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Analysis of Factors Affecting the Income of Female Flower Traders in the Market Wangaya Flower Denpasar

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ABSTRACT: Female's current involvement in the business sector is caused by economic uncertainty, rising prices, basic needs, and stagnation of family income. This phenomenon is the reason why women decide to work in the informal sector and must be able to divide their time, especially women in Bali. The purpose of this study is to analyze the factors that influence the income of female flower traders in Wangaya Flower Market, Denpasar, both simultaneously and partially. The data in this study entirely uses primary data obtained by distributing questionnaires to 67 respondents who were sampled for the study. The sample determination was made using a proportionate stratified random sampling technique. The analysis technique used is multiple linear regression analysis. The research results indicate that age, working hours, business capital, number of family dependents, and religious holidays simultaneously affect the income of female flower traders in Wangaya Flower Market, Denpasar. Partially, age, working hours, business capital, and the number of family dependents have a positive and significant impact on the income of female flower traders in Wangaya Flower Market, Denpasar and religious holidays income is higher on holidays compared to weekdays. Based on the research results, to increase income, it is recommended to increase working hours and business capital, prepare good marketing strategies, and provide more flower stock before those religious holidays.

KEYWORDS: Age, Working Hours Business Capital Religious Income

I. INTRODUCTION

Bali Island, also known as the Island of the Gods, is one of the world's favourite tourist destinations. The island has stunning natural beauty, a rich culture, and friendly people. The majority of Balinese people adhere to Hinduism; this is reflected in various aspects of Balinese life, ranging from traditional ceremonies and art to culinary. The diversity of culture and natural beauty in Bali has its own charm for foreign tourists, so Bali has become a tourism icon that greatly affects the regional economic sector. The population in Bali tends to increase every year. The role of men and women who are heads of households is more likely to participate in the labour force compared to individuals who are not heads of households, both in rural and urban areas, but the magnitude of the relationship for men is much smaller because they are generally the main breadwinners, regardless of employment, whether they are heads of households or not (Cameron et al., 2019). With the dominant and optimal role of women in a family, which includes the main duties of a mother as a housekeeper and also her role in the family economy, as well as in the education of children, it can affect the level of family welfare.

Women's participation at this time is generally triggered by economic uncertainty, price increases, basic needs, and stagnation of family income. It is under these conditions that women decide to work outside the home and must be able to divide their time. Balinese women in particular do not only carry out two roles but three roles at once, namely domestic roles (household), economic roles (earning a living), and social roles (customs) (Noviani & Marhaeni, 2019). Although the role of women is recognised as a driving force in development, the main problem lies in employment. Prabawati and Urmila Dewi (2018) state that the labour force participation rate (TPAK) is an indicator that can show the contribution of women in development. At the labour force participation rate, it can be seen that the number of people who are actively working, both men and men, The Labour Force Participation Rate (TPAK), especially for women, can be used as an indicator that women's rights are no longer restricted. It can be seen how important the role of women in work is. Through the labour force participation rate, we know or examine the size of the population that is actively working, both men and women (Khusnul & Heny, 2022). Osuna (2018) said that female labour force participation continues to increase, especially among married women.

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Table 1. Labor Force Participation Rate by Gender in Denpasar City 2021-2023 Year Labor Force Participation Rate

	Male (%)	Female (%)	Total
2021	75,33	61,71	68,67
2022	82,36	61,94	72,37
2023	81,31	64,84	73,13

Source: BPS Denpasar City, 2023

Based on Table 1. in the period 2021-2023, the female labor force participation rate experienced are increasing developments. In 2021 the female labor force participation rate was 61,71 percent, then increased to 61.94 percent in 2022, then increased again to 64,84 percent in 2023. Despite the increase in female labour participation, the achievement is still far below that of male labour participation. Capital is one of the important factors that affect the income of traders. Working capital alone is not enough to guarantee a high income for flower traders. Based on the results of interviews by one of the flower traders, they admitted that the capital they had was not enough to meet their operational needs. This can cause various problems for flower traders. According to Agung Purwanto and Budi Muhammad Taftazani (2018), the number of dependents is a burden that must be met so that the head of the household can contribute more to the welfare of the family. A higher dependency burden will increase the level of burden or dependency felt by the productive age population and will cause family expenses to increase (Lisma & Aswitari, 2019). Another factor that affects the income of flower traders is religious holidays. There are many Hindu holidays in Bali that are routinely held every month by the Balinese people, such as Tilem, Purnama, Anggara Kasih, Budha Kliwon, Tumpek, and Kajeng Kliwon. This creates a high demand for flowers ahead of the religious holidays. Amid the development of globalisation, the role of women in the business world is expected to contribute significantly to family finances. Although there is still an assumption in society that women tend to be weak and powerless, the reality is that women's participation in the workforce can contribute to the overall family income or support the husband's finances. Based on observations of the phenomenon and empirical and theoretical data, it is necessary to conduct a study on the analysis of factors that affect the income of female flower traders in the Wangaya Flower Market, Denpasar. The determinants are age, working hours, business capital, number of family dependents, and religious holidays.

II. RESEARCH METHODS

This research is a quantitative study with an associative approach that aims to describe and test hypotheses related to the influence of variables such as age, working hours, business capital, number of family dependents, and religious holidays on the income of female flower traders at Wangaya Flower Market Denpasar (Sugiyono, 2019). The object of research focused on flower traders in the market, with a population of 200 people from which a sample of 67 female flower traders was taken. The data collection methods used include observation, structured interviews, and in-depth interviews, and the research instrument is a questionnaire. Data analysis techniques include descriptive analysis and inferential analysis using multiple linear regression, with the normality test, multicollinearity test, heteroscedasticity test, simultaneous regression coefficient significance test (F test), and partial regression coefficient significance test (t test). Thus, this study aims to provide a deeper understanding of the factors that influence the income of female flower traders in the market.

III. RESULTS AND DISCUSSIONS

This study describes the analysis of factors affecting the income of female flower traders in the Wangaya Flower Market, Denpasar. The variables used include age, working hours, business capital, number of family dependents, religious holidays, and income. The distribution of respondents by age group showed that the majority of respondents were in the 45-49 years age group, with the 20-24 years and 55-59 years age groups as the groups with the highest number of respondents.

The distribution of working hours showed that most respondents worked for 9 hours a day, followed by respondents who worked for 8 hours and 7 hours a day. The majority of respondents had business capital in the range of Rp1,000,000 to Rp1,400,000, with the highest number of family dependents being 2 people. Most respondents agreed that religious holidays could increase their income. The majority of respondents' income was in the range of Rp2,200,000 to Rp2,960,000. From these results, it can be concluded that factors such as age, working hours, business capital, number of family dependents, and perceptions of religious holidays have an influence on the income of flower traders in the market.

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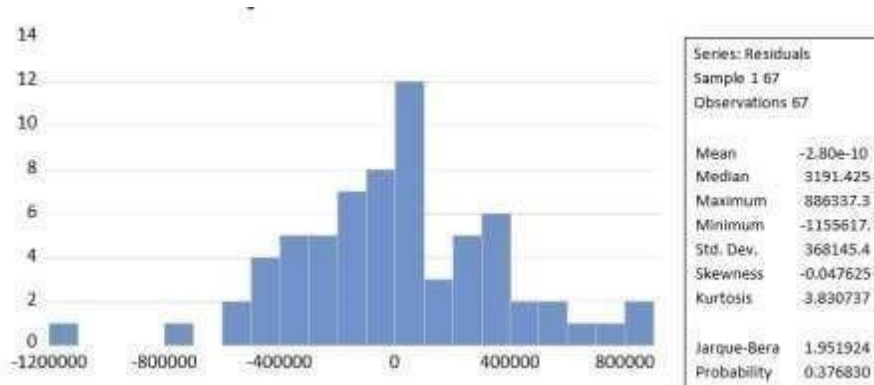
Descriptive Statistics Test
Table 2. Descriptive Statistics Test

	X1	X2	X3	X4	X5	Y
Mean	40.25373	8.164179	1407463.	2.835821	0.611940	3144776.
Median	42.00000	8.000000	1300000.	3.000000	1.000000	3000000.
Maximum	56.00000	12.00000	3800000.	5.000000	1.000000	7500000.
Minimum	20.00000	5.000000	1000000.	1.000000	0.000000	2200000.
Std. Dev.	9.349029	1.780339	475000.3	0.897758	0.490986	916066.0
Skewness	-0.312309	0.594264	3.530594	0.200359	-0.459423	2.748664
Kurtosis	2.249523	3.063323	16.39912	2.097532	1.211069	13.01800
Jarque-Bera	2.661477	3.954701	640.3992	2.721942	11.29104	364.5386
Probability	0.264282	0.138436	0.000000	0.256412	0.003533	0.000000
Sum	2697.000	547.0000	94300000	190.0000	41.00000	2.11E+08
Sum Sq. Dev.	5768.687	209.1940	1.49E+13	53.19403	15.91045	5.54E+13
Observations	67	67	67	67	67	67

Based on table 2, the data shows that respondents in this study have an age range between 20 and 56 years old, with an average age of around 40 years old. Respondents' working hours vary from 5 to 12 hours per day, with an average of around 8 hours. Business capital owned by respondents ranged from Rp 1,000,000 to Rp 3,800,000, with an average of around Rp 1,407,463. The number of family dependents among respondents ranged from 1 to 5, with an average of around 2.8 people per family. Based on the respondents studied, around 61.2% agree that religious holidays increase their income, while 38.8% disagree with this. Furthermore, the income of flower traders varied from IDR 2,200,000 to IDR 7,500,000, with an average income of around IDR 3,144,776.

Classical Assumption Test Normality Test

Based on Figure 1, it is known that the *probability* value is 0.376, which is greater than α = 0.05. It can be concluded that the regression equation model is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Variable	Centered VIF	Description
Age (X1)	1,651649	Multicollinearity free
Working Hours (X2)	1,103529	Multicollinearity free
Business Capital (X3)	1,156802	Multicollinearity free
Number of Family Dependents (X4)	1,053022	Multicollinearity free
Religious holidays (X5)	1,773413	Multicollinearity free

Based on Table 3. it can be seen that all the independent variables used do not contain multicollinearity. Each variable has a Centered VIF value of less than 10, so it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test
Table 4. Heteroscedasticity Test

Variable	Prob	Description
Age (X1)	0,813	Heteroscedasticity free
Working Hours (X2)	0,147	Heteroscedasticity free
Business Capital (X3)	0,096	Heteroscedasticity free Number of Family
Dependents (X4)	0,968	Heteroscedasticity free Religious holidays (X5)
	0,693	Heteroscedasticity free

Thus it can be concluded that there is no heteroscedasticity in the regression model in thisstudy.

Multiple Linear Regression Analysis
Table 5. Multiple Regression Test

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Constant (C)	-1413623.	346976.1	-4.074123	0.0001
Umur (X1)	30169.49	6479.580	4.656087	0.0000
Jam Kerja (X2)	117524.1	27812.73	4.225551	0.0001
Modal usaha (X3)	1.144460	0.106731	10.72286	0.0000
Jumlah tanggungan keluarga (X4)	191085.4	53878.27	3.546613	0.0008
Hari raya keagamaan (X5)	378808.8	127846.9	2.962988	0.0043
R-squared	0.838495	Mean dependent var		3144776.
Adjusted R-squared	0.825257	S.D. dependent var		916066.0
S.E. of regression	382936.2	Akaike info criterion		28.63441
Sum squared resid	8.95E+12	Schwarz criterion		28.83185
Log likelihood	-953.2527	Hannan-Quinn criter.		28.71254
F-statistic	63.33957	Durbin-Watson stat		2.256594
Prob(F-statistic)	0.000000			

Based on Figure 5, the results of multiple linear regression analysis can be modeled as follows. $\hat{Y} = -1,413,623 + 30,169.49X1 + 117,524.1X2 + 1.144460X3 + 191,085.4X4 + 378,808.8D$ Std.
error = (346,976.1) (6479.580) (27812.73) (0.106731) (53,878.27) (127,846.9)
t-statistic = (-4.074) (4.656) (4.225) (10.7228) (3.546) (2.962) Prob. = (0,0000) (0.0000) (0,0001) (0,0000) (0,0008) (0,0043)

DISCUSSION
The results showed that age, working hours, business capital, number of family dependents, and religious holidays have a positive and significant influence on the income of female flower traders in Wangaya Flower Market Denpasar. Analysis of the age variable shows that the older the age of a trader, the greater the effect on income. This is supported by previous research by Dewi (2020), Pribadiansya et al (2021), and Wiyono et al (2023) who found that age has a partial positive effect on income.

 This research supports the idea that with age, traders gain more experience and skills that can improve their sales efficiency and ultimately their income. Apart from age, working hours also play an important role in determining the income of female flower traders. This finding is in line with research conducted by Robiyanto (2020) and Suprapti (2018), which shows that working hours have a positive and significant influence on income. The more working hours spent, the greater the potential income that can be obtained. This illustrates that hard work and dedication in running a business can bring positive results in terms of income. Furthermore, business capital is also a significant factor in determining the income of flower traders. This finding is in line with

research conducted by Hamsiah et al (2023), Putri (2020), and Mithaswari (2018) who found that capital has a positive effect on income partially. With adequate capital, traders have more opportunities to expand their business, increase sales volume, and ultimately increase their income. Furthermore, the number of family dependents also has a positive and significant influence on the income of female flower traders. This study supports the findings of Laksmitha & Dewi (2018) and Oktarina & Purwanthi (2018) which state that the number of family dependents has a positive effect on income. The more family dependents, the greater the need for income, which encourages traders to work harder to meet the needs of their families. Finally, religious holidays also have a positive and significant influence on the income of female flower traders. This finding is in line with research conducted by Sumantri (2023), who found that the celebration of religious holidays can increase the income of flower traders. This is due to the increased demand for flowers during such celebrations, which allows traders to maximize sales and increase their income. Overall, the results of this study have important implications for female flower traders in Denpasar's Wangaya Flower Market. Increasing their age, working hours, business capital, number of family dependents, and capitalizing on opportunities during religious holidays can help them significantly increase their income. This is also in line with the findings of previous research, which reinforces the accuracy of the factors that influence the income of traders in the informal sector such as flower traders.

IV. CONCLUSIONS AND SUGGESTIONS

Based on the results and discussion of the research, the conclusion can be drawn that factors such as age, working hours, business capital, number of family dependents, and religious holidays have a simultaneous and partial influence on the income of female flower traders in Wangaya Flower Market Denpasar. Age, working hours, business capital, and the number of family dependents positively affect income partially, while religious holidays also contribute significantly to increasing income. Measures such as increased working hours, more efficient management of business capital, careful preparation for religious holidays, and support from the local government can help women flower traders in Denpasar's Wangaya Flower Market increase their income significantly and sustainably. Therefore, it is recommended for women flower traders to increase their working hours, business capital, prepare stocks, and use good marketing strategies ahead of the holidays.

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