



**THE EFFECT OF PERCEIVED SOCIAL SUPPORT ON BUSINESS PERFORMANCE: THE MEDIATING
ROLE OF SELF-EFFICACY**
**ALGILANAN SOSYAL DESTEĞİN İŞ BAŞARIMI ÜZERİNDEKİ ETKİSİ: ÖZ YETERLİLİĞİN ARACI
ROLÜ**

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ÖZET

ABSTRACT

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Anahtar Kelimeler

Kadın Girişimciler
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Keywords

Women Entrepreneurs
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Küreselleşmenin etkilerinin artmasıyla birlikte kadın girişimciler, sorgulayan, destekleyen, üreten ve kazanan kişiler olarak iş dünyasında yerlerini almışlardır. Daha önce yapılan çalışmalar, iş dünyasında kadın girişimcilerin sosyal destek algısının iş başarımları üzerindeki etkilerini inceleyen ve bu iki değişken arasındaki ilişkide öz yeterliliğin aracı rolü ile ilgili kapsamlı bir çalışmaya rastlanmadığını göstermektedir. Bu bağlamda çalışmanın amacı, kadın girişimcilerde algılanan sosyal desteğin iş başarımları üzerindeki etkisini incelemek; algılanan sosyal destek ile iş başarımları arasındaki ilişkide öz yeterliliğin aracı etkisinin olup olmadığının tespit edilmesidir. Çalışmanın amacına ulaşmak için öz yeterlilik, algılanan sosyal destek ve iş başarımları değişkenleri kullanılarak bir aracı etki modeli oluşturulmuştur. Araştırmanın örneklemini Türkiye’de farklı sektörlerde faaliyet gösteren kadın girişimciler oluşturmaktadır (n=447). Modele ilişkin hipotezleri test etmek regresyon analizi yapılmıştır. Araştırmanın bulgularına göre, algılanan sosyal desteğin ve öz yeterliliğin iş başarımlarının belirleyicisi olduğu ve algılanan sosyal destek ile iş başarımları arasındaki ilişkide öz yeterliliğin kısmi aracı etkiye sahip olduğu tespit edilmiştir. Son olarak araştırmanın bazı kısıtlılıkları olduğu vurgulanmış ve gelecekte benzer konularda yapılacak araştırmalara ilişkin bazı öneriler sunulmuştur.

With the increasing effects of globalization, women entrepreneurs have taken their places in the business world as questioning, supporting, producing and winning people. Previous studies show that there is no comprehensive study examining the effects of social support perception of women entrepreneurs on business performance in the business world and the mediating role of self-efficacy in the relationship between these two variables. In this context, the aim of the study is to examine the effect of perceived social support among women entrepreneurs on business performance; It is the determination of whether self-efficacy has a mediating effect on the relationship between perceived social support and business performance. In order to achieve the aim of the study, an intermediary impact model was created by using the variables of self-efficacy, perceived social support and business performance. The sample of the study consisted of women entrepreneurs operating in different sectors in Turkey (n=447). Regression analysis was performed to test the hypotheses regarding the model. According to the findings of the study, it was determined that perceived social support and self-efficacy are determinants of business performance, and self-efficacy has a partial mediating effect on the relationship between perceived social support and business performance. Finally, it was emphasized that the study had some limitations and some suggestions were made for future research on similar issues.

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INTRODUCTION

Human is a social entity. He always needs the support of someone around him. Because one does not want to be alone in social relationships. The desire of the majority of people is that being together with the survival instinct makes life more livable. Williams and Galliher (2006) expressed perceived social support as a person's personal perception of how much they can trust other people along with emotional support. In other words, it increases the belief that the people around the person who gains the characteristic of being a social person will provide him with all kinds of support.

The woman entrepreneur has taken her place in this world order, where she learns to survive on her own and lives as a self-efficient social person. However, they need support in all matters. This does not mean that they are completely alone. It will be even more meaningful that women entrepreneurs have the support of people who make their lives better in addition to their self-confidence, and sense of success. With the social support they perceive, their self-belief will always cause women entrepreneurs to be motivated and to upgrade their level of professional success. There are many studies in the literature that support the relationship between perceived social support and self-efficacy (Holahan and Holahan, 1987; Cheung and Sun, 2000; Luszczynska, Gutiérrez-Doña and Schwarzer, 2005; Luszczynska, Mohamed and Schwarzer, 2005; Yardımcı and Başbakkal, 2009; Dirik, Sertel and Kartal, 2010; Okçin and Gerçeklioğlu, 2013; Demir, 2019).

With the development of the economy, women's participation in the labor force has increased. They have goals such as contributing to the home economy, being required to stand on their own, and not being secondary in working life. The realization of these goals lies in the correct use of their self-confidence, knowledge, and skills. Professional success is the effective, efficient, and quality execution of any job (Kalay, 2016: 149). It is seen that women entrepreneurs behave in accordance with the rules and goals of their working life when the professional performance they show is high, efficient, and productive. Thus, the fact that women entrepreneurs work in harmony and have a high level of success will greatly increase their professional performance.

Self-efficacy is the belief that people have the ability to cope with possible situations and show a certain performance (Yüksel et al., 2012: 138). Women entrepreneurs who have had successful experiences will be able to take any risks related to their business without fear, hesitation and negative opinions by keeping their self-efficacy perceptions high. Women entrepreneurs should have a sense of self-efficacy that will give them a sense of achievement and that they can cope with difficulties. It is known that the most important source for increasing the self-efficacy perception is past experiences and achievements. However, although there should be a limited number of studies (Abu Al-Rub, 2004; Amarnah, Abu Al-Rub, and Abu Al-Rub, 2010; Kurt, 2013) examining the effects of perceived social support (Cobb, 1976: 300) on business performance. No study has been found to address self-efficacy as a whole in the relationship between perceived social support and business performance. Therefore, it is thought that the most important contribution of the present study is that it deals with the role of self-efficacy in the relationship between perceived social support and business performance.

The aim of research in this context is working operating in different sectors in Turkey plays an active role in the lives of women entrepreneurs in terms of perceived reveals the impact on the professional success of social support and to determine whether the self-efficiency of the vehicle role in this relationship. In line with this purpose, answers to the questions are sought: "Is there a relationship between perceived social support and self-efficacy and business performance? Does perceived social support have an impact on business performance through self-efficacy? "

1. LITERATURE REVIEW AND HYPOTHESES

1.1. Perceived Social Support, Business performance and Self-Efficacy

Perceived social support is expressed as the social and psychological support that a person obtains from his environment. It can make it possible for the person to eliminate negative behaviors and gain new behaviors. Thus, the person will easily be able to change both his/her social and psychological environment. In short, perceived social support can be defined as a change in one's behavior (Yıldırım, 1997: 81). The person has social, psychological and economic supporters. These supporters appear as family, friends, close friends, partners, neighbors, and colleagues from different groups (cultural, religious, etc.). The person's supporters form their own social support resource. There may be changes in the perceived social support levels with the emergence of some positive or negative situations in the person or his supporters. While these changes are experienced, stress is an important factor for the person. The stress experienced by the person will affect the social support perceived. Because it is almost impossible to have a direct effect between the mood of the person and the level of social support. The type and amount of stress can decrease or increase the perceptions of social support one expects. Klavyer, Honig, and Steffens (2018: 709-710) stated that the social support perceived by the person will help in reducing the stress and reaching the intended goals. In addition, the importance of learning new knowledge as well as taking risks and experiencing stress in entrepreneurship activities is expressed. The benefits of social support are emphasized in situations where risky, stress-prone, and all kinds of activities are involved.

Social support is referred to as coping with stress. There may be negative events or environments caused by stress factors that women entrepreneurs have experienced. However, there can be an emotional relief that arises that they are really being helped or protected. This creates a sense of commitment to a social system that women entrepreneurs believe in (Lepore, Evans, and Schneider, 1991: 899). There is also an important differentiation here. Social support and perceived social support are different. The received social support explains a behavior that has been carried out, while the perceived social support describes behavior that can occur. In other words, it is the help which the person expects from his environment. Perceived social support also refers to the strong perceptions and adequacy of social connections. However, most studies (Haber et al., 2007; Lakey et al., 2010), focusing on the social support received where the quantity and quality of the support provided, revealed that the perceived social support and the social support received are parallel to each other within certain criteria (Eagle, Hybels, and Proeschold-Bell, 2018: 2056).

Cobb (1976: 300), classified social support as emotional support, respect support, and network support. Emotional support is defined as support that makes a person feel appreciated and considered. Respecting the support is defined as support, which explains the belief that the person is aware that he or she is respected and valued. Network support is defined as the support that reveals mutual communication between individuals. Individuals establish connections with each other on social media platforms on issues where common interests, activities to be shared, and mutual information sharing are made. Social networks are a form of communication peculiar to humans, where individuals can learn the necessary information and provide all kinds of assistance without the time and place limitations. In recent times, women entrepreneurs have been helping each other with their work through social networks. Thanks to perceived social support, it is seen that the number of sensitive women entrepreneurs has increased significantly. In this digital age where innovation, accessibility, permanence, and freedom are present, women entrepreneurs take place easily and with their strong stance. It is inevitable that the business success of women entrepreneurs with high social support is also high.

Business performance is defined as all kinds of activities and behaviors of women entrepreneurs in achieving their goals, controlling their work-related activities and completing their duties (Rotundo and Sackett, 2002: 67). Business performance is an important concept for the woman entrepreneur to survive in the sector in which he/she is in business life. The high level of success and continuity of the person can provide a positive return in gaining dignity in the sectoral sense. Business performance is a

prerequisite for a person's future career and success. The large effect level of social support perceptions on the business success of the woman entrepreneur appears to be positive. However, if the level of social support perceived by a person is low, it will inevitably have a negative impact on his / her business performance. Women entrepreneurs, who are faced with important opportunities and threats in the rapidly developing business life and increasing competition conditions with globalization, strengthen their place in the sector they are in as well as their business success. Self-belief is the most important determinant in guiding and increasing one's success positively. In this case, the woman entrepreneur will create a working environment where she can feel autonomous and perfect. In addition, the biggest supporters of the person who aims to continuously improve his/her business performance are his/her close circle. The number of studies investigating the relationship between perceived social support and business performance is quite limited. Studies (Abu Al-Rub, 2004; Amarneh, Abu Al-Rub, and Abu Al-Rub, 2010; Kurt, 2013) found a positive relationship between manager and peer support and business performance. Although the studies conducted in different sectors, the findings of the studies show that the employee who perceives a high level of social support exhibits a high level of work performance. When the entrepreneurship activities and previous studies are evaluated, it is expected that there will be a positive relationship between the social support perceptions and the business performance of the woman entrepreneur. Therefore;

Hypothesis 1: Perceived social support has a positive effect on business performance.

Entrepreneurial women need to receive training on certain entrepreneurship in order to keep up with the constantly changing perceptions conditions and to manage this situation. What is required here is that they have skills for productivity and the development of useful skills. However, what and how to do this skill is important. Therefore, the perceptions of social support of entrepreneurial women helps them in achieving their goals. In addition, a person's self-efficacy belief is a big step for his own success in entrepreneurial life. A person who believes in himself/herself is a person who knows how to manage all kinds of negative events and problems that arise and turn them into opportunities. Bandura (1997: 3) defines the concept of self-efficacy as the beliefs of individuals in their capacity to form and fulfill the necessary actions to perform the tasks assigned to them. In other words, self-efficacy is the belief of a person about to what extent he/she has the skills needed to reveal expectations or a series of behaviors in a certain area (Bolat, 2011: 256). More clearly, the perceptions of self-efficacy was stated as the belief of the individual about the decisions about how well he / she can execute the action paths required to deal with possible situations (Bandura, 1982: 122). When the relevant literature is reviewed, perceived social support is one of the factors affecting self-efficacy perceptions. It has been determined that there is a positive relationship (Holahan and Holahan, 1987; Cheung and Sun, 2000; Luszczynska, Gutiérrez-Doña and Schwarzer, 2005; Luszczynska, Mohamed and Schwarzer, 2005; Yardımcı and Başbakkal, 2009; Dirik, Sertel and Kartal, 2010; Okçin and Gerçeklioğlu, 2013; Demir, 2019) between the social support perceptions of individuals, their families, a special person (partner, relative, neighbor, and doctor) or friends, and their self-efficacy. When the above theoretical explanations and studies are evaluated, it is expected that there will be a positive relationship between the social support perceptions and self-efficacy perceptions of the woman entrepreneur. Therefore;

Hypothesis 2: Perceived social support has a positive effect on self-efficacy.

Self-efficacy belief can have an overall positive effect on job and support. However, low self-efficacy perceptions arisen due to the negative experiences of women entrepreneurs, inexperience, environmental complexity, and the inability to cope with the emerging demand increase. In this case, the perceptions of self-efficacy increases using experiences. In terms of the diversity of working conditions of women entrepreneurs, self-efficacy belief has been stated as an indicator of business performance. In addition, the assumption that the effects of self-efficacy beliefs on business performance are universal is also supported (Bandura, 1995: 171). The self-efficacy belief of a person plays an active role in displaying and increasing business performance well. There are studies showing the positive contribution of self-efficacy perceptions of individuals to business performance in working life (Stajkovic and Luthans, 1998; Kozlowski et al., 2001; Salanova et al., 2011; Şahin and Gürbüz, 2012). When the previous studies

are evaluated, it is expected that there will be a positive relationship between business performance and self-efficacy. Therefore;

Hypothesis 3: Self-efficacy has a positive effect on business performance.

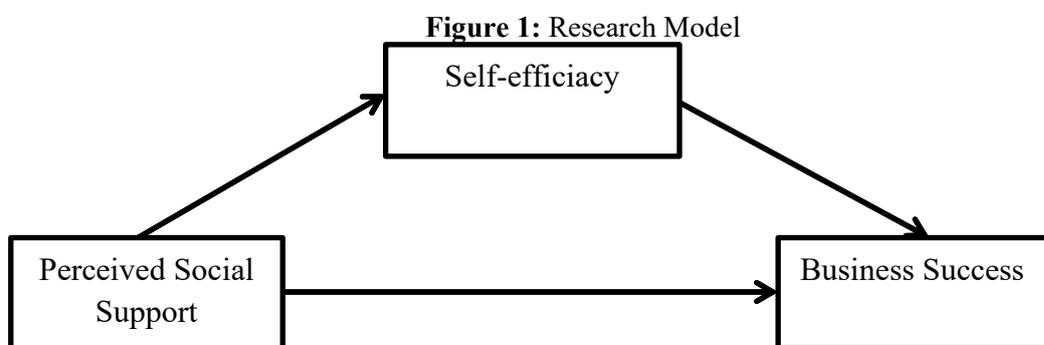
1.2. The Mediating Role of Self-Efficacy in the Relationship Between Perceived Social Support and Business performance

Self-efficacy reflects a complex process in order for a person to adapt to changing conditions. It allows the person to take action. Therefore, even if people have the same skills, they may perform differently due to their self-efficacy beliefs (Gist and Mitchell, 1992: 184-185). It is stated that the person does not reflect his/her actual skills in self-efficacy beliefs. It expresses their belief in their abilities in changing and developing environmental conditions. Own experiences, experiences of others, verbal persuasion, physical and emotional states consist of four sources as determinants of self-efficacy beliefs (Bandura, 1995). Individuals form their self-efficacy beliefs through cognitive, affective, motivational and selective processes that have a mediating effect (Evers, Brouwers, and Tomic, 2002: 229). It is explained that the perception of high level of self-efficacy in the context of entrepreneurship also takes into account the presence of social support perceptions in terms of positively affecting the person to evaluate an action as feasible and achieve the targeted result. It was also stated (Hockerts, 2015: 265) that self-efficacy belief predicts the probability of engaging in entrepreneurial behavior (Chen, Greene, and Crick, 1998).

It is mentioned by Mair and Noboa (2003: 8) that successful enterprises have people they trust and support behind them. The self-efficacy perception of people is that they find the strength to increase their success in the future at a much higher level compared to the past. In addition, knowing that this perception is the most important factor of the success they need to demonstrate will cause the entrepreneurship process to be affected in many ways (Sözbilir, 2018: 121). The business success of women entrepreneurs will increase with their belief in their own competencies through performing difficult and uncertain tasks and coping with emerging difficulties (Luszczynska, Scholz, and Schwarzer, 2005: 440). Therefore, it can be stated that high self-efficacy beliefs of women entrepreneurs will cause them to feel at a higher level in their business success as it will help them to cope with the negativities in business life and to facilitate the solution of the problems that arise. On the other hand, low self-efficacy perceptions of women entrepreneurs will lead to a decrease in the positive relationship between perceived social support and business achievements. These people may have difficulties in being stronger and confident in reaching their goals and objectives, establishing a strong communication with their customers and influencing others in their sector. Therefore;

Hypothesis 4: Self-efficacy has a mediating effect on the relationship between perceived social support and business performance.

The model created for the purpose of the study is given in Figure 1.



2. METHOD OF THE RESEARCH

2.1. Sampling

In the study, the questionnaire technique, in which the questions were prepared beforehand, was used as the primary data collection tool. The questionnaires were sent to the e-mail addresses of the participants in forms that they can access on the internet, and they were applied face to face meeting the participants in person. The reason for this application budget, and time constraints. The sample of the study consists of women entrepreneurs in Turkey. All women entrepreneurs operating in different sectors across Turkey in this context consist of the statistical population. Since it is not possible to reach the entire population, the method of sampling was used in the study. In the literature, it is stated that the sample size should be approximately 400 people in a population where the population is unknown, the confidence level is 95% and the confidence interval is 0.05 (Ural and Kılıç, 2013: 46-47).

Surveys conducted by the researcher were distributed to 1300 women entrepreneurs through simple random sampling both to their e-mail addresses and by hand. Due to the budget, and time constraints, a total of 461, 80 out of 150 from printed questionnaires and 381 out of 1150 online, were responded. However, 1777 except the data in 14 of the 461 returned questionnaires were inelaborate, these 14 questionnaires were excluded from the analysis. Within the scope of the research, 447 questionnaires were evaluated. In this context, the response rate of the questionnaires was 34.3%. This rate is considered as efficient scientifically (Çingir, 1994: 327). 68.9% of the women entrepreneurs participating in the research are married and 31.1% are single. 15.2% of the woman entrepreneurs in the sample have a graduate degree, 47% of them have an undergraduate degree, 15.7% of them have an associate degree, 18.7% of them have a high school degree and 3.4% of them have a primary school degree. The distribution ranges of the income levels of the participants: 16.6% is between 1000 TL and below, 25.6% is between 1001-2999 TL, 25.1% is between 3000-4999 TL and 32.7% is 5000 TL and above. The average age of the participants is 36.1 and their average work experience is 10.84 years.

2.2. Scales

The Perceived Social Support Scale developed by Zimet et al. (1988) was used to measure the perceived social support levels of women entrepreneurs. The 5-point Likert type scale consists of 12 items (1 = Strongly Disagree, 5 = Strongly Agree). The sample items in the questionnaires are: "I have a special person (for example; partner, fiance, relative, neighbor, doctor) who is with me when I need ", "I can talk to my family (for example; my mother, father, wife, children, siblings) about my problems". The reliability of the perceived social support scale (Cronbach's Alpha) was determined as 0.948. The factor loads of the scale vary between 0.847 and 0.704. KMO value is 0.924, Bartlett's Test of Sphericity is significant ($p < 0.01$). In addition, the scale explains 64% of perceived social support.

The Business performance Scale developed by Welbourne et al. (1998) was utilized to measure the business performance levels of women entrepreneurs. The scale, which is a 5-point Likert type, consists of 4 items (1 = Needs much improvement, 2 = Needs some improvement, 3 = Satisfactory, 4 = Good, 5 = Excellent). The sample items in the questionnaire are as follows: "I always keep the quality of the product/service I yield at or above the quality standards", "I try to provide complete customer service". The reliability of the work performance scale (Cronbach's Alpha) was determined as 0.872. Factor loads of job performance scale vary between 0.911 and 0.770. KMO value is 0.768, Bartlett's Test of Sphericity is significant ($p < 0.01$). In addition, the scale explains 73.75% of business performance.

To measure the self-efficacy levels of women entrepreneurs, Self-Efficacy Scale developed by Jerusalem and Schwarzer (1979) and adapted into Turkish by Yesilay et al. (1996) was used. The 5-point Likert type scale consists of 10 items (1 = Strongly Disagree, 5 = Strongly Agree). The sample items in the questionnaires are as follows: "When I encounter a problem, I have many ideas to solve the problem", I believe that I will overcome the problems that suddenly arise. The reliability of the self-efficacy scale (Cronbach's Alpha) was determined as 0.929. The factor loads of the self-efficacy scale

of women entrepreneurs vary between 0.739 and 0.413. KMO value is 0.928, Bartlett's Test of Sphericity is significant ($p < 0.01$). In addition, the scale explains 61.35% of business performance.

2.3. Analysis and Findings

The data obtained as a result of the research were analyzed using the SPSS package program. Pearson's Correlation analysis was conducted to observed the relationships between research variables. In the study on the mediation of self-efficacy in the effect of perceived social support on business performance, the hypotheses were tested using regression analysis. The means, standard deviations and Pearson Correlation coefficients of the variables in the study are shown in Table 1. As seen in Table 1, there is a positive relationship between perceived social support and business performance ($r = .341$; $p < .01$) and self-efficacy ($r = .357$; $p < .01$). There is also a positive relationship was determined between job performance and self-efficacy ($r = .490$; $p < .01$).

Table 1: Correlation Table for Basic Variables

Variables	\bar{x}	ss		1	2	3	4	5	6	7	8
1. Marital status	1.31	0.46	r								
			p								
2. Education Status	3.52	1.06	r	.136**							
			p	.004							
3. Age	36.1	9.53	r	-.288**	.029						
			p	.000	.546						
4. Work Experience	10.84	8.93	r	-.132**	.235**	.721**					
			p	.005	.000	.000					
5. Monthly Income level	2.74	1.09	r	-.092	.416**	.282**	.462**				
			p	.052	.000	.000	.000				
6. Sector	3.71	2.21	r	.083	.018	.034	-.009	-.118*			
			p	.078	.710	.469	.847	.012			
7. ASD	48.00	11.1	r	-.067	.053	.028	.008	.094*	-.006		
			p	.160	.260	.562	.862	.048	.906		
8. İB	16.07	3.57	r	.024	.039	-.053	.043	.125**	.002	.341**	
			p	.613	.415	.262	.365	.008	.972	.000	
9. ÖY	39.04	7.06	r	-.031	-.080	-.039	.018	.031	-.063	.357**	.490**
			p	.519	.090	.414	.702	.509	.184	.000	.000

n: 447, * $p < .05$, ** $p < .01$

ASD: Perceived Social Support, İB: Business Success, ÖY: Self-Efficiency

This study is based on the assumption that social support 1778perceptions affects participants' business performance. Therefore, the main purpose of the study is to determine the mediating role of self-efficacy perceptions on this relationship. In the second stage of the analysis, the hypothesis test was carried out by regression analysis.

There are certain conditions to determine whether self-efficacy has a mediating effect on the relationship between perceived social support and business performance (Baron & Kenny, 1986). In this context, firstly, the independent variable (perceived social support) should have an effect on the dependent variable (business performance) and mediator variable (self-efficacy). Second, the mediator variable must have an effect on the dependent variable. Finally, when the mediator variable is included in the regression model with the independent variable, the effect of the independent variable must either disappear (full mediation) or decrease (partial mediation). If the effect completely disappears, a "full

mediation effect” can be mentioned and if a decline is observed and the relationship continues to be meaningful, a “partial mediation effect” can be mentioned.

Table 2. Regression Analysis with Intermediary Variables Regarding Data

Model	Independent variable	Dependent variable	β	SH	Beta	R	F	p
1.Model	ASD	İB	.329	.043	.341**	R=.11	F(1-445)=58.733	p<.01
2.Model	ASD	ÖY	.273	.034	.357**	R=.12	F(1-445)=65.134	p<.01
3.Model	ÖY	İB	.619	.052	.490**	R=.11	F(1-445)=58.733	p<.01
4.Model	ASD	İB	.184	.042	.191**	R=.26	F(2-444)=82.804	p<.01
	ÖY	İB	.533	.055	.422**			p<.01

* p<.05, **p<.01

ASD: Perceived Social Support, İB: Business Success, ÖY: Self-Efficacy

When **Table 2** is examined, it was determined that the ASD independent variable had a positive significant effect on the İB dependent variable in the regression analysis performed in our first model ($=\beta.34$; $p <.01$). Therefore, the **H1 hypothesis** is supported. In our second model, the ASD independent variable has a significant positive effect on the ÖY dependent variable ($\beta = .35$; $p <.01$). So the **H2 hypothesis** is supported. In our third model, it was found that the ÖY independent variable had a positive significant effect on the İB dependent variable ($\beta = .490$; $p <.01$). Hence, the **H3 hypothesis** is supported. In our fourth model, it was observed that our ASD and ÖY independent variables had a positive positive effect on the İB dependent variable ($\beta = .191$; $p <.01$). In the light of these data, when the mediator variable (self-efficacy) was added to the model, the effect of the perceived social support variable on business performance decreased from ($\beta = .34$; $p <.01$) to ($\beta = .19$; $p <.01$) which made the significance effect drop. According to this result, it was determined that self-efficacy is a semi (partial) mediator variable. Hence the **H4 hypothesis** is supported. According to these findings, **Hypothesis 1**, **Hypothesis 2**, **Hypothesis 3** and **Hypothesis 4** were accepted.

CONCLUSION

Social behaviors have a very important place for women entrepreneurs. Attitudes and behaviors such as empathy, helping each other, sharing, and collaborating in order to support each other in working life are listed as social behaviors. Taking all these into consideration and doing it with care place women entrepreneurs one step ahead in business life. Women entrepreneurs develop new ideas and inventions with their curiosity and different opinions. They are extremely imaginative. They appear as women who stand on their own, have self-confidence, and make the other party feel this trust. In this framework, there is no room for negativity in the environment of women entrepreneurs. They are always positive. However, they may also encounter negativities most of the time. Therefore, they can always expect social support from their environment. Women entrepreneurs want to do what they know best. They willingly concentrate their attention, their sense of competence, their strength and energy to this field of work they want to do.

In this study, it was examined how and in what direction the social support perceptions of women entrepreneurs affect their business performance level and whether self-efficacy perception has a mediating role in this relationship. In the study, the relationship between perceived social support and business performance was analyzed first. According to the findings of the study, a positive relationship was found between perceived social support and business performance. In other words, as the social support perception of the woman entrepreneur increases, the level of business success increases. This result is supported by the limited number of studies in the literature (Abu Al-Rub, 2004; Amarneh, Abu

Al-Rub, and Abu Al-Rub, 2010; Kurt, 2013). A positive relationship was found between perceived social support and self-efficacy. In other words, as the social support perception of the woman entrepreneur increases, the perception of self-efficacy also increases. The findings of the studies conducted by Holahan and Holahan (1987), Cheung and Sun (2000), Luszczynska, Gutiérrez - Doña and Schwarzer (2005), Luszczynska, Mohamed and Schwarzer (2005), Yardımcı and Başbakkal (2009), Dirik, Sertel and Kartal (2010), Okçin and Gerçeklioğlu (2013) and Demir (2019), and the findings of this study support each other. Again, according to the findings of the study, a positive relationship was found between self-efficacy and business performance. In other words, when the self-efficacy perception increases, performance increases too. This result is supported by the limited number of studies in the literature (Stajkovic and Luthans, 1998; Kozlowski et al., 2001; Salanova et al., 2011; Şahin and Gürbüz, 2012).

Self-efficacy as the mediator variable was also found to be a partial mediator of the effect of perceived social support on business performance. No research has been found in the literature to determine the mediating role of self-efficacy in the relationship between perceived social support and business performance. With this finding, it can be thought that the present study can make an additional contribution to the literature.

As in all studies, this study has some limitations and suggestions for future studies. The first is that the results of the research cannot be generalized to all sectors in which entrepreneurship activities are involved. Because the study used a sample group of women across Turkey is a general micro and small scale enterprises. In future studies, including women entrepreneurs who own large-scale businesses from different sectors and cultures may bring different results.

The second of the limitations is that common method variance (common method bias) is the systematic error of the variance among measured variables (Gürbüz and Şahin, 2017: 151). In other words, there is a common method variance because it is evaluated with the same scale, at the same time, and by the same people. In this context, it should not be ignored that the responses given by the participants may not reflect the existing situation fully and it may have affected the strength of the relationship between the variables. The third limitation is that the participants do not know how to answer the question items in the questionnaire. In terms of future studies on this situation, the participants should be given information about how to fill out the questionnaire form, and it should be ensured that they fill in the question items accurately and completely. The fourth and last limitation is that the cross-sectional nature of our study may have caused the participants to evaluate according to their current mood and situation and to not give the necessary importance to the general situation. It can be reapplied to the same participants at different times in order to overcome the negative consequences that may arise.

With the increase of innovations in technology, the ease of accessing information has led to an increase in the number of educated women. In this sense, women entrepreneurs can create much better business areas and provide the necessary employment in this field. The activities of women entrepreneurs bring benefits not only to themselves, but also to the society and the national economy. The most important of these activities is the provision of necessary employment, lowering the unemployment rates, developing ideas and inventions and transforming them into useful products and services. This situation makes beneficial contributions to our country, both socially and economically. In this context, women entrepreneurs should always be supported and it is important that they do not lose faith in their abilities. Because, in cases where social support perception is perceived as high by women entrepreneurs, women entrepreneurs who have a high self-efficacy perception also have high business performance levels.

When the literature is examined, it is known that the importance and characteristics of entrepreneurship are generally explained for women entrepreneurs. In addition, it is seen that the effects of entrepreneurship on economic and social development are examined. Therefore, it can be said that new research is needed to understand how the mechanisms and processes that motivate people in terms of entrepreneurship work. In this sense, it can be stated that the study will answer the need in the literature to some extent and it is important in this respect.

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GENİŞLETİLMİŞ ÖZET

Amaç

Küreselleşmenin etkilerinin artmasıyla birlikte kadın girişimciler, sorgulayan, destekleyen, üreten ve kazanan kişiler olarak iş dünyasında yerlerini almışlardır. Daha önce yapılan çalışmalar, iş dünyasında kadın girişimcilerin sosyal destek algısının iş başarımları üzerindeki etkilerini inceleyen ve bu iki değişken arasındaki ilişkide öz yeterliliğin aracı rolü ile ilgili kapsamlı bir çalışmaya rastlanmadığını göstermektedir. Bu bağlamda çalışmanın amacı, kadın girişimcilerde algılanan sosyal desteğin iş başarımları üzerindeki etkisini incelemek; algılanan sosyal destek ile iş başarımları arasındaki ilişkide öz yeterliliğin aracı etkisinin olup olmadığının tespit edilmesidir.

Yöntem

Araştırmanın örneklemini, Türkiye’de bulunan kadın girişimciler oluşturmaktadır. Bu çerçevede Türkiye geneli farklı sektörlerde faaliyet gösteren tüm kadın girişimciler anakütleyi meydana getirmektedir. Evrenin tümüne ulaşma olanağı bulunmadığından araştırmada örneklem seçimi yöntemine gidilmiştir. Araştırmacının kendisi tarafından gerçekleştirilen ve basit tesadüfi örnekleme yoluyla 1300 kadın girişimciye anketler hem e-posta adreslerine hem de bizzat elden dağıtılmıştır. Basılı anket formlarından 80/150, internet üzerinden ise 381/1150 olmak üzere toplam 461 anket geri dönmüştür. Ancak geri dönen 461 anketten 14 tanesindeki verilerin sağlıksız olmasından dolayı bu 14 adet anket çalışma kapsamında analiz dışında bırakılmıştır. Araştırma kapsamında 447 anket değerlendirmeye alınmıştır.

Kadın girişimcilerin, algılanan sosyal destek düzeylerini ölçmek için Zimet ve diğerleri (1988) tarafından geliştirilen Algılanan Sosyal Destek Ölçeği’nden, iş başarımları düzeylerini ölçmek için Welbourne ve diğerleri (1998) tarafından geliştirilen İş Başarımları Ölçeği’nden ve öz yeterlilik düzeylerini ölçmek için Jerusalem ve Schwarzer (1979) tarafından geliştirilen ve Yesilay ve diğerleri (1996) tarafından Türkçe’ye uyarlanan Öz Yeterlilik Ölçeği’nden yararlanılmıştır.

Araştırma sonucunda elde edilen veriler SPSS paket programı kullanılarak analiz edilmiştir. Araştırma değişkenleri arasındaki ilişkileri gözlemek amacıyla Pearson korelasyon analizi yapılmıştır. Algılanan sosyal desteğin iş başarımlarına etkisinde öz yeterliliğin aracılığına yönelik çalışmada hipotezler regresyon analizi yapılarak test edilmiştir.

Bulgular

Araştırmaya katılan kadın girişimcilerin % 68.9’u evli, % 31.1’i bekârdır. Örnekleme yer alan kadın girişimcilerin % 15.2’si yüksek lisans/doktora, % 47’si lisans, % 15.7’si önlisans, %18.7’si lise, % 3,4’ ü ilköğretim mezunudur. Katılımcıların gelir düzeylerinin dağılım aralıkları 1000 TL ve aşağısı % 16.6, 1001-2999 TL arası % 25.6, 3000-4999 TL arası 25.1, 5000 TL ve üstü % 32.7’dir. Katılımcıların ortalama yaşı 36.1 ve ortalama iş deneyimi 10.84 yıldır. Algılanan sosyal destek ile iş başarımları ($r=.341;p<.01$) ve öz yeterlilik ($r=.357;p<.01$) arasında pozitif yönlü bir ilişki olduğu, bununla birlikte iş başarımları ile öz yeterlilik arasında da ($r=.490;p<.01$) pozitif yönlü bir ilişki olduğu saptanmıştır.

Yapılan regresyon analizinde birinci modelimizde, ASD bağımsız değişkenin İB bağımlı değişken üzerinde pozitif yönlü anlamlı bir etkisinin olduğu belirlenmiştir ($\beta=.34;p<.01$). Bu nedenle H1 hipotezi desteklenmektedir. İkinci modelimizde ise ASD bağımsız değişkenin ÖY bağımlı değişken üzerine anlamlı pozitif etkisi vardır ($\beta=.35;p<.01$). Bu yüzden H2 hipotezi desteklenmektedir. Üçüncü modelimizde, ÖY bağımsız değişkeninin İB bağımlı değişken üzerinde pozitif yönlü anlamlı bir etkisi olduğu saptanmıştır ($\beta=.490;p<.01$). Bu nedenle H3 hipotezi desteklenmektedir. Dördüncü modelimizde ise, ASD ve ÖY bağımsız değişkenlerimizin İB bağımlı değişken üzerinde pozitif olumlu yönde etkisi olduğu görülmüştür ($\beta=.191;p<.01$). Bu veriler değerlendirildiğinde aracı değişkenin (öz yeterlilik) modele eklendiğinde algılanan sosyal destek değişkeninin iş başarımları üzerindeki etkisi ($\beta=.34;p<.01$) değerinden ($\beta=.19;p<.01$) değerine azalarak anlamlılık etkisini düşürmüştür. Bu sonuca göre öz

yeterliliğin yarı (kısmi) aracı değişken olduğu belirlenmiştir. Bu yüzden H4 hipotezi desteklenmektedir. Bu bulgulara göre Hipotez 1, Hipotez 2, Hipotez 3 ve Hipotez 4 kabul edilmiştir.

Sonuç ve Tartışma

Bu çalışmada kadın girişimcilerin sosyal destek algılarının iş başarımları düzeyini nasıl ve ne yönde etkilediği ve bu ilişkide öz yeterlilik algısının aracı role sahip olup olmadığı incelenmiştir. Çalışmada öncelikle algılanan sosyal destek ile iş başarımları arasındaki ilişki analiz edilmiştir. Araştırmanın bulgularına göre algılanan sosyal destek ile iş başarımları arasında pozitif yönlü bir ilişki tespit edilmiştir. Yani kadın girişimcinin sosyal destek algısı arttıkça iş başarımları düzeyi yükselmektedir. Bu sonuç literatürdeki sınırlı sayıdaki çalışmalar tarafından desteklenmektedir. Algılanan sosyal destek ile öz yeterlilik arasında pozitif yönlü bir ilişki saptanmıştır. Yani kadın girişimcinin sosyal destek algısı arttıkça öz yeterlilik algısı da artmaktadır. Bu sonuç literatürdeki çalışmalar tarafından desteklenmektedir. Yine araştırmanın bulgularına göre öz yeterlilik ile iş başarımları arasında pozitif yönlü bir ilişki tespit edilmiştir. Yani öz yeterlilik algısı arttıkça iş başarımları da artmaktadır. Bu sonuç literatürdeki sınırlı sayıdaki çalışmalar tarafından desteklenmektedir. Aracı değişken olarak öz yeterliliğin, algılanan sosyal desteğin iş başarımları üzerindeki etkide kısmi aracı olduğu da tespit edilmiştir. Algılanan sosyal destek ile iş başarımları ilişkisinde öz yeterliliğin aracı rolünü belirlemeye yönelik literatürde henüz bir araştırmaya rastlanılmamıştır. Söz konusu bulgu ile mevcut çalışmanın literatüre ek bir katkı sunabileceği düşünülebilir.

Bütün çalışmalarda olduğu gibi bu çalışmanın da bazı kısıtlılıkları ve gelecek çalışmalara önerileri mevcuttur. Bunlardan ilki, araştırma sonuçlarının bütün girişimcilik faaliyetlerinde bulunan sektörlere genelleştirilemeyeceğidir. Çünkü çalışmada kullanılan örneklem grubu Türkiye genelinde mikro ve küçük ölçekli işletme sahibi kadınlardır. Gelecek çalışmalarda, farklı sektör ve kültürlerde bulunan büyük ölçekli işletme sahibi kadın girişimcilerin de çalışmalara dâhil edilmesi farklı sonuçları beraberinde getirebilir. Kısıtlılıklardan ikincisi, ortak yöntem varyansı (ortak yöntem yanlılığı), ölçülmüş değişkenler arasındaki varyansın sistematik hatasıdır. Üçüncü kısıtlılık katılımcıların anket formunda bulunan soru maddelerini cevaplamayı bilmemeleridir. Bu durumla ilgili gelecek çalışmalar açısından katılımcılara anket formunun nasıl doldurulacağı ile ilgili bilgiler verilerek soru maddelerini doğru ve eksiksiz doldurmaları sağlanmalıdır. Araştırmadaki dördüncü ve son kısıtlılık ise, çalışmamızın kesitsel olması katılımcıların o anki ruh hâli ve içinde buldukları duruma göre değerlendirmelerine ve genel duruma gereken önemi vermemelerine neden olmuş olabilir. Ortaya çıkabilecek olumsuz sonuçların üstesinden gelebilmek adına farklı zamanlarda aynı katılımcılara yeniden uygulanabilir.

Literatür incelendiğinde genellikle kadın girişimciler için girişimciliğin önemi, özelliklerinin açıklandığı bilinmektedir. Ayrıca girişimciliğin ekonomik ve sosyal gelişmeye etkilerinin incelendiği görülmektedir. Dolayısıyla kişileri girişimcilik anlamında güdüleyen mekanizma ve süreçlerin nasıl işlediğinin anlaşılabilmesi için yeni araştırmalara ihtiyaç duyulduğu söylenebilir. Bu anlamda çalışmanın literatürdeki ihtiyaca bir nebze de olsa cevap vereceği ve bu açıdan önem arz ettiği ifade edilebilir.