributed to respondents. The study is conducted on the Fatayat NU Organization in DKI Jakarta. Data collection took place from May to June 2024. The research population consists of all members of Fatayat NU DKI Jakarta who have the desire to engage in entrepreneurship or already own a business. The sampling technique used is purposive sampling, with a total of 332 samples selected. The criteria for sampling include active members of Fatayat NU who participate in organizational activities, have the desire to start their own business, or currently own a business. The variables in this study include Organizational Culture and Financial Literacy as Independent Variables, Entrepreneurial Intentions as the Dependent Variable, and Entrepreneurial Motivation as the Intervening Variable. Primary data is collected through questionnaires distributed to respondents. The questionnaires consist of statements measuring the research variables. Data analysis in this study utilizes Structural Equation Modeling (SEM) with AMOS21 software. The stages of data analysis include validity testing, reliability testing, and hypothesis testing.

RESEARCH RESULT AND DISCUSSION

Validity Test Results

Validity testing ensures that the data used is reliable and corresponds to existing facts. The goal is to determine the extent to which a questionnaire or instrument can be considered valid. In this study, Confirmatory Factor Analysis (CFA) using AMOS is employed to assess the ability of indicators (statements in the questionnaire) to represent a variable. Validity of each indicator is assessed

based on the loading factor, with indicators considered valid if the loading factor is ≥ 0.50 (Ghozali, 2017).

Table 1 Validity Test Results

Variabel	Code	Loading Factor	Information
Organizational Culture	BO_1	0,709	VALID
	BO_2	0,678	VALID
	BO_3	0,705	VALID
	BO_4	0,687	VALID
	BO_5	0,686	VALID
	BO_6	0,717	VALID
	BO_7	0,688	VALID
	BO_8	0,687	VALID
	BO_9	0,701	VALID
	BO_10	0,729	VALID
	BO_11	0,708	VALID
	BO_12	0,702	VALID
	BO_13	0,685	VALID
	BO_14	0,691	VALID
	BO_15	0,718	VALID
	BO_16	0,698	VALID
Financial Literacy	LK_1	0,709	VALID
	LK_2	0,791	VALID
	LK_3	0,751	VALID
	LK_4	0,762	VALID
	LK_5	0,716	VALID
	LK_6	0,788	VALID
	LK_7	0,679	VALID
	LK_8	0,730	VALID
	LK_9	0,750	VALID
	LK_10	0,744	VALID
Entrepreneurial Motivation	MB_1	0,715	VALID
	MB_2	0,732	VALID
	MB_3	0,734	VALID
	MB_4	0,735	VALID
	MB_5	0,809	VALID
	MB_6	0,751	VALID
	MB_7	0,761	VALID
	MB_8	0,755	VALID
	MB_9	0,772	VALID
	MB_10	0,691	VALID
Entrepreneurial Intentions	NB_1	0,750	VALID
	NB_2	0,755	VALID
	NB_3	0,808	VALID
	NB_4	0,804	VALID
	NB_5	0,793	VALID
	NB_6	0,772	VALID
	NB_7	0,825	VALID
	NB_8	0,781	VALID

Sumber: SEM AMOS21

Based on the table above, the results of the validity test using CFA in AMOS indicate that the factor loading values for each item in all variables are ≥ 0.50 . Therefore, all indicators are deemed valid and can be used for further testing.

Reliability Test Results

Reliability testing measures the consistency of a statement instrument. In this study, reliability is assessed using CR (Construct Reliability). A construct or variable is considered reliable if the obtained CR value ≥ 0.70 (Ghozali, 2017). The reliability test results in this study are as follows:

Table 2 Reliability Test results

Variabel	ConstructReliability	Keterangan
Organizational Culture	0,882320	RELIABEL
Financial Literacy	0,871595	RELIABEL
Entrepreneurial Motivation	0,874868	RELIABEL
Entrepreneurial Intentions	0,889102	RELIABEL

Sumber : SEM AMOS21

The table above indicates that the reliability testing using AMOS yielded construct reliability values for each variable ≥ 0.70 . Therefore, these variables can be considered reliable and ready for further testing.

Model Fit Tes

The structural model to be estimated in this study is as follows:

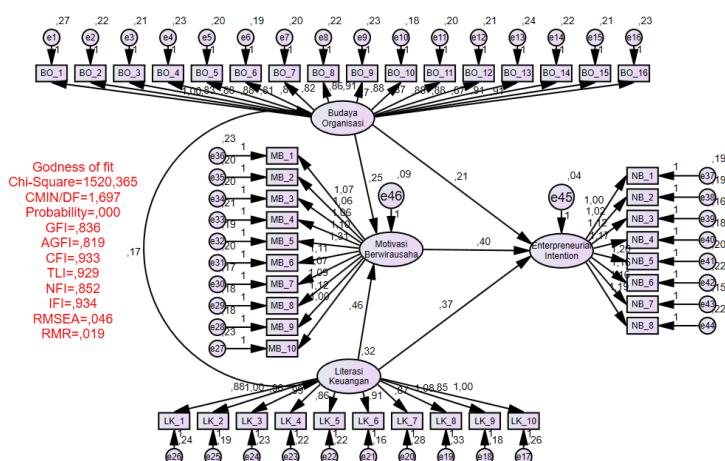


Figure 2 Research Model

Based on the estimation results of the model, the goodness-of-fit test results are as follows:

Table 3 Model Fit Test Results

Test	Results	Condition	Note
Chi-Square	1.520,365	Diharapkan Kecil	Fit
CMIN/DF	0,697	< 2	Fit
Probability	0,000	$\geq 0,05$	Marginal Fit
GFI	0,836	$\geq 0,90$	Marginal Fit
AGFI	0,819	$\geq 0,90$	Marginal Fit
CFI	0,933	$\geq 0,90$	Fit
TLI	0,929	$\geq 0,90$	Fit
NFI	0,852	$\geq 0,90$	Marginal Fit
IFI	0,934	$\geq 0,90$	Fit
RMSEA	0,046	$\leq 0,08$	Fit
RMR	0,019	$\leq 0,05$	Fit

Sumber : SEM AMOS21

Based on the information above, the goodness of fit test results for the analyzed structural model are as follows: Chi-Square = 1,520,365, CMIN/DF = 1.697, Probability = 0.000, GFI = 0.819, CFI = 0.933, TLI = 0.929, NFI = 0.852, and RMSEA = 0.046. Overall, the goodness of fit test indicates that the structural model fits reasonably well. Despite the high Chi-Square value and a probability less than 0.05, indicating a discrepancy between the theoretical model and the empirical model, other indicators such as CMIN/DF, GFI, CFI, TLI, NFI, and RMSEA fall within acceptable ranges. This suggests that overall, the model demonstrates adequate fit.

Hypothesis Test Results

Table 4 Hypothesis Test Results

	Path	Estimate	S.E.	C.R.	P	Conclusion	Description
H1	Organizational Culture -> Entrepreneurial Motivation	0,455	0,055	8,341	***	Hypothesis Accepted	Positive Influence
H2	Financial Literacy -> Entrepreneurial Motivation	0,250	0,050	5,016	***	Hypothesis Accepted	Positive Influence
H3	Organizational Culture -> Entrepreneurial Intentions	0,211	0,042	5,033	***	Hypothesis Accepted	Positive Influence
H4	Financial Literacy	0,400	0,063	6,348	***	Hypothesis	Positive

	-> Entrepreneurial Intentions					Accepted	Influence
H5	Entrepreneurial Motivation -> Entrepreneurial Intentions	0,372	0,050	7,396	***	Hypothesis Accepted	Positive Influence

Sumber: SEM AMOS21

Based on the information provided, the study's hypotheses were examined and validated as follows:

Organizational Culture and Entrepreneurial Motivation: The first hypothesis suggests a positive relationship between organizational culture and entrepreneurial motivation. The high CR value (8.341) and significant p-value ($p < 0.001$) confirm that a supportive organizational culture in Fatayat NU promotes entrepreneurial motivation.

Financial Literacy and Entrepreneurial Motivation: The second hypothesis asserts a positive influence of financial literacy on entrepreneurial motivation. The analysis shows a regression coefficient estimate of 0.250, with a standard error (S.E.) of 0.050 and a highly significant p-value (< 0.001), indicated by three asterisks (***), and a critical ratio (C.R.) of 5.016.

Organizational Culture and Entrepreneurial Intentions: The third hypothesis indicates a positive and significant impact of organizational culture on entrepreneurial intentions. The regression coefficient of 0.211 with a p-value < 0.001 (**), and a C.R. of 5.033 supports the acceptance of this hypothesis. A conducive organizational culture, particularly emphasizing Islamic values (BO1), fosters strong intentions (NB1 and NB8) among members to pursue entrepreneurship.

Financial Literacy and Entrepreneurial Intentions: The fourth hypothesis demonstrates a positive and significant relationship between financial literacy and entrepreneurial intentions. The regression coefficient of 0.400, S.E. of 0.063, and C.R. of 6.348 with a p-value < 0.001 (**), indicate that enhanced financial literacy (LK1) empowers Fatayat NU members to develop stronger entrepreneurial intentions (NB1 and NB8).

Entrepreneurial Motivation and Entrepreneurial Intentions: The fifth hypothesis confirms a positive and significant influence of entrepreneurial motivation on entrepreneurial intentions. The regression coefficient of 0.372, S.E. of 0.050, and C.R. of 7.396 with a p-value < 0.001 (**), underscores that heightened motivation (MB5) drives members towards stronger entrepreneurial intentions (NB1 and NB8).

Mediation/Intervening Hypothesis Test

Table 5 Mediation/Intervening Hypothesis Test

	Path	t-Statistic	Sig. 5%	Conclusion	Description
H6	Organizational Culture-->Entrepreneurial Motivation-->Entrepreneurial Intentions	3,928182	1,96	Hypothesis Accepted	Mediation/There is an Indirect Influence
H7	Financial Literacy-->Entrepreneurial Motivation-->Entrepreneurial Intentions	5,036776	1,96	Hypothesis Accepted	Mediation/There is an Indirect Influence

Sumber : SEM AMOS21

The analysis of the sixth hypothesis reveals that organizational culture significantly and indirectly influences entrepreneurial intentions through the mediation of entrepreneurial motivation. A supportive organizational culture fosters higher motivation, subsequently enhancing individuals' intentions to engage in entrepreneurship. This finding aligns with previous studies indicating that organizational culture plays a crucial role in fostering entrepreneurial motivation and intentions.

Regarding the seventh hypothesis, the analysis shows that financial literacy also has a significant indirect positive influence on entrepreneurial intentions through the mediation of entrepreneurial motivation. The t-statistic value of 5.036776 is well above the critical t-value (1.96) at a 5% significance level, confirming this indirect effect. This suggests that improved financial literacy enhances individual motivation for entrepreneurship by providing better understanding of financial management, funding sources, and financial decision-making skills. Consequently, heightened entrepreneurial motivation increases individuals' intentions to start and manage their own businesses.

DISCUSSION

This study indicates that better organizational culture leads to higher individual motivation to engage in entrepreneurship. This finding is consistent with previous research by Adamu, (2019), Wahyuni, (2022), and Lagodiienko et al., (2023), all of whom identified a positive influence of organizational culture on entrepreneurial motivation.

Financial literacy has been shown to have a positive and significant impact on motivation for entrepreneurship. This suggests that the higher someone's financial literacy, the greater their motivation to enter the business world. Strong understanding and skills in financial management, accessing funding sources, and making sound financial decisions encourage individuals to start and develop their own businesses. This finding aligns with studies conducted by Rapina et al., (2023), Ahmad et al., (2023) and Wongso et al., (2020) which also found that financial literacy positively and significantly influences entrepreneurial motivation.

Organizational culture significantly influences entrepreneurial intentions. This finding is consistent with studies by Rivai et al., (2019) and Mali et al., (2022), indicating that organizational culture positively and significantly affects entrepreneurial intentions. Meanwhile, research by Yazdanpanah et al., (2023)

suggests that organizational culture indirectly impacts entrepreneurial intentions.

Good financial literacy provides understanding and skills in managing finances, accessing funding sources, and making informed financial decisions. Ultimately, this enhances individuals' confidence and abilities to start and run their own businesses. This study aligns with findings from Bilal et al., (2021), Dayo et al., (2023), Ahmad et al., (2019), and Shrestha & Rawat, (2023), all of whom found that financial literacy positively and significantly influences entrepreneurial intentions. However, this differs from the findings of Nurbaeti et al., (2019), who stated that financial literacy has a low impact on entrepreneurial intentions, whereas motivation significantly influences them.

Higher motivation to engage in entrepreneurship—such as a desire for independence, achievement, and increased income—correlates with greater intentions to start and run one's own business. Strong motivation drives individuals to work hard, take risks, and face challenges in entrepreneurship. This finding is consistent with Hassan et al., (2021) research, which found a positive and significant influence of entrepreneurial motivation on entrepreneurial intentions. However, this contrasts with the findings of Aima et al., (2020) and Rahmi et al., (2022), who suggested that entrepreneurial motivation does not significantly influence entrepreneurial intentions.

Supportive organizational culture that fosters freedom, innovation, and support can enhance members' entrepreneurial motivation. High motivation subsequently increases individuals' desire to start and manage their own businesses. This finding is in line with Mukhtar et al., (2021) research, which found that organizational culture indirectly influences entrepreneurial intentions through entrepreneurial motivation. Additionally, studies by Mónico et al., (2021) and Dev et al., (2024) state that entrepreneurial motivation significantly mediates entrepreneurial intentions.

Good financial literacy enhances individuals' motivation to engage in entrepreneurship. Deep understanding of financial management, funding sources, and financial decision-making improves confidence and ability to manage a business. This study is consistent with Tambunan et al., (2024), who found a positive relationship between financial literacy and motivation for entrepreneurship, with motivation acting as a mediator. Utami & Wahyuni, (2022) also found that financial literacy and entrepreneurial motivation significantly influence entrepreneurial intentions. However, Rais & Rachmawati, (2019) found that financial literacy has a low impact on entrepreneurial intentions, while motivation significantly influences them.

Financial literacy and organizational culture can play significant roles in enhancing entrepreneurship among women, particularly through women's organizations such as Fatayat NU. These findings imply that women's organizations can effectively facilitate the development of conducive organizational cultures, improve financial literacy, and promote entrepreneurial motivation, ultimately boosting entrepreneurial intentions among women.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings and discussions above, several conclusions can be drawn as follows:

1. Organizational culture has a direct, positive, and significant impact on entrepreneurial motivation among members of Fatayat NU DKI Jakarta. This means that the better the organizational culture implemented, the higher the motivation of Fatayat NU DKI Jakarta members to engage in entrepreneurial activities. This is evidenced by an estimated coefficient value of 0.455, indicating that every unit increase in organizational culture enhances entrepreneurial motivation by 0.455 units. The standard error (S.E.) of 0.055 confirms the accuracy of this parameter estimate. Furthermore, a Critical Ratio (C.R.) of 8.341, significantly exceeding the critical value of 1.96, and a probability value (P) less than 0.001, demonstrate that the influence of organizational culture on entrepreneurial motivation is both statistically positive and significant.
2. Financial literacy has a direct, positive, and significant impact on entrepreneurial motivation among members of Fatayat NU DKI Jakarta. This implies that the higher someone's financial literacy, the greater their inclination to engage in entrepreneurial activities. This is supported by a regression coefficient estimate of 0.250, with a standard error (S.E.) of 0.050, and a probability value (p-value) less than 0.001, indicating high significance (**). The Critical Ratio (C.R.) is 5.016, indicating that the regression coefficient exceeds the critical value.
3. Organizational culture has a direct, positive, and significant impact on entrepreneurial intentions among members of Fatayat NU DKI Jakarta, meaning that the better the organizational culture implemented, the higher the intentions or desires of its members to engage in entrepreneurship. This is indicated by a regression coefficient estimate of 0.211 with a probability value (p-value) less than 0.001, denoted by three stars (**). The Critical Ratio (C.R.) of 5.033 is greater than the critical value.
4. Financial literacy has a direct, positive, and significant impact on entrepreneurial intentions among members of Fatayat NU DKI Jakarta, meaning that the higher someone's financial literacy, the higher their intentions or desires to engage in entrepreneurship. This is shown by a regression coefficient estimate of 0.400. The standard error (S.E.) obtained is 0.063, indicating a good model accuracy. The Critical Ratio (C.R.) obtained is 6.348, significantly greater than the critical value, indicating that the impact of financial literacy on entrepreneurial intentions is statistically highly significant, denoted by a probability value (P) less than 0.001 and marked with three stars (**).
5. Entrepreneurial motivation has a direct, positive, and significant impact on entrepreneurial intentions among members of Fatayat NU DKI Jakarta, meaning that the higher someone's motivation to engage in entrepreneurship—such as the desire for independence, achievement, and better income—the higher their intentions or desires to start and develop their own business. This is evidenced by an estimate of 0.372, indicating that higher entrepreneurial motivation leads to higher intentions to start

and develop one's own business. A standard error (S.E.) of 0.050 indicates good model accuracy. Moreover, a Critical Ratio (C.R.) of 7.396 exceeds the critical value, demonstrating very high statistical significance (**), with a probability value (P) less than 0.001.

6. Organizational culture indirectly influences entrepreneurial intentions among members of Fatayat NU DKI Jakarta through entrepreneurial motivation. This means that a good organizational culture not only directly affects entrepreneurial intentions but also indirectly enhances entrepreneurial intentions through increased entrepreneurial motivation among Fatayat NU DKI Jakarta members, as indicated by the obtained t-statistic value of 3.928182, which exceeds the critical t-table value at a 5% significance level of 1.96.
7. Financial literacy indirectly influences entrepreneurial intentions among members of Fatayat NU DKI Jakarta through entrepreneurial motivation. This means that good financial literacy not only directly impacts entrepreneurial intentions but also indirectly enhances entrepreneurial intentions through increased entrepreneurial motivation among Fatayat NU DKI Jakarta members. This is shown by the t-statistic value obtained, 5.036776, which is significantly larger than the critical t-table value at a 5% significance level of 1.96.

ADVANCED RESEARCH

Conduct further research to explore additional factors influencing entrepreneurial intentions within women's organizations, such as family support, access to financing, and government policies. Develop a more comprehensive theoretical model to analyze the relationships between organizational culture, financial literacy, entrepreneurial motivation, and entrepreneurial intentions in the context of women's organizations. Expand comparative studies among various women's organizations with different backgrounds to gain a more holistic understanding of entrepreneurial dynamics among them. Employ diverse research methodologies, including quantitative, qualitative, and mixed methods approaches, to generate deeper and comprehensive analyses.

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