ANALYSIS OF FACTORS AFFECTING THE WORKING HOURS OF FEMALE TRADERS IN KUMBASARI MARKET

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Abstract: The participation and involvement of all segments of Indonesian society, regardless of social group, are essential for the smooth implementation of national development. Over time, married women are no longer confined to the role of housewives but have also begun contributing to household income by entering the labor market. This study aims to: (1) analyze the simultaneous effect of age, marital status, number of dependents, and non-labor income on the working hours of female traders at Kumbasari Market, Denpasar City; and (2) analyze the partial effect of these variables on their working hours. The study involved a population of 341 traders, from which 77 respondents were selected using a non-probability sampling technique with an accidental sampling method. Data were analyzed using descriptive analysis and a semi-log non-linear regression model. The findings reveal that: (1) age, marital status, number of dependents, and non-labor income simultaneously influence the working hours of female traders; (2) age and non-labor income have a negative partial effect; (3) the number of dependents has a positive partial effect; and (4) married female traders tend to work fewer hours on average compared to those who are unmarried. Based on these results, it is recommended that female traders pay more attention to their health by adopting a healthy lifestyle, managing rest time proportionally, and utilizing free health check-up facilities.
Keywords: age, marital status, number of dependents, non-labor income, women's working hours.

INTRODUCTION

The decision of a woman to enter the workforce is not an easy one and often involves careful consideration. Married women, in particular, must obtain the approval of their spouses and also consider their responsibilities towards children and household duties. Consequently, women often carry a double burden—as workers and as homemakers. In Bali, women typically shoulder not only these two roles but also a third one, namely social obligations related to traditional customs, thus performing domestic, economic, and social roles simultaneously (Noviani & Marhaeni, 2019). Time management becomes crucial to ensure household responsibilities are not neglected, as failing to do so may increase the risk of divorce among married women (Juhn & Potter, 2006). Therefore, proper allocation of time for work is essential.

Table 1. Number of Working Population by Regency/City in Bali in 2024 (people)

Regency/City	Total population
Jembrana	201,608
Tabanan	284,771

Regency/City	Total population
Badung	339,430
Gianyar	319,504
Klungkung	126,227
Bangli	170.275
Karangasem	318,294
Buleleng	494,270
Denpasar	411,042
Total Bali	**2,665,421**

Source: Central Statistics Agency of Denpasar City, 2024

Table 2. Number of Working Population According to Working Hours Classification and Gender in Denpasar City, 2022-2023 (percent)

Working Hours Category	2022 (%)		2023 (%)	
	Man	Woman	Man	Woman
While not working	68.82	31.18	39.14	60.86
Part time worker	49.60	50.40	46.52	53.48
Full time worker	60.62	39.38	57.73	42.27

Source: Central Statistics Agency of Denpasar City, 2023

Table 3. Percentage of Employed Population by Gender and Formal-Informal Employment Sector in Denpasar City, 2022-2023 (percent)

Job Sector	2022		2023	
	Man	Woman	Man	Woman
Formal	66.50	60.23	69.45	60.61
Informal	33.50	39.77	30.55	39.39
Total	100.00	100.00	100.00	100.00

Source: Central Statistics Agency of Denpasar City, 2023

Table 3 shows that a greater proportion of women dedicate their time to working in the informal sector compared to men. It can also be observed that there was an increase from 39.77 percent in 2022 to 39.39 percent in 2023.

Overall, during the 2022–2023 period, female workers tend to be more involved in informal employment than male workers. This tendency is largely due to the fact that many women choose to engage in small-scale businesses or informal work while simultaneously managing household responsibilities (Badan Pusat Statistik Kota Denpasar, 2023).

The informal sector includes all types of employment that do not generate a stable income, are characterized by a lack of job security, offer no permanent employment status, and involve business units or organizations that are not legally registered (Saparini & Basri, 2008, p. 2). The informal sector plays a vital role for individuals with lower economic status, as it provides a source of income and an opportunity to maximize earnings through informal activities (Neves & Du Toit, 2012).

Table 4. Number of Employed Persons by Main Employment Sector in Denpasar City, 2023 (persons)

No.	Employment Sector	Number of Workers
1	Agriculture, Forestry, and Fisheries	3,321
2	Mining and Quarrying	325
3	Manufacturing	50,811
4	Electricity and Gas Supply	2,029
5	Water Supply, Waste Management, and Remediation	3,949
6	Construction	19,756
7	Wholesale and Retail Trade	114,776
8	Transportation and Warehousing	23,903
9	Accommodation and Food Service Activities	67,992
10	Information and Communication	5,794
11	Financial and Insurance Activities	16,383
12	Real Estate Activities	1,386
13	Business Services	13,767
14	Public Administration and Defense	25,801
15	Education Services	25,526
16	Human Health and Social Work Activities	12,711
17	Other Services	34,152
	Total	**422,382**

Source: Central Statistics Agency of Denpasar City, 2023

Based on Table 4, most of the population in Denpasar City works in wholesale and retail trade, this can be seen from the number of residents working in the wholesale and retail trade sector as much as 27% of the total workforce in Denpasar. Therefore, it is undeniable that trade plays a fairly large role in economic development (Central Statistics Agency of Denpasar City, 2023).

The market is one of the places that is the center of informal sector activities, especially for pursuing a trading business. There are 16 traditional

markets located throughout Denpasar City which are managed by the Pasar Sewakadarma Regional Company in Denpasar City. According to the Pasar Sewakadarma Regional Company of Denpasar City in 2024, Kumbasari Market is one of the traditional markets in Bali that absorbs a lot of labor as indicated by the total number of traders in Kumbasari Market which reaches 877 traders as presented in Table 5.

Table 5. Number of Traders in Traditional Markets Based on the Regional Public Company Sewakadarma Market, Denpasar City in 2024 (people)

No.	Market Name	Number of Traders	Kiosks	Stalls	Land (Tnh)	Yard (Pltr)	Mobile (Bml)	Warehouse (Gdg)	Total
1	Badung (Day)	145	693	-	-	-	-	838	
2	Cokroaminoto	-	186	-	-	43	-	229	
3	Kumbasari (Morning)	300	92	-	157	-	-	549	
4	Kumbasari (Night)	-	-	-	281	47	-	328	
5	Lokitasari	47	-	-	-	20	-	67	
6	Graha Yowana Suci	-	-	-	18	-	-	18	
7	Kereneng	152	713	12	117	72	-	1,066	
8	Asoka	-	-	241	-	-	-	241	
9	Sanglah	69	83	-	115	6	1	274	
10	Satrya	26	106	-	34	-	-	166	
11	Pidada	41	75	-	8	-	1	125	
12	Ketapian	59	101	-	79	-	-	239	
13	Abiantimbul	33	83	-	75	-	-	191	
14	Anyar Sari	243	98	1	10	7	-	359	
15	Gn. Agung (North)	19	143	-	5	46	-	213	
16	Gn. Agung (Night)	-	-	-	74	-	-	74	
	Total							**4,977**	

The market as an economic center has a central role in people's lives, especially in big cities like Denpasar. The existence of the market in the capital city of Bali Province will be the center of economic activity because buyers and sellers who transact with each other come from various regions.

Kumbasari Market is a traditional market that never sleeps, aka market activities last for 24 hours. In the morning until the afternoon, Kumbasari Market sells various types of clothing needs and Balinese souvenirs. When the afternoon until early morning is selling various types of basic necessities, such as staple foods, such as food ingredients, spices, various types of sea fish, vegetables, fruits, and so on.

Kumbasari Market has its own uniqueness because this market has a park located on the edge of Tukad Badung and is nicknamed "Tukad Korea" this park has a winding path on the edge of the river, colorful lanterns, park benches with different colors, fountains, and floating bridges that certainly make tourists who visit Kumbasari Park feel like they are in Korea. In addition, Kumbasari Market has a uniqueness that distinguishes it from other Traditional Markets where Kumbasari Market is the only government-owned traditional market that sells Balinese souvenirs in Denpasar, tourists do not need to come all the way to Sukawati Art Market or Kuta Art Market to buy Balinese souvenirs and of course the prices are affordable and there is a bargaining system.

In addition to having uniqueness, Kumbasari Market has a problem that arises, which is the lack of promotion both by traders and the government. The lack of promotion has resulted in many tourists not knowing the existence of this Kumbasari market.

Table 6. Number of Traders in Kumbasari Market Based on Gender Year 2024 (people)

No	Gender	Number of Traders
1	Man	208
2	Woman	341
	Amount	**549**

Source: Kumbasari Market Office (2024), processed data

Based on Table 6, it can be seen that 62% of the traders at Kumbasari Market are predominantly women. The factors influencing women's labor force participation are generally categorized into internal and external factors. Internal factors include age, education level, and the willingness to work, while external factors include household economic difficulties, number of dependents, wages in the relevant sector, non-labor income, and marital status (Samsunumiyati, 2012). This study focuses on four variables: age, marital status, number of dependents,

and non-labor income. These variables were selected because previous research has shown them to be the most dominant factors influencing women's working hours allocation.

Women's contribution to the economy today is significant, particularly in the informal sector such as trading at Kumbasari Market in Denpasar. Their participation in this sector not only increases household welfare but also contributes to broader economic growth.

Age is a crucial variable influencing a person's labor supply. As age increases, labor force participation also tends to increase (Marlina & Adry, 2018). Furthermore, Simanjuntak (2001, p. 48) explains that as individuals age, their potential income increases, which in turn affects the amount of time they are willing to allocate for work.

Marital status also affects the number of working hours among women. It influences the difference in working hours between married and unmarried women. Marlina & Adry (2018) found that married women tend to spend less time working compared to unmarried women. This is due to the tendency of married women to reduce their working hours in order to focus on household responsibilities.

Moreover, Wiggers & Sudibia (2015) argue that economic hardship, such as a high number of dependents, often drives women to enter the labor market. Similarly, Noviani & Marhaeni (2019) found that the number of dependents positively affects women's working hours. The more children or dependents in a household, the more likely it is that women will need to work longer hours to support the family.

In addition to the number of dependents, non-labor income also influences women's labor supply. Unstable or insufficient non-labor income can drive women to enter the labor market to support their households. As economic needs increase, women are often compelled to work to fulfill household demands (Susilo, 2017). On the other hand, individuals with relatively high non-labor income may feel that their needs for goods and services are already met, prompting them to choose not to work and instead enjoy more leisure time.

Based on previous studies, there are inconsistencies in the relationship between marital status, number of dependents, and non-labor income with women's labor supply.

RESEARCH METHODS

This study employed a quantitative design with an associative approach to examine the relationship between age, marital status, number of dependents, and non-labor income on the allocation of working hours among female traders at Kumbasari Market, Denpasar City. Data were collected through observation, structured interviews, and the distribution of questionnaires. The research location was selected purposively, considering

that Kumbasari Market is a traditional market operating 24 hours a day and is predominantly occupied by female traders. The focus of the study is on the allocation of female working hours and the influencing factors.

The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 77 respondents selected through accidental sampling. The variables in this study consist of one dependent variable, namely working hour allocation (Y), and four independent variables: age (X1), marital status (X2), number of dependents (X3), and non-labor income (X4).

Primary data were obtained directly from respondents through questionnaires and interviews, while secondary data were sourced from official publications such as those from the Central Bureau of Statistics (Badan Pusat Statistik) and the Regional Public Company for Markets (Perumda Pasar Sewakadarma). Statistical tools were used to analyze the relationships among the variables. The results of this research are expected to provide empirical insights into the labor dynamics of female traders within the context of household economics and their contribution to traditional markets in Denpasar City.

RESULTS AND DISCUSSION
Descriptive Analysis

Table 7. Descriptive Analysis Results

	N	Minimum	Maximum	Mean	Std. Deviation
Age	77	31.00	58.00	44.5584	5.86132
Marital status	77	.00	1.00	.4675	.50222
Number of Family Dependents	77	.00	6.00	3.0130	1.84600
Non-Work Income	77	500000.00	5500000.00	2834415.5844	1451298.41458
Work Hours Outpouring	77	43.00	80.00	62.9481	10.33249
Valid N (listwise)	77				

Source: Appendix 3

Based on Table 7, it shows that the age variable has a minimum value of 31 years, a maximum value of 58 years, an average value of 44.55 years and a standard deviation of 5.861. This shows that the data has the lowest age value of 31 years and the highest of 58 years with an average age of 44.55 years and with a standard deviation of 5.861 which means that the age of female traders at Kumbasari Market, Denpasar City could be higher or lower than the average of 5.861.

The marital status variable has a minimum value of 0, a maximum value of 1, marital status uses a dummy unit, namely code 1 for female traders who are unmarried, divorced, or widowed and 0 for female traders who are married.

The variable of the number of family dependents has a minimum value of 0 people, a maximum value of 6 people, an average value of 3.01 people and a standard deviation of 1.84. This shows that the data has the lowest value of the number of family dependents of

no dependents and the highest is 6 people with an average level of the number of family dependents of 3.01 people and with a standard deviation of 1.84 which means that the number of family dependents of female traders at Kumbasari Market, Denpasar City could be higher or lower than the average of 1.84.

The non-work income variable has a minimum value of 500,000 rupiah, a maximum value of 5,500,000 rupiah, an average value of 2,834,415 rupiah and a standard deviation of 1,451,298. This shows that the data has the lowest non-work income value of 500,000 and the highest of 5,500,000 rupiah with an average level of non-work income of 2,834,415 rupiah and with a standard deviation of 1,451,298 which means that the non-work income of female traders at Kumbasari Market, Denpasar City could be higher or lower than the average of 1,451,298.

The variable of working hours has a minimum value of 43 hours, a maximum value of 80 hours, an average value of 62.94 hours and a standard deviation of 10.33. This shows that the data has the lowest working hours value of 43 hours and the highest of 80 hours with an average level of family working hours of 62.94 hours and with a standard deviation of 10.33 which means that the working hours of female traders at Kumbasari Market, Denpasar City could be higher or lower than the average of 10.33.

Inferential Analysis
Semi Log Non Linear Regression Analysis

This study uses semi-logarithmic nonlinear regression analysis techniques processed with the help of the Eviews program. Based on the results of data processing, multiple linear regression equations can be made as follows:

Y	= 149.85	- 0.11 X1	- 1.46 X2	+ 5.18X3	-6.61 LnX4
Sb	= (4,582)	(0.036)	(0.378)	(0.114)	(0.274)
t	= (32.7)	(-3,039)	(-3,876)	(45,437)	(-24,124)
sig	= (0.0000)	(0.0033)	(0.0002)	(0.0000)	(0.0000)
R2	= 0.974		F = 730.3		Sig = 0.000

Classical Assumption Test
1) Normality Test
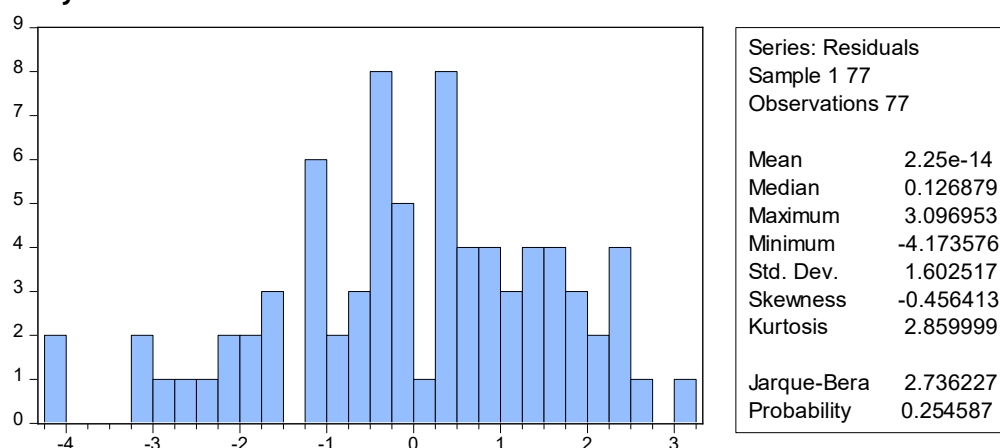
Figure 1. Results of the Classical Assumption Test

Source: Appendix 5 in the author's thesis

Based on the results of the normality test in Figure 1, it shows that the data in this study are normally distributed. This is indicated by the value of the Jarque-Bera sample test with a probability of 0.254, which is greater than 0.05. Therefore, the data is normally distributed, so the model is suitable for further analysis.

2) Multicollinearity Test

Table 8. Multicollinearity Test Results

No	Variables	VIF	Information
1	Age	1,263	There is no multicollinearity
2	Marital status	1,010	There is no multicollinearity
3	Number of Family Dependents	1,244	There is no multicollinearity
4	Non-Work Income	1,041	There is no multicollinearity

Source: Appendix 5

Based on Table 8 shows that the VIF value for each independent variable is age (1.263), marital status (1.010), number of family dependents (1.244) and non-work income (1.041). All independent variables in this study have VIF values <10. Based on this, it can be concluded that in the regression model of this study there is no correlation problem between the variables.

3) Heteroscedasticity Test

Table 9. Heteroscedasticity Test Results

Heteroskedasticity Test: Glejser

F-statistic	1.912056	Prob. F(4,72)	0.1177
Obs*R-squared	7.393929	Chi-Square Prob.(4)	0.1165
Scaled explained SS	6.750306	Chi-Square Prob.(4)	0.1497

Source: Appendix 5 in the author's thesis

Testing the Effect of Age, Marital Status, Number of Family Dependents, Non-Work Income Simultaneously on Traders' Working Hours (F Test)

Table 10. Simultaneous Test Results (F Test)

R-squared	0.975946	Mean dependent variable	62.94805
Adjusted R-squared	0.974609	SD dependent var	10.33249
SE of regression	1.646429	Akaike information criterion	3.897826
Sum squared residual	195.1725	Black criterion	4.050021
Log likelihood	-145.0663	Hannan-Quinn critter.	3.958702
F-statistic	730.3034	Durbin-Watson stat	1.727333
Prob(F-statistic)	0.000000		

The F test is used to determine how the independent variables influence the dependent variable simultaneously. The F statistical test basically shows whether all independent variables included in the model have a simultaneous influence on the dependent variable. The following are the results of the simultaneous regression coefficient significance test (f test) in Table 10

Based on the results of the regression analysis with the help of the Eviews program, it can be concluded that the calculated F value is greater than the F table, namely 730.3> Ftable = F0.05 (4; 72) = 2.50 or with a significance value of 0.000 <0.05, then H0 is rejected and H1 is accepted, which means that the variables age, marital status, number of family dependents, and non-work income simultaneously have a significant effect on the flow of working hours of female traders in Kumbasari Market. This is supported by the value of the multiple determination coefficient (R^2) which is 0.9746. This means that 97.46 percent of the total variation (up and down) of the flow of working hours of female traders in Kumbasari Market is explained or influenced simultaneously by age, marital status, number of family dependents, and non-work income, and the remaining 6.54 percent is explained or influenced by other factors not included in the model, at a significance level of 5 percent.

Testing the Influence of Age, Marital Status, Number of Family Dependents, Non-Work Income Partially on Traders' Working Hours (T-Test)

Table 11. Partial Test Results (T-Test)

Variable	Coefficient	Std. Error	t-Statistic	Prob.	Conclusion
C (Constant)	149.8484	4.5825	32.7004	0.0000	—
Age (X1)	-0.1101	0.0362	-3.0393	0.0033	Negative
Marital Status (X2)	-1.4655	0.3781	-3.8760	0.0002	Negative
Number of Dependents (X3)	5.1851	0.1141	45.4373	0.0000	Positive
Non-Labor Income (LN_X4)	-6.6102	0.2740	-24.1242	0.0000	Negative

Based on Table 11, the age variable has a t-statistic value of -3.04, while the calculated t-table value is t(α, df) = t(0.05;72) = 1.666. Since the t-statistic exceeds the t-table value at a significance level of 0.05, H0 is rejected and H1 is accepted. This indicates that age has a negative and significant partial effect on the working hours of female traders at Kumbasari Market, Denpasar City. Furthermore, the coefficient for age is -0.11, which implies that for every one-year increase in age, the weekly working hours of female traders decrease by 0.11 hours, assuming other variables remain constant at the 5 percent significance level.

The analysis of the marital status variable shows a t-statistic value of -3.875, while the calculated t-table value is t(α, df) = t(0.05;72) = 1.666. Since the t-statistic exceeds the

t-table value at the 0.05 significance level, H0 is rejected and H1 is accepted, indicating a significant difference in the average working hours between married and unmarried female traders. The coefficient for marital status is -1.47, which means that the working hours of married female traders are 1.47 hours/week lower than those of unmarried female traders, assuming other variables remain constant at the 5 percent significance level.

The analysis of the number of dependents variable shows a t-statistic value of 45.43, while the calculated t-table value is $t(\alpha, df) = t(0.05;72) = 1.666$. Since the t-statistic exceeds the t-table value at a 0.05 significance level, H0 is rejected and H1 is accepted. This indicates that the number of family dependents has a positive and significant partial effect on the working hours of female traders at Kumbasari Market, Denpasar City. The coefficient for this variable is 5.19, meaning that for each additional dependent, the working hours of female traders increase by 5.19 hours/week, assuming other variables remain constant at the 5 percent significance level.

The analysis of the non-labor income variable shows a t-statistic value of -24.12, while the calculated t-table value is $t(\alpha, df) = t(0.05;72) = 1.666$. Since the t-statistic exceeds the t-table value at the 0.05 significance level, H0 is rejected and H1 is accepted. This means that non-labor income has a negative and significant partial effect on the working hours of female traders at Kumbasari Market, Denpasar City. The coefficient of non-labor income is -6.61, indicating that a 1 percent increase in non-labor income will reduce the working hours of female traders by 0.066 hours/week, assuming other variables remain constant at the 5 percent significance level.

CONCLUSION

Based on the results of the discussion and previous explanations, the conclusions are as follows:

1. Simultaneously, age, marital status, number of dependents, and non-labor income have a significant effect on the allocation of working hours among female traders at Kumbasari Market, Denpasar City.
2. Partially, age, marital status, and non-labor income have a negative and significant effect on the allocation of working hours among female traders at Kumbasari Market, Denpasar City, whereas the number of dependents has a positive and significant effect.

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