

The Role of Women In The Vegetable Market Traders Alok Against Decision-Making Families With Income As a Moderating Variable.

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ABSTRACT

Women work to help the family and economy as well as the main breadwinner in the family. On the other hand his role in the affairs of the household (domestic) being reduced due to the division for a long time, which is used for other activities outside of the household. The community has a role sikka respectively in each of his works as an example is a woman trader acted to suffice the needs in household income. The town of maumere had the traditional market, known as market alok. Traders in the market, an awful lot of alok sell goods clothing, food and board, such as convection (suits, veils, underwear, socks, shoes and bags, bumbon, meat, produce, glassware, accessories, tools electronics, service, fruits, etc). This research was conducted in the market alok. maumere, sikka R & D road. in July 2018. Determination of the sample using the formula slovin (Husein 2011) and the degree of error of 15%. Methods of analysis used in this study is qualitative and quantitative methods. The tool that is used to retrieve data using the author field school questionnaire and test by using a test of the validity of the test, reabilitas test, normality. The data was processed using statistical parametik multiple linear regression and correlation. Based on the results of research income is Idr respondents average. 15,388,000 with range Rp 4.500.000 – USD 15,000,000. then average income family member respondents is Rp. 996,666 with a range of Rp.500.000 – Rp.1.5 million. Total family income respondents average is Rp. 14,391,334 with a range of Rp. 4,000, 000 – Rp 13,500, 000. It can be concluded also that average family income respondents are also on top of the UMP (Provincial Minimum Wage) of Rp. 1,660, 000.00. with the contribution of income respondents against his family's income is high. The results of the regression analysis shows analysis I calculate a woman's role is of 3,573 traders with the significance of the t is worth 0.001 (may) and the regression coefficient of 0.745. This means that the role of women traders have a positive influence and significantly to decision making. The results of the regression analysis II shows t calculate the role women traders are of 2,162 with a t value significance 0.040 (May). Variable Income have t count of 0.548 with 0.586 significance (not significant). Moderator variable (variable interaction between women's roles and Income) have t count of 2,677 with 0.846 significance (not significant). This means that the income variable is not a pemoderasi in the relationship between the role of the women traders with decision making. Regression test results III with the role of women traders and independent variables as income and decision-making coefficient determination (R²) of 0.464 which means that contributions to the 2 free variables in this study (role of women merchants and income) are able to explain variations of the ups and downs of the decision-making of 46.4%. While the rest of 53.6% is explained by other variables that are not included in the research model.

Keywords

Women, Merchants, Income, Moderating.

1. INTRODUCTION

The participation of women in the workforce have contributed to the well-being of families in particular areas of the economy. Women who work and add to the family income is automatically able to improve the quality of nutrition

and health of all members of the family. (Mudzhakar 2001), the work of making a living are often done women in daily life one is as a trader the vegetables. Working as a trader of vegetables in traditional markets would not require a large capital and special requirements, so that there are many women who became traders (Budiyati 2007), alok is market traditional market in the town of maumere, maumere alok in the market many women who became traders vegetable traders, the purpose of the work is a woman can help make a living for their families, so that the life of the economy his family can be met.

2. RESEARCH METHODS

Research on the market survey method with maumere alok. The population in this research is the woman at the market traders alok maumere totalling 30 people. Using a sampling of saturated. the number of samples in this study was 30 people. Research carried out in august until september with the interviewed women, employees, merchants market p. Secondary data include data that are on the market, in the form of the structure, alok rules women traders and market itself. The primary data were collected by interviewing women merchants (using a structured questionnaire). Methods of analysis used in this study is a qualitative method. tool used to capture data about the role of women traders author using a detailed questionnaire and test by using a test of the validity of the test, reabilitas test, normality (Sunyoto 2008), and then this data is processed using statistical parametik multiple linear regression and correlation and t-test and F-test (Supranto 2009).

3. RESULTS AND DISCUSSION

The role of women vegetable traders against income of the family. to know the magnitude of the role of women vegetable traders against income of the family, the first thing that is analyzed is the business activities of commerce respondents. This analysis can be seen in table below.

Table 1 Income Women Traders

No	Notes	Range	Average
1.	Acceptance/TR (Rp)	Rp. 10.500.000,00– Rp.37.500.000,00	Rp.25.968.000
2.	The Total Cost Of/TC (Rp)	Rp. 6.000.000,00 – Rp.22.500.000,00	Rp.10.580.000
3.	Income/Pd (Rp)	Rp.4.500.000 – R p.15.000.000	Rp.15.388.000

Source: Attachment 4.1, processed

The way used to calculate income above is the difference between the receipts (TR) and total costs (TC). Based on the above table 4.1 average acceptance in get respondents per month amounting to Rp. 25,968,000 with range IDR 10,500,000.00 – Rp. 37,500,000.00. Then the average cost of a trade vegetable business respondents amounted to Rp. 10.580.000 with a range of Rp. 6,000,000.00 – Rp. RP 22.500.000. Of acceptance and the total cost of which has been analysed, it can be retrieved average income of IDR 15.388.000 respondent with a range of income Rp 4.500.000 – Rp. 15,000,000. Of magnitude average income respondents are listed in table 4.1 is Rp. 15.388.000, then it can be inferred the income women traders in the market of vegetables on top of maumere alok UMP (provincial minimum wage). UMP standard (minimum wage) for the province of east nusa tenggara which applies is Rp. 1,660, 000.00 per month. To see the percentage of contribution income respondents for her family, can be seen in table below.

Table 2. Percentage (%) Women's Income Contribution Of The Merchant Market Vegetable Alok

No	Notes	Range	Average
1.	The Income Of The Respondent	Rp.4.500.000 – Rp.15.000.000	Rp.15.388.000
2.	The Income Of Family Members	Rp. 500,000 – Rp. 1,500,000	Rp. 996.666
3.	Total Family Income	Rp.5,000,000 – Rp.16,500,000	Rp..16.384.666
4.	Contribution Income	90% - 91%	93,91%

Based on table 4.2 above average income of respondents was Rp. 15,388,000 with a range Rp. 4.500.000 – Rp. 15,000,000. Later members of the family income respondents average amounted Rp. 996,66. With a range Rp. 500.000 – Rp. 1.5 million. Total family income respondents flat is Rp. 14,391,334 with a range of Rp. 4,000, 000 – Rp 13,500, 000. It can be concluded also that average family income respondents are also on top of the UMP (provincial minimum wage) of Rp. 1,660, 000.00.

The formula used to figure out the percentage of contribution income respondents is by dividing the respondent's income with a total family income is then multiplied by one hundred percent (100%). From the results of these calculations are then retrieved the percentage income contribution average respondents in table 4.2 of 93.91% with a range of 90%-91%. It is concluded that the respondent's income contribution towards his family income was high, with criteria :

1.	The contribution of the < 50%	= The Role Of Low
2.	The contribution of the ≥ 50%	= The Role Of High

4. STATISTICAL ANALYSIS

Test for multicollinearity:

Multicollinearity test analysis results by using the SPSS program, obtained results are shown in the following table:

Table 3. Multicollinearity Test Results

No.	Variabel	Tolerance	VIF	Description
1.	The Role Of Women Traders (X_1)	0.777	1.286	Multicollinearity Does Not Occur
2.	Income (X_2)	0.777	1.286	Multicollinearity Does Not Occur

By looking at the test results table 4.12 multicollinearity noted that none of the free variable that has a value of tolerance is less than 0.1. Similarly, the value of each variable VIF no greater than 0.1. Thus it can be concluded that there is not a perfect correlation between free variables (the independent), so there is no regression model problem multicollinearity.

Test for normality

The results of the analysis of the test of normality normal to see whether the data by using the SPSS program. Kolmogorov-smirnov test based on the obtained results are shown in table

Table 4 Normality Test Results

No	Variabel	Asymp. Sig. (2-tailed)	Description
1.	The Role Of Women Traders	0.773	Gaussian Data
2.	Income	0.596	Gaussian Data
3.	Decision Making	0.458	Gaussian Data

From the results of the processing of data in table 4.13 note that significant value to all variables is greater than 0.05, so the data it can be concluded that tested the gaussian

Test heteroskedastisitas

Test heteroskedastisitas analysis results by using the SPSS program, obtained as a result of the scatterplot shown in the picture below:

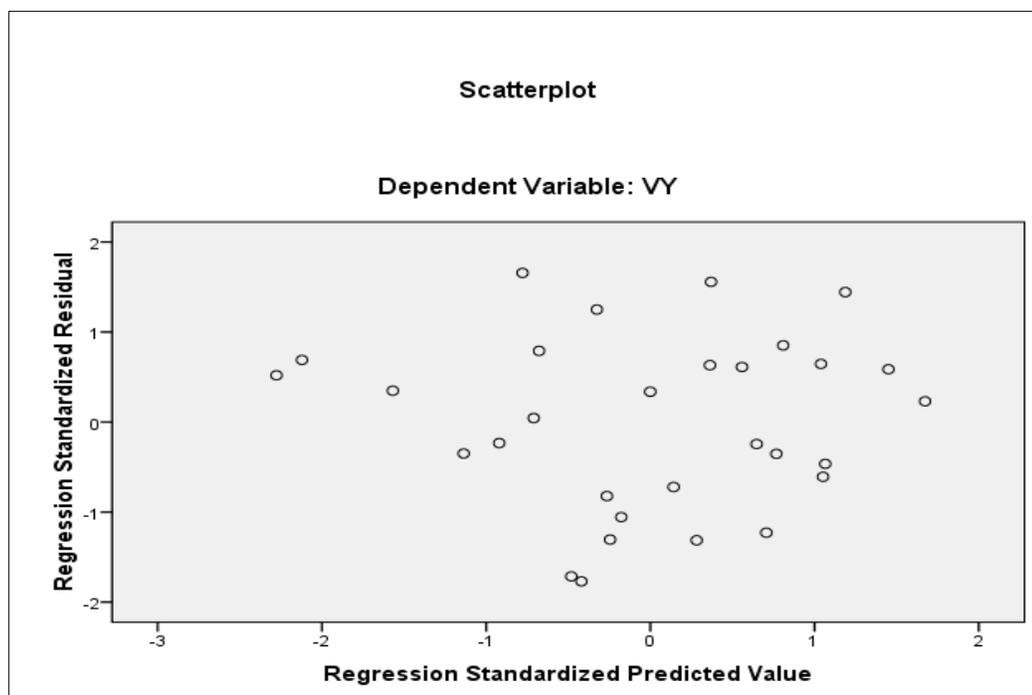


Figure 1 Test Heteroskedastisitas

On the scatterplot 4.2 above image indicates that the data is spread randomly both above and below the zero point.

Test of linearity

Linearity test analysis results by using the SPSS program, obtained results are shown in the following table:

Table 5 The Results of Testing Linearity

No	Variabel	Sig. Linearity	Description
1.	The Decision-making Role Of Women Traders *	0,001	Linear
2.	Decision Making * Income	0,000	Linear

On the table above it can be concluded that the data used can be described by a linear regression well enough because the value of sig. linearity the data smaller than 0.05 thus variable data on the role of women traders and income have been eligible linearity. Based on test performed not found a violation of the classical assumptions, namely multikolinieritas, heteroskedastisitas, normality and linearity a linear regression model, then the model used in this study can be used to make the forecast or prediction against the regression coefficients are generated from the model.

Hypothetical model test results

The first hypothesis significance test results

Hypothesis testing I (role of women traders effect significantly to decision-making) is done with test t. hypothesis testing with the first lady's role as the independent variable and the merchants decision making as a variable the dependent can be seen in table

Table 6 Coefficients Hypothesis I

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.332	10.300		2.557	0.016
The Role Of Women Traders	0.745	0.209	0.560	3.573	0.001

Dependent Variables: Decision-making

Based on regression analysis I had done the regression equation is obtained as follows:

$$Y = 26.332 + 0,535 X_1$$

From the regression equation can be interpreted as follows:

Constants of 26,332 gives the sense that when the variable predictor/independent assumed = 0, then the constant decision making will be worth of 26,332.

The regression coefficients X 1 of 0745 gives the sense that the role of women traders positive effect against decision-making. This shows that with the addition of one unit of the role of women traders then will happen to increase the decision-making of 0745.

The results of the regression analysis (Table 4.15) shows t calculate the role women traders is of significance with a 3,573 t is worth 0.001 (May) and the regression coefficient of 0745. This means that the role of women traders have a positive influence and significantly to decision making.

Determination (R2) of the first hypothesis by using the SPSS program, obtained as a result of the R2 shown in the following table:

Table 7 Model Summary The First Hypothesis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.313	.289	7.16405

a. Predictors: (constant), the role of women traders

Figure R square shows the coefficient of determination or the role of variance (independent variables in relation to the dependent variable). Figure R square of 0.313 shows that only 31.3% of the decision-making variables that can be explained by the variable roles a woman trader, the remaining 68.7% explained by other factors.

The second hypothesis significance test results (moderation)

Regression test results II with the role of women traders as variables the dependent and independent variables as performance, as well as Income as presented in table:

Tabel 8 Coefficients Moderasi

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	62.575	1.781		35.139	.000
	Zscore: The Role of Women Traders	3.034	1.403	.357	2.162	.040
	Zscore: Income	3.717	1.389	.438	2.677	.013
	Moderator	0.349	1.775	.029	.196	.846

a. Dependent Variable: Pengambilan Keputusan

Based on regression analysis II has done a regression equation is obtained as follows:

$$Y = 62.575 + 3.034 X_1 + 3.717X_2 + 0.349X_1 X_2$$

From the regression equation can be interpreted as follows:

Constants of 62,575 gives the sense that when the variable predictor/independent assumed = 0, then the constant decision making will be worth of 62,575.

The regression coefficients X 1 of 3,034 gives the sense that the role of women traders positive effect against decision-making. This shows that with the addition of one unit of the role of women traders then will happen to increase the decision-making of 3,034.

The regression coefficient X 2 of 3,717 gives the sense that the positive effect of income towards decision-making. This shows that with the addition of one unit revenue increase will occur then the decision making of 3,717.

The regression coefficients X 1 X 2 of 0349 gives the sense that the interaction between the role of the women traders and influential positive Income against the decision making. This shows that with the addition of a single unit of interaction between the role of the women Traders and income will then increase the decision-making occurs only of 0349

The results of the regression analysis II shows t calculate the role women traders are of 2,162 with a t value significance 0.040 (May). Variable income have t count of 0.548 with 0.586 significance (not significant). Moderator variable (variable interaction between women's roles and income) have t count of 2,677 with 0.846 significance (not significant). This means that the income variable is not a pemoderasi in the relationship between the role of the women traders with decision making. The results of the analysis of determination (R2) of the second hypothesis (moderation) using the SPSS program, obtained as a result of the R2 shown in the following table:

Table 9 design Summary First hypothesis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.682 ^a	0.465	0.403	6.56138

Figure R square shows the coefficient of determination or the role of variance (variable moderation in relation to the dependent variable). From table can be seen there is a rise in the value of the R square regression model from I to II regression model of 15.2% (adjusted R square regression models I amounted to 31.3%). Figure R square of 0465 means interaction between female traders and role variable income able to explain variations of the ups and downs of the decision-making variables of 46.5%. The rest amounted to 53.5% is explained by other variables outside of a research model.

Based on the results of the regression analysis II who rejected the income variable as moderation, then conducted regression analysis III to know the influence of the role of women traders against income and decision-making

The third hypothesis significance test results

This analysis is done to reinforce the results of the regression analysis II which states that the income variable is not the variable pemoderasi in the relationship between the role of the women traders with decision making.

Regression test results III with the role of women traders and income as the independent variable and the dependent variable as decision-making is as follows:

Multiple linear regression analysis

Multiple linear regression analysis results by using the SPSS program, obtained results are shown in the following table:

Table 10 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.653	10.507		1.204	0.239
	The Role Of Women Traders	0.468	0.213	0.352	2.200	0.037
	Income	0.430	0.156	0.441	2.759	0.010

Source: Data Analysis Results

Data analysis results in table above can be made linear multiple regression model equation as follows:

$$Y = 12.653 + 0.468X_1 + 0.430X_2$$

Based on a regression equation above, interpretation for constants and the respective regression coefficients can be outlined as follows:

Constants (bo) : 12.653

Constants numbers or explained that if all the variables are free, in this case, i.e. the variable roles a woman trader (X 1), and income (X 2) is assumed to be constant or change is zero, then the decision making (Y) already of 12,653.

The regression coefficient $b_1 (x_1)$: 0.468

The regression coefficients can be explained that if the income variables (X 2) considered to be constant or fixed, then when there is a change (increase) in the variable roles a woman trader (X 1) of one unit, will result in changes to the increase occurred the decision-making variables (Y) of 0468; Likewise if there is a decline in the variable roles a woman trader (X 1) of one unit will result in a decline in decision making (Y) of 0468 units. koefisien regresi $b_2 (x_2)$: 0.430

The regression coefficients can be explained that if the variable roles a woman trader (X 1) are constant or immutable, then when there is a change (increase) on the income variables (X 2) of one unit would result in going on a hike

decision making (Y) by 0430. Likewise if there is a decrease in variable income (X 2) of one unit will result in the decline of decision-making (Y) by 0430 unit

Hypothesis test simultaneously (Test F)

The results of the analysis of the test of the hypothesis test using SPSS program F, obtained results are shown in the following table:

Tabel 11 Simultaneous Hypotheses Testing (Uji F)

ANOVA ^b						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	971.160	2	485.580	11.695	0.000 ^a
	Residual	1121.007	27	41.519		
	Total	2092.167	29			

The results of the statistical tests based on Anova calculation shows the value of F_{hit} to the value significance of 11,695 0.000. The value significance level of 0.000 alfa used i.e. 5% or 0.05 F_{tabel} value was amounting to 3.35 (df = n-k-1), then to 2 this free variables simultaneously influence positively and significantly to decision making (Y), up and down value means that the decision-making is highly determined by the ups and downs to this free two variables simultaneously or together.

Test the hypothesis partially

The results of the analysis of the test of the hypothesis test of t by using the SPSS program, obtained results are shown in the following table:

Tabel 12 Partial Hypothesis Test

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.653	10.507		1.204	0.239
	The Role Of Women Traders	0.468	0.213	0.352	2.200	0.037
	Income	0.430	0.156	0.441	2.759	0.010

a. Dependent Variable: Decision Making

Based on data in table above, test the hypothesis partially (t-test) for each free variable against the terikatnya variable is as follows:

The variable roles a woman trader (X_1) :

The results of statistical tests show that the value of the thitung of the significant value of 2,200 0.037. significance values smaller than the alpha level used 5% (0.05), the value is ttabel 2.052, then its decision is to accept the hypothesis zero (H_0) and reject the alternative hypothesis (H_a), that partially variable roles a woman trader (X 1) has a positive influence and insignificant against the decision-making variables. This means that if the variable roles women traders increasingly upgraded then decision-making will also increase did not significantly.

Coefficient of determination:

The results of statistical tests on table shows that the value of the thitung of the significant value of 2,759 0.010. A value smaller than the level of significance alpha used 5% (0.05), the value is ttabel 2.052 then its decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a), that partially variable Income has a positive and significant effect against the decision-making variables. This means that if the income is then progressively enhanced decision making will increase significantly.

Coefficient of determination (R^2)

The results of the analysis using the SPSS program, obtained as a result of the R2 shown in the following table:

Tabel 13 Coefficient Of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.681 ^a	0.464	0.424	6.44351

Based on the results of the analysis of the data in the table above looks that the value of the coefficient of determination (R²) of 0.464 which means that contributions to the 2 free variables in this study (role of women Traders and income) was able to explain the variations rises the fall in the decision-making of 46.4%. While the rest of 53.6% is explained by other variables that are not included in the research model

4. CONCLUSION

The results of the regression analysis shows analysis I calculate a woman's role is of 3,573. Traders with the significance of the t is worth 0.001 (May) and the regression coefficient of 0.745. This means that the role of women traders have a positive influence and significantly to decision making.

The results of the regression analysis II shows t calculate the role women traders are of 2,162 with a t value significance 0.040 (May). Variable Income have t count of 0.548 with 0.586 significance (not significant). Moderator variable (variable interaction between women's roles and income) have t count of 2,677 with 0.846 significance (not significant). This means that the income variable is not a pemoderasi in the relationship between the role of the women traders with decision making.

Regression test results III shows the linear regression equation models double as follows: $Y = 0.468 \cdot 12,653 + x_1 + X_2$ test result statistics 0.430 calculation based on anova showed the value of F_{hit} to the value significance of 11,695 0.000. The value significance level of 0.000 alfa used i.e. 5% or 0.05, then to 2 free this variable simultaneously influence positively and significantly to decision making (Y),

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BIOGRAPHIES

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