International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

# The Effect of Socio-Economic Characteristics on the Income Level of Women Vegetable Traders: (Case Study at Gemba Market, Waimital Village, Kairatu District, West Seram District

**Meiska Alfia Girsang[1], Stephen Frans William Thenu [2], Junianita Sopamena[3]**

[1,2,3] Agribusiness Study Program, Faculty of Agriculture, Pattimura University

Email:alfiagirsangmeiska@gmail.com, stevethenu@gmail.com, junianitasopamena@gmail.com.

**Abstract**

*This study aims to determine the socio-economic characteristics of traders in the Gemba market, Kairatu District, West Seram Regency. The research was conducted at the Gemba market for 1 month April 2023. The method used in this study used a purposive sample. The sample will be taken with the consideration that the sample size represents the population. Based on the results of the study, it was shown that most of the housewives who were still actively working were 13 people aged between 40-50 years, however, there were 8 respondents aged 29-39 who worked as vegetable traders. The level of education explained that the education level of the women who were respondents varied from those who did not attend school as much as 1 person (3.33%), there were 10 people who graduated from elementary school (33.33%), and junior high school as many as 5 people (16.68), the height the percentage of respondents whose education only reached senior high school (SMA) was 13 people (43.33%), and there were 1 D3 graduate (3.33), who worked as a vegetable seller, the third number of dependents, that the number of family dependents on vegetable traders who have the least number of dependents of family members is 3-4 people as many as 25 people (83.33%), then family dependents of >4 people are 5 people (16.67%). The length of trading that the length of business of vegetable traders in Gemba Market, Kairatu sub-district varies from 1-10 years as many as 11 people or 36.67% where these traders have just started their business. While the majority of vegetable traders are from 11-20 years old or as many as 14 people or 46.67%. Kairatu sub-district varies from 1-10 years as*



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

*many as 11 people or 36.67% where these traders have just started their business. While the majority of vegetable traders are from 11-20 years old or as many as 14 people or 46.67%. Kairatu sub-district varies from 1-10 years as many as 11 people or 36.67% where these traders have just started their business. While the majority of vegetable traders are from 11-20 years old or as many as 14 people or 46.67%.*

**Keywords: Female traders, socio-economic characteristics**

## INTRODUCTION

In Indonesia today's household needs are increasing. This encourages household members to take an active role in carrying out many ways to meet basic needs or basic needs every day. So that in order to meet these needs, a person carries out various businesses, both small and medium businesses, which aim to earn income to meet household needs. In general, work is a man's duty to support his household, but because if the husband has a job that earns less to meet household needs, women also work to fulfill household needs and achieve prosperity in the household. .

Women can do many jobs to help improve the household economy. One of the business sectors that women enter is to become women vegetable sellers in traditional markets. Traders are one of the jobs that are mostly done by women, because trading is an activity that is easy to apply and you don't have to have a higher education. Trading is also very suitable for women because it requires tenacity, delicacy and thoroughness. According to (Shinta Mawardani, 2021).

Women vegetable traders have the potential to increase family income which in turn will increase household welfare. According to BPS (2023) that household income is income received by the household in question, both from the income of the head of the household and the income of household members. women who bring their income to meet household needs can function to bring their position closer so that they are equal to their husbands. Conversely, if women only contribute a little to provide for household needs, women will occupy subordinate positions to men (Rahayu, 2015)

The problem is, when women share their time with their activities for trading businesses it will have an impact on their time and activities taking care of their household. If women have enough free time after taking care of the household, trading businesses will have a positive impact on family income. But vice versa if the free time and activities



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

of the housekeeper are not enough. Then trading activities will certainly result in failure in managing the household. Ideally, women and men should share tasks and time together to take care of the household. It is possible that the relationship between women and men still has a gender bias,

West Seram Regency is the area with the largest number of people's markets in Maluku, namely 26 markets (Directory of Markets and Trade Centers 2020, Book II). One of them is the market in the Kairatu sub-district, to be precise, at Gemba Market, Waimital Village. Gemba Market is a permanent traditional market which began operating in 2008, was renovated in 2016 and is managed by the local government, with 200-275 traders (Indonesian Market Directory 2020). In 2015 the population in Kairatu District reached 23,823 people (BPS Maluku, 2015). Gemba/Waimital Village is a transmigration village that has existed since 1954. Before this village was named Waimital this village was called Gemba Village which means a new community movement, then around 1968 Gemba Village changed to Waimital Village which means Wai means water and mital means shrimp. The Waimital Village community is a transmigration community originating from the island of Java. Waimital Village is located in West Seram District, Kairatu District, according to Atikah Khairunnisa (2015). Meanwhile, according to the Indonesian Market Directory (2020) it states that Gemba Market has 275 traders.

Gemba market is one of the markets that has traders, most of whom are women or housewives. Even the Gemba market traders also sell a lot of their wares from their own farming products or from outside the Gemba Village. The traders in the Gemba market are not only from the Gemba village, but there are also traders from the surrounding area, where of course the traders in the Gemba market must have their own differences both in socio-economic differences. With the hope that the results of their merchandise can increase their income which supports family income. Besides they carry out trading activities, they also carry out social activities, they don't know each other so when trading they become acquainted with each other and they can also exchange information with fellow traders. Even the Gemba market location is also strategic and has a wide sales area, a complete variety of goods, a bargaining system that shows familiarity between sellers and buyers are the hallmarks of the Gemba market.

This study aims to determine the effect of socio-economic characteristics on the level of income of women vegetable traders: a case study at Gemba Market, Kairatu District, West Seram Regency.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

## RESEARCH METHODS

This research has been carried out in Pasar Gemba VillageWaimital, Kairatu District, West Seram Regency (SBB). The research was conducted for 1 month (April) 2023. The location was chosen purposively, with certain considerations and objectives. Consideration of the designation of the market as a research location, because Gemba Market is a traditional market where there are more housewives than men.In this study, the population used was women selling vegetables at the Gemba Traditional Market, Kairatu District, West Seram Regency. The sample used is a sample of women who trade vegetables. Sampling was carried out purposively (purposive sampling) and was limited to women traders selling leafy vegetables who were households. The number of samples as respondents was 30 female leaf vegetable traders.

The method used in this research uses purposive sampling.This method can be used in large populations, but is more effective with smaller sample sizes and more homogeneous populations.The sample will be taken with the consideration that the sample size represents the population (adminlppm, 2022).

### Procedure

The types of data used in this study are as follows:

1. Qualitative data is data that is obtained in the form of information.
2. Quantitative data is data in the form of written reports.
3. Primary data was obtained directly from the results of interviews through questionnaires that had been prepared for traders at the gemba market.
4. Secondary data is data that is not obtained directly from the source but from related agencies such as BPS Maluku Province, Waimital Village Office, also obtained from literature studies, references, books, journal literature related to research.

### Method of collecting data

Data collection methods as follows:

1. Observation

   The type of observation carried out in this study was direct observation by direct observation at the Gemba Market, Waimital Village, Kairatu District, West Seram Regency.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

2. Interview

   Interviews in this study were conducted by submitting secondary data needed by searching literature related to the research topic.

3. Documentation

   The documentation in this study is intended to obtain the secondary data needed by searching literature related to the research topic.

**The variables in this study are as follows:**

A. The identity of informal sector traders consisting of:
   1) Age is the age of traders working in the informal sector (years).
   2) Formal education is the last education in leaf vegetable traders

B. The social characteristics of vegetable traders and spice traders in the informal sector consist of:
   1) Marital status
      marital status, namely: married and not married.
   2) Level of education
      Education taken by vegetable traders:No school, SD, SMP, SMA, D3.
   3) Family responsibility
      Family dependents are the number of family members such as husband/wife, children and other people who are the responsibility of the head of the family (KK).
   4) Trading time
      The length of trading is how long the trader has worked as a vegetable trader (years).
   5) Operating Time is the trading time in one day (hourly).

C. Economic characteristics of informal vegetable traders consisting of
   1) Capital is
      The capital used for trading activities is spending every day in the purchase price of vegetables from farmers multiplied by the number of vegetables purchased (Rp).
   2) Reception
      Revenue is obtained from the selling price of vegetables multiplied by the number of leaf vegetables sold to consumers (Rp/Kg).


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

3) Total Cost/Dispenses
   Total costs are obtained from all costs incurred during trading activities which consist of variable costs such as plastic bag costs and fixed costs, namely cleaning, security, and distribution and transportation costs (Rp).
4) Income
   Income is obtained from revenue minus the total costs / expenses of the total fixed costs and total variable costs (Rp).

**Data analysis**

To answer the problem in this study using descriptive analysis method. Descriptive analysis is a research method by collecting data in accordance with the actual data then compiled, processed and analyzed to be able to provide an overview of the existing problems according to Sugiyono (2008). Descriptive analysis aims to change a set of data that is still in the form of raw data into a form that is easier to understand, namely in the form of more concise information. For example using bar charts, pie charts, histograms, ogives, and so on.

To find out the amount of women's income as vegetable traders as follows:

$$I = TR - TC$$

Information :
I = Income of women selling vegetables
TR = Total income of women vegetable sellers
TC = Total costs incurred by women vegetable sellers

To determine the value of total revenue (TR) use the formula:

$$TR = P \times Q$$

Information:
TR = Total Revenue
P = Price
Q = Quantity of goods produced


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

## RESULTS AND DISCUSSION

### Overview of Research Locations

Waimital (Gemba) is one of the villages located in the west of the Kairatu sub-district, Seram district, the western part of Maluku province. Waimital village has existed since 1954 from the general transmigration program. Before this village was named Waimital this village was called Gemba Village which means a new community movement, then around 1968 Gemba Village changed to Waimital Village which means Wai means water and mital means shrimp. The Waimital Village community is a transmigration community originating from the island of Java.

Waimital Village is located in Kairatu District. This village is located in the western part of West Seram district. Administratively, Waimital Village belongs to the Kairatu District, West Seram Regency. This village has existed since 1954 which is a transmigration village from Java Island. Waimital Village used to be the Hatusua State Petuanan, but the Transmigration Program made Waimital a village of its own. The area of Waimital Village is 894.26 Ha, with the following area boundaries:

- to the north with Rumberu Village
- south with Kairatu State and Waipirit Village
- to the west with Waipirit and the State of Hatusua
- to the east with Negeri Kairatu and Uraur Village

The total population in the Kairatu District area is 26,780 people, and the population density reaches 81 people per square kilometer. The sex ratio in Kairatu District is 101, meaning that for every 100 female residents there are 101 male residents. Kairatu village has the largest population, 10,442 people, and the village with the smallest population, Seruawan village, with 669 people. When compared with the sub-districts in West Seram Regency, the densest population density is in Waimital, namely 513 people/km2, while the sparse population is in Seruawan District, with 14 people/km2.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

**Table 1. Total Population by Gender in Kairatu District 2022**

| Village | | Resident | |
|---|---|---|---|
| | Man | Woman | Amount |
| (1) | (2) | (3) | (4) |
| room | 2528 | 2500 | 5028 |
| Seruawan | 329 | 340 | 669 |
| Kairatu | 5220 | 5202 | 10442 |
| Waimital | 3517 | 3445 | 6962 |
| Hatusua | 821 | 756 | 1577 |
| Waipirit | 388 | 400 | 788 |
| Uraur | 663 | 651 | 1314 |
| Amount | 13466 | 13294 | 26780 |

*Source: Kairatu District in Figures 2022*.

The distance between Waimital Village and the provincial capital of Maluku (Ambon) is 6,200 km, while the distance from the sub-district capital, Piru, is around 87 km. Waimital is located close to the crossing port so it can be said that Waimital is the entrance to SBB and SBT Regencies. To get to Waimital Village from the Provincial Capital, it can only be reached by using sea transportation, namely the Ferry, while if it is from the Regency Capital, the means of transportation that can be used are land facilities. Waimital Village is divided into 4 hamlets namely Srimulyo Hamlet, Sidodadi Hamlet, Waimital Hamlet and Tirtomulyo Hamlet.

In general, the land in Waimital Village is mostly used for agriculture. Agriculture in this village is mostly about short-lived crops such as grains, peanuts, vegetables and so on. The population of Waimital Village is 6,962 people, consisting of 3,517 men and 3,445 women. This number indicates that the male population is larger than the female population.

Gemba market is one of the markets in Kairatu district, precisely in Waimital village. This traditional market sells various kinds of staple products and groceries such as looking for rice, flour, sugar, salt, vegetables, onions, chilies, fish, chicken, there are also tailors, stalls and others. The advantage of this Gemba market is that the products are sold according to community prices, so the price is cheap for the community as a function in general. Traders and buyers at the Gemba market can bargain with each other to get a price agreement that is profitable for both parties. Traders also often exaggerate goods to buyers and often provide discounts for buyers who have subscribed there.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

**Social and Economic Characteristics of Respondents**

Respondents who became the population in this study were female leaf vegetable traders at the Gemba market, Kairatu District, West Seram with a sample of 30 people. The grouping in this study intends to describe more accurately the description of the respondents who are the object of research. The following describes the characteristics of the respondents according to Age, Education Level, Trading Experience, Number of Dependents, Capital, and Income.

**Characteristics of Respondents Based on Age**

Age causes a way of thinking and changing the working power of respondents. Respondents' work proficiency will continue to increase but at a certain age. Age can affect how long to trade vegetables, which is influenced by his experience in life as an individual, even by his interactions with other individuals. The same thing also happened in the Gemba market, Kairatu District. This can be seen in table 2 as follows:

**Table 2. Distribution of Respondents by Age**

| No | Age (Years) | Number of people) | Percentage (%) |
|---|---|---|---|
| 1 | 29-39 | 8 | 26,67 |
| 2 | 40-50 | 13 | 43,33 |
| 3 | 51-61 | 9 | 30 |
| | Amount | 30 | 100 |

*Source: Primary data processed in 2023*

Based on Table 2, it is explained that most of the housewives who are still actively working are on average aged between 40-50 years as many as 13 people, but the age of respondents who are 29-39 years old work as vegetable traders as many as 8 people. The conditions that cause them to work as vegetable traders are because they think that working as traders does not require skills and is very easy to do, many of them even trade because they have no other choice but to trade. On the other hand, there were 9 traders who were aged more than 51-61 years, due to their advanced age which made them decide to become vegetable traders, where their skills or physical conditions were uncertain, so they finally looked for income in a way that was considered capable of being done. So they decided to work as vegetable traders in the market and with the income


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

they earned, they were able to fulfill their family's needs. Thus, apart from being traders in the market, women are also mothers and wives who are obliged to take care of the household. From table 2. it can be seen that there are 30% of respondents aged 51-61 years, while respondents aged 40-50 years are 43.33% and respondents aged 29-39 are 26.67%.

**Characteristics of Respondents Based on Education Level**

The education level of female vegetable traders can influence their productivity in selling vegetables at Gemba Market, Kairatu District, West Seram District. This can be seen from the following table:

**Table 3. Distribution of Respondents by Education Level**

| No | Formal education | Number of people) | Percentage (%) |
|---|---|---|---|
| 1 | No school | 1 | 3,33 |
| 2 | SD | 10 | 33,33 |
| 3 | JUNIOR HIGH SCHOOL | 5 | 16,68 |
| 4 | SENIOR HIGH SCHOOL | 13 | 43,33 |
| 6 | DIPLOMA III | 1 | 3,33 |
| | Amount | 30 | 100 |

*Source: Primary Data, Processed 2023*

Table 3 explains the education level of the women who became respondents varied from 1 person (3.33%) who did not attend school, 10 elementary school graduates (33.33%), and 5 junior high school students (16.68), the height the percentage of respondents whose education only reached high school (SMA) was 13 people (43.33%), and there were 1 D3 graduate (3.33), who worked as vegetable traders. After being investigated those who wanted to go on to higher education but could not because of the cost factor forced them to stop anyway to continue at a higher level. The education possessed by traders is classified as low education, this is because there used to be a lack of attention and an underprivileged economy for higher schools due to high costs. Even so, the low level of formal education they achieve does not affect their participation


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

and success in the world of commerce. In their knowledge system, ability and success are determined more as luck. To succeed in the world of commerce, they are more oriented to the concept of fate than formal education.

**Characteristics of Respondents Based on Length of Trading**

The experience of trading vegetables can be a motivation for consideration for decisions taken if problems occur when trading activities are in progress. Even in the trading business, women vegetable traders who have more experience know more about the weaknesses and strengths of the trading business they are running, so that this will make them more calm in dealing with problems that will arise at any time in the market. So after observing more accurately the experiences of female vegetable traders, most of them have experience from fellow traders. The length of the vegetable seller's business in Gemba Market, Kairatu District can be seen in table 4 below:

**Table 4. Distribution of Respondents Based on Length of Trading**

| No | Trading Period (Year) | Number of Traders (Person) | Percentage (%) |
|---|---|---|---|
| 1 | 1-10 | 11 | 36,67 |
| 2 | 11-20 | 14 | 46,67 |
| 3 | 21-30 | 5 | 16,66 |
| | Amount | 30 | 100 |

*Source: Primary Data After Processing, 2023*

Based on the table, it shows that the length of the vegetable seller's business in Gemba Market, Kairatu District varies from 1-10 years as many as 11 people or 36.67% where these traders have just started their business. While the majority of vegetable traders are from 11-20 years old or as many as 14 people or 46.67%. and the longest running business among other vegetable traders is 21-30 years as many as 5 people or 16.66%. This shows that vegetable traders who have been running their business for the longest time are vegetable traders with ages of 21-30.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

**Characteristics of Respondents Based on Operational Time**

The operational time that is meant is the length of time it takes for vegetable traders to open their stalls to close their stalls. On average, vegetable traders run their business every day. Titin (2014) states that working hours are the number of working hours in a day. The unit working hour variable is hours per day. If you want to get a high income, you need high working hours as well. The longer the working or operational hours of a trader in the market, the higher the opportunity to earn high income (Yasmita, 2020). The number of respondent vegetable traders based on operational time can be seen in table 5 as follows:

**Table 5. Distribution of Respondents Based on Operational Time (Hours)**

| No | Operating Time (Hours) | Number of Traders (Person ) | Percentage (%) |
|---|---|---|---|
| 1 | 6-7 | 20 | 66,67 |
| 2 | 8-9 | 10 | 33,33 |
| | Amount | 30 | 100 |

*Source: Primary Data After Processing, 2023*

The table above shows the number of hours for vegetable traders at Gemba Market starting from opening their stalls to closing their stalls every day, varying from 6 - 7 hours or around 06.00-13.00 WIT, up to 8-9 hours or 05.00-14.00 WIT . The majority of respondents' vegetable traders trade from the time range 06.00 – 13.00, or 6-7 hours as many as 20 people by 66.67%. And the respondent vegetable traders who trade up to 8-9 hours are 10 people or 33.33%. This shows that the operational time based on the maximum number of hours is as many as 20 vegetable traders or 8-9 hours.

**Characteristics of Respondents Based on Number of Family Dependents**

The number of members in a household affects per capita income, because the more the number of family members in a household, the greater the costs that must be incurred, conversely the fewer members in a household, the fewer expenses that will be incurred. According to Situngkir, Sihol et al (2007) Family dependents are one of the prominent reasons for housewives in helping their husbands to decide for themselves to work to earn income as traders. The large number of family dependents is a factor that


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

influences doing work. Because the more the number of dependents that must be borne, the time provided for work is more effective. The number of dependents according to Ahmadi (2007) can be classified as follows:

1. Large dependents, if the number of dependents is ≥ 5 people.
2. Small dependents, if the number of dependents is <5 people.

**Table 6. Distribution of Respondents Based on Number of Family Members**

| o | Family Dependents (Person) | Number of Traders (Person ) | Percentage (%) |
|---|---|---|---|
| | 3-4 | 25 | 83,33 |
| | >5 | 5 | 16,67 |
| | Amount | 30 | 100 |

*Source: Primary Data, Processed 2023*

Based on the table above shows that the number of family dependents on vegetable traders who have the least number of dependents of family members is 3-4 people as many as 25 people (83.33%), then family dependents of >4 people as many as 5 people (16.67%) . This condition illustrates that the largest number of family dependents is in the small category, namely 3-4 people with a total of 25 people (83.33%). According to Shamsiah (2002), the number of family dependents will affect the family economy, the more the number of family dependents, the more the family's needs will increase.

This woman who works as a vegetable seller has the aim of helping her family in meeting the economic needs of the family with the highest number of family dependents being 5 people, resulting in large expenses, therefore some of the other family dependent respondents have died, and already married so the total expenses incurred are also small.

**Characteristics of Respondents Based on Amount of Capital**

The capital in question is the initial capital of a vegetable trader when starting a trading business. Traders in meeting their operational needs need business capital which is the nominal money needed to buy raw materials for the market, pay labor wages, pay debts, pay rent and other payments according to Marce Sherly Kase (2020). The amount


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

of capital for each trader varies due to differences in sources of capital (own/loan), business scale and types of goods sold. The following table shows the distribution of respondents seen from the capital owned as follows:

**Table 7. Distribution of Respondents Based on Amount of Capital/ Year**

| No. | Capital (Rp) | Number of Traders (Person ) | Percentage (%) |
|---|---|---|---|
| . | 3,000,000 – 4,990,000 | 19 | 63,33 |
| . | 5,000,000 – 7,600,000 | 11 | 36,67 |
| | Amount | 30 | 100 |

*Source: Primary Data, Processed 2023*

Based on the table above, it shows that in IDR/month there are variations in terms of the amount of income. the highest amount of capital for vegetable traders in the gemba market was in the capital group of Rp. 3,000,000 to Rp. 4,990,000 for 19 respondents (63.33%), then respondents with a larger capital group of 5,000,000 - Rp. 7,600,000 11 respondents with a percentage (36.67%). Every trader in carrying out his business activities expects to get the maximum profit. In starting a trading business, traders need capital from their own sources or loans, the distribution of traders' capital sources is presented in the following table:

**Table 8. Distribution of Respondents Based on Sources of Capital in Trading**

| No. | Source of Capital | Number of Traders (Person ) | Percentage (%) |
|---|---|---|---|
| | BRI Bank Loans | 11 | 36,67 |
| | Owner's equity | 19 | 63,33 |
| | Amount | 30 | 100 |

*Source: Primary Data, Processed 2023*

Based on the table above, it shows that traders have trading capital sources, there are 11 people from BRI Bank Loans with a percentage of 36.67% and from their own capital there are 19 people at 63.33%. Own capital as many as 19 people, this happens


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

because traders do not need very large costs to start trading and some even sell merchandise from their own garden so that a lot of capital is not needed.

**Net Income of Women Vegetable Sellers**

In Table 9. Provides an overview of the net income of women vegetable traders. The respondent's income is from the net income per day received in the form of selling vegetables. This income there are respondents who get Rp. 100,000 – Rp. 200,000 per day and some are Rp. 300,000/day. It can be seen from the following table:

**Table 9. Net Income of Women Vegetable Sellers at the Gemba Market**

| No | Income/month (Rp) | Number of people) | Percentage (%) |
|---|---|---|---|
| 1 | 1,000,000 – 2,990,000 | 24 | 80% |
| 2 | 3,000,000 – 4,200,000 | 6 | 20% |
| | Amount | 30 | 100 |

*Source: Primary data processed, 2023*

From table 9. it shows that in income per month there are variations in terms of the amount of income. Respondents who work as vegetable traders each have an income of IDR 1,000,000 – IDR 2,990,000 by 80% there are 24 people and an income of IDR. 3,000,000 – Rp. 4,200,000 each - 20% each, there are as many as 6 people. Some of the respondents took their vegetable ingredients from their own garden and some from other farmers, and there were even merchandise delivered directly by suppliers to the market. If it is adjusted to the Regional Minimum Age (UMR) for West Seram Regency it is Rp. 2,812,827, - Per month. It turns out that women selling vegetables at the Gemba market have an income according to the minimum wage. With the aim of women providing positive impact benefits on family income.

Respondents who have lower incomes occur because traders do not have the courage to spend large amounts of capital or they are afraid that their merchandise will not sell well which could cause losses for traders. Whereas the 6 respondents above with higher incomes, this happened because of their courage to spend more capital accompanied by sufficient capital to buy quite a lot of vegetables.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

**Acceptance of Female Leaf Vegetable Traders**

Table 10 below explains the total revenue of female leaf vegetable traders at the gemba market. This income is obtained from the product of the selling price of vegetables multiplied by the number of goods sold each day to consumers. The more products produced, the higher the price per unit of the product in question , then the total revenue received by producers will be even greater. Conversely, if the product produced is small and the price is low, the total revenue received by the producer will be smaller. The total receipts issued will receive net income which is the profit earned by the producer according to (Riska Aprilia).

**Table 10. Acceptance of Women Vegetable Traders at the Gemba Market**

| No | Total Admissions / Day | Total Revenue / month |
|---|---|---|
| 1. | IDR 7,454,200 | IDR 223,626,000 |
| Average | IDR 248,473 | IDR 7,454,200 |

*Source: Primary Data, Processed 2023*

The table above shows that the income received at each gemba market vegetable seller has a total receipt from all traders per day with a total of Rp.7,454,200 with an average of Rp.248,473/day, so multiplied by 1 month has the total receipt of all traders Rp. 223,626,000/day with an average of Rp. 7,454,200/day.

**Total Costs of Female Leaf Vegetable Traders**

The total cost is the total cost incurred by vegetable traders in the Gemba Dalam market and the result of the sum of the variable costs and fixed costs in trading. So that it can be seen from the following table:

**Table 11. Total Costs of Female Leaf Vegetable Traders**

| No | Total Cost/ Month (Rp) |
|---|---|
| 1. | IDR 154,210,586 |
| Average | IDR 5,140,353 |

*Source: Primary Data, Processed 2023*



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on table 11, it can be seen that the total costs of Gemba market traders from 30 respondents amounted to Rp. 154,210,586, - and the average total cost of Gemba market traders from 30 respondents was Rp. 5,140,353, -

**Reasons to Work as a Vegetable Trader**

Table 12 shows the answers of 30 respondents regarding the reasons for working as vegetable traders. It can be seen that the respondents who chose this job occupied the smallest number, namely 20 people each, who did not want to work under the leadership of other people. The reason for this is because they think that it is faster to earn money and be able to provide for the family.

**Table 12. Distribution of Respondents Based on Reason for Trading**

| No | Reason | Amount | Percentage (%) |
|---|---|---|---|
| 1. | Easy to work with | 30 | 100 |
| 2. | Do not work under the leadership of others | 20 | 60 |
| 3. | There are no other job options | 30 | 100 |
| 4. | Immediately receive money | 30 | 100 |
| 5. | Increase family income | 30 | 100 |
| 6. | Does not require large capital | 27 | 90 |
| 7. | Happy trading | 30 | 100 |

*Source: Primary Data, Processed 2023*

The Gemba Merchants have different reasons and they think this activity is a fun job and doesn't require big capital, and they don't even want to work under someone else's leadership. In addition, most traders stated that selling vegetables at the market is one of the jobs that is easy to do without having a higher education and special courses and they also said that apart from trading they also have no other choice of work. Another reason is that traders quickly make money and can meet their daily needs. They still maintain and continue this business and this business is the main choice in meeting the needs of the family.

As for the demand for economic responsibility for the sustainability of the respondent's household economy, it causes them to have to work to earn additional


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

income as a support for the household economy according to Yulistien Djangaopa (2018). So that trading is an obligation for Gemba traders. The allocation of priority to the respondent's household income is to meet the needs for food, education, and other needs (electricity, water, village fees).

Trading can increase the status of a woman, because then traders become economically capable, even have self-confidence because of their increased share in the household economy, and of course have personal satisfaction by establishing social relations with fellow traders. The economic rewards from petty trading activities do not provide large incomes, but by trading they find many networks and groups that provide space for expression for traders and get to know each other better.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of the research on the socio-economic characteristics of traders at the Gemba Market in the Gemba Market, the following conclusions can be drawn:

1. Viewed from the social aspect, the traders in Gemba Market have a simple family background with various socio-economic limitations. These traders come from the village of Waimital/Gemba who trade as sellers or traders of leaf vegetables. Low to high formal educational background (D3) these traders have very high motivation by working an average of 6 -7 hours/day for vegetable traders.
2. From an economic perspective, Gemba market traders earn enough income to meet their daily household needs. Gemba traders also have more of their own sources of capital and have their own place to live and can survive to meet their household needs every day.

### Suggestion

1. For the Kairatu District Government, it is necessary to provide guidance in an effort to improve the business performance of Gemba market traders. Leaf vegetable traders need to be given a special place so that they no longer sell their wares on the street.


Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

2. For Gemba traders, Gemba market traders need to increase their capacity both individually and as a group so that they can improve their business performance to improve their standard of living and welfare while working as Gemba market traders.

**REFERENCES**

adminlp2m. (2022). Purposive Sampling – Definition, Benefits and How to Do It. LP2M UNIMA.

Ahmadi and Uhbiyati, 2007, Education Science, Jakarta: Rineka Cipta.

Aprilia, R. (2021).Income Analysis of Street Vegetable Traders at Tanjung Morawa Inpres Market(Case Study: Tanjung Morawa District, Deli Serdang Regency). Thesis.

BPS. (2021). Indonesian Market Directory 2020. Market Directory. (Mawardani, 2021)

BPS. (2020). Directory of Markets and Trade Centers 2020 Book II: Java, Bali, Nusa Tenggara and the Maluku Islands.

Djangaopa, Y. (2018).The Contribution of Women Vegetable Traders to Family Income in the Manado Shoulder Market. Agri-SocioEconomics Unsrat, 45 - 54.

Kase, MS (2020). Factors Influencing Traders' Income at the Kasih Naikoten 1 Traditional Market, Kupang City. Journal of Development Economics, 68-76.

Mawardani, S. (2021).Analysis of the Activities of Women Vegetable Traders on Family Income at the Al-Mahirah Market in Banda Aceh City.Thesis.

Shamsiah. 2002. The Dilemma of a Working Married Woman: A Conversation According to Sharia

Situngkir, Sihol. et al. 2007. The Role of Housewives in Increasing Family Income (Case: Vegetable Traders in Jambi Municipality). Journal of Management and Development, Ed 7, July 20017.

Sugiyono. 2008. Understanding Qualitative Research. Bandung: Alvabeta.

Titin. 2014. Factor Analysis of Land Area and Labor on Income Levels of Corn Farmers in Dadapan Village. Thesis. Faculty of Economics, Lamongan Islamic University, Lamongan

Yasmita, IGAL 2020. Factors Affecting Traders' Income at the Gulingan Market, Mengwi District, Badung Regency. Tabanan University Scientific Magazine, Vol. 17. No. 1 : 113-127.



Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.