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by Ni Putu Sukanteri

Submission date: 10-Aug-2023 06:49PM (UTC+0700)

Submission ID: 2143935663

File name: er_Entrepreneurial_Attitude_In_Tabanan_Traditional_Market_2.pdf (377.36K)

Word count: 2696

Character count: 14628

Effect Of Women Worker Entrepreneurial Attitude In Tabanan Traditional Market

Putu Eka Indrawan^{1, b)}, I Gusti Agung Gede Wiadnyana^{1, c)}, Pande Komang
Suparyana^{2, a)} and Ni Putu Sukanteri^{3, d)}

¹ University of PGRI Mahadewa Indonesia, Denpasar, Bali, Indonesia

² University of Mataram, Mataram, Nusa Tenggara Barat, Indonesia

³ University of Mahasaraswati Denpasar, Denpasar, Bali, Indonesia

^{a)} Corresponding author: pandesuparyana@unram.ac.id

^{b)} putueka002@gmail.com

^{c)} wiadnyana_23688@yahoo.com

^{d)} putusukanteri@gmail.com

ABSTRACT. Women worker is one of the most popular professions for underprivileged communities in Bali. Women worker usually offer services to carry groceries when buyers shop at traditional markets. Women worker are low-income people who have been affected by the Covid-19 pandemic. The existence of Cash Social Assistance from the government, both local and central governments as well as donations from philanthropy which is very helpful for the women worker. The purpose of this study was to analyze the influence of the entrepreneurial attitude of the women worker during the Covid-19 pandemic. Respondents in this study are 30 women worker who worked at the Tabanan City market in Tabanan Regency. The analysis technique used is multiple linear regression equation model. The results showed that the effectiveness of social assistance and the level of entrepreneurial spirit simultaneously had a significant effect on the variables encouraging entrepreneurial success during the Covid-19 pandemic. If viewed partially, the level of entrepreneurial spirit has a significant effect on the encouraging of Entrepreneurial Success During the Covid-19 Pandemic, with a high level of entrepreneurial spirit which will provide enthusiasm for the women worker in encouraging entrepreneurial success. While the effectiveness of cash social assistance does not have a significant effect on encouraging of entrepreneurial success during the Covid-19 pandemic, this is in accordance with the situation on the ground, where cash social assistance has not been received by the Women worker at the Tabanan City Market. The women worker at the Tabanan City Market, only get help from philanthropists who care and are willing to help the condition of the women worker who are affected by the pandemic which has resulted in decreasing the income of the women worker. Therefore, it is necessary to provide targeted assistance so that it can improve the entrepreneurial spirit of the women worker.

INTRODUCTION

Indonesia is a developing country where most of the population lives in rural areas, so that if national development has the goal of prospering the people, then rural areas are the first alternative to get priority as a field of development. Basically, today's rural areas can be identified with the word "poverty". Because in reality many people who live in rural areas are very familiar with poverty. In general, they live with limitations, poverty, and powerlessness in the face of various developments and changes that occur. The powerlessness of the community, including the poor, is also caused by economic problems, as well as the lack of public access to improve community abilities and skills, including information(1). Tabanan Regency is one of the regencies in Bali Province. The total area of Tabanan Regency is 839.33 km². In particular, Tabanan District is the center of government in Tabanan Regency which consists of 12 villages. The total population of 73,443 people is the second largest in Tabanan Regency(2). The increase in population will certainly have an impact on the income of the community that will be generated, but it is not accompanied by the provision of comparable employment opportunities by the government. This resulted in the purchasing power of the existing community was not maximized and there was a decrease in the quality of life, especially in the problem of urban people's income. The role of the government must be supported by the concern of the local community to overcome these problems by creating a creative economy in Tabanan Regency, especially Tabanan District.

Traditional markets are places to market agricultural products and as locations for community transactions to meet other needs, in contrast to modern markets or malls, this type of market is more likely to be a place for shopping. Along with the times, the role of the market becomes very important because through the market

one's needs can be fulfilled. Traditional markets have a place in people's hearts because it makes it easier to meet their daily needs so that it is easier for people to shop for their household needs(3).

Women worker is one of the professions that is popular among Balinese people. They can be found in traditional markets in Bali. Women worker usually offer services to bring groceries when buyers shop at the market. The groceries are then placed in a basket that they carry on their heads while following wherever the buyer who rents it is to finish shopping at various kiosks then arrives at the parking lot or to the house if the house is near the market. The Women worker profession in Bali is run by women of various ages.

The government is increasingly ready to help ease the burden on the community especially for those affected by the corona virus (covid-19). The government plans to provide several types of social assistance in the form of basic food packages, Cash Social Assistance (BST) and Direct Cash Assistance (BLT). Cash Social Assistance (BST) is assistance sourced from the Ministry of Social Affairs of the Republic of Indonesia which will be provided to the community based on the Integrated Social Welfare Data (DTKS).

Based on the description the background that has been presented, the formulation of the problem in this study is how the influence of the Covid-19 Pandemic on Social Assistance (BST) on the entrepreneurial attitude of women worker at the Tabanan Market in Bali. The purpose of this study was to analyze the effect of the Effectiveness of Cash Social Assistance and Entrepreneurial Spirit Level on the Drivers of Entrepreneurial Success women worker During the Covid-19 Pandemic at the Tabanan City Market, Bali.

METHODOLOGY

Research Location and Time

This research was conducted in Tabanan District, Tabanan Regency on women worker in the Tabanan City market. The selection of this market was done purposively, the researchers chose this women worker with the consideration that the women worker is a poor community affected by the Covid-19 Pandemic and received Cash Social Assistance in Tabanan District. When the research is carried out in 2021.

Sampling Method

The population is the total number consisting of objects or subjects with certain characteristics and qualities determined by the researcher in conducting his research to obtain conclusions from the research(4). Based on this understanding, the respondents in this study amounted to 30 women worker who did their work in the Tabanan City market in Tabanan District. The selection of respondents in this study was carried out using the snowball sampling method, this technique was used with the consideration that the selected respondents were the subjects of actors who did the work of women worker in the Tabanan City market.

Data Analysis Method

This research is descriptive using a qualitative approach. A qualitative approach was used in conducting an analysis of Entrepreneurial Attitudes During the Covid-19 Pandemic of women worker. The SPSS version 18 program was used as a data processor in the analysis of this study.

Multiple linear regression analysis was used as a calculating tool to analyze this research because in this study there was one dependent variable, namely the Factors of Encouraging Entrepreneurial Success During the Covid-19 Pandemic and there were two independent variables, namely the Effectiveness of Cash Social Assistance and the Entrepreneurial Spirit Level. The formula used is $Y = b_0 + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$ which is then translated into the following formula(5):

$$Y = b_0 + b_1 X_1 + b_2 X_2$$

Where:

Y = Factors of Encouraging Entrepreneurial Success During the Covid-19 Pandemic

b_0 = Constant

b_1 - b_2 = Regression Coefficient of each variable

X_1 = Effectiveness of Cash Social Assistance

X_2 = Entrepreneurial Spirit Level

Simultaneous Regression Coefficient Test (F Test)

This test is carried out in finding the significance value of the parameter simultaneously from the independent variable to be measured against the dependent variable. So that it can be seen whether the independent variable can be accepted statistically by comparing the calculated F and F table.

Partial Regression Coefficient Test (t-test)

This test is carried out to find out how far the independent variables individually have an influence on the dependent variable. This test is an analysis of individual hypothesis testing on the regression coefficients, which is a comparison of the statistical value of each regression coefficient with the t table value according to the level of significance.

RESULTS AND DISCUSSION

Model of Entrepreneurial Attitude Equality During the Covid-19 Pandemic Tukang Suun at the Tabanan City Market, Bali

Multiple regression analysis is used in this analysis to find the magnitude of the effect of changes in an independent variable on the dependent variable in the regression model. The regression model from this study can be seen in Table 1. From the results of the theoretical approach and the information obtained, the selection of variables that are thought to be able to influence the factors of encouraging success of entrepreneurship during the covid-19 pandemic of the women worker at the Tabanan City Market Bali is carried out with which includes the Aid Effectiveness variable. Cash Social (X1) and Entrepreneurial Spirit Level (X2). The relationship between the dependent variable (Y) and the independent variable (Xi) by transforming in the following form:

$$Y = b_0 + b_1X_1 + b_2X_2$$

$$Y = 0,257 + 0,215X_1 - 0,697X_2$$

TABLE 1. Results of Multiple Linear Regression Analysis of Entrepreneurial Attitude Equation Models During the Covid-19 Pandemic Tukang Suun at the Tabanan City Market, Bali

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.257	.646		.399	.693
1 X1	.215	.128	.277	1.682	.104
X2	.697	.213	.539	3.273	.003

a. Dependent Variable: Y

In Table 2, it can be seen that the Adjusted R2 value is 0.554 or 55.4%. This shows that 55.4% of the variation in the factors of encouraging entrepreneurial success during the Covid-19 pandemic at the Tabanan City Market in Bali can be shown by the two variables used, namely the Effectiveness of Cash Social Assistance and the Level of Entrepreneurial Spirit. The rest with a value of 0.446 or 44.6% is indicated by other factors not included in this model. This residual value is less than 50%, meaning that the independent variables provide sufficient information needed to predict the variation of the dependent variable. The R value of 0.745 provides information on a fairly strong correlation between the factors of encouraging the success of entrepreneurship during the covid-19 pandemic of the women worker at the Tabanan City Market in Bali and the two variables used.

TABLE 2. Summary Model of Entrepreneurial Attitudes During the Covid-19 Pandemic Tukang Suun in Tabanan City Market, Bali

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.554	.521	.22520

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Simultaneously Effect of Independent Variables on Factors of Encouraging Entrepreneurial Success During the Covid-19 Pandemic Tukang Suun at the Tabanan City Market, Bali

The F test is a test of the significance of all independent variables (Effectiveness of Cash Social Assistance (X1) and Entrepreneurial Spirit Level (X2)) together on the dependent variable (Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic (Y)).

TABLE 3. ANOVA Model of Entrepreneurial Attitudes During the Covid-19 Pandemic Tukang Suun at the Tabanan City Market, Bali.

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	1.704	2	.852	16.798	.000 ^b
Residual	1.369	27	.051		
Total	3.073	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

In Table 3, the results of the calculation with a significance value of F are 0.000. The value is smaller than 0.05. This means that the Cash Social Assistance Effectiveness Variable (X1) and Entrepreneurial Spirit Level (X2) simultaneously significantly influence the dependent variable on the Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic (Y).

Partial Influence of Independent Variables on Factors of Encouraging Entrepreneurial Success During the Covid-19 Pandemic Tukang Suun at the Tabanan City Market, Bali

The t-test is a test of whether or not there is an influence between the independent variables of the Effectiveness of Cash Social Assistance (X1) and the Entrepreneurial Spirit level (X2) partially on the dependent variable on the Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic (Y).

The effectiveness of Cash Social Assistance (X1) in Table 1, obtained a significance value of 0.104. The value is greater than 0.05. This means that the effectiveness of cash social assistance does not significantly affect the factors of encouraging entrepreneurial success during the Covid-19 pandemic (Y) at = 5%. The coefficient of the Effectiveness of Cash Social Assistance variable is positive, indicating that if there is an increase in the Effectiveness of Cash Social Assistance, it will increase the Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic assuming other variables are constant or constant. This is in accordance with the situation in the field, where cash social assistance has not been received by the bidders at the Tabanan City Market. The women worker at the Tabanan City Market, only get help from philanthropists who are concerned and want to help the condition of the women worker who are affected by the pandemic which has resulted in a decline in the income of the bidders. In their research suggesting that measuring the effectiveness of a program needs to be considered indicators in the form of: program socialization, understanding, programs, targeting accuracy, program objectives, and real change(5).

The level of Entrepreneurial Spirit (X2) in Table 1, obtained a significance value of 0.003. The value is smaller than 0.05. This means that the level of entrepreneurial spirit has a significant effect on the Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic (Y) at = 5%. The coefficient of the entrepreneurial spirit level variable is positive, indicating that if there is an increase in the entrepreneurial spirit level, it will increase the Factors of encouraging Entrepreneurial Success During the Covid-19 Pandemic assuming other variables remain or are constant. With a high level of entrepreneurial spirit, it will provide enthusiasm for the women worker in entrepreneurship success. In line with previous research which stated that the entrepreneurial spirit affects entrepreneurial success(6),(7),(8).

CONCLUSION

The results showed that the effectiveness of cash social assistance and the level of entrepreneurial spirit simultaneously had a significant effect on the variables of encouraging entrepreneurial success during the Covid-19 pandemic. If viewed partially, the level of entrepreneurial spirit has a significant effect on the encouraging of Entrepreneurial Success During the Covid-19 Pandemic, with a high level of entrepreneurial spirit which will provide enthusiasm for women worker in encouraging entrepreneurial success. While the effectiveness of cash social assistance does not have a significant effect on the encouraging of entrepreneurial success during the Covid-19 pandemic

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