



Determinants of Female Traders' Income in Sanglah Traditional Market Denpasar City

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Abstract

This study aims to analyze the factors that influence the income of female traders in the Sanglah Traditional Market, Denpasar City. The independent variables include number of family dependents, distance from home to the market, working hours, and the presence of modern markets. This research uses a quantitative approach with an associative research design. Data were collected through questionnaires distributed to 93 respondents using a proportional stratified random sampling technique. The data were analyzed using multiple linear regression. The results show that simultaneously all independent variables significantly affect female traders' income. Partially, the number of family dependents and working hours have a positive and significant effect on income, while distance and the presence of modern markets have a negative and significant effect. The most dominant factor influencing income is working hours. This study provides implications for the government and market managers to pay more attention to the challenges faced by female traders, especially in competing with modern markets and managing productive working hours.

Keywords: *Income, Female Traders, Traditional Market, Modern Market, Working Hours, Distance, Family Dependents*

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I. Introduction

Sustainable development has become a top agenda in national and global policies, including in Indonesia. One of the important pillars of sustainable development is gender equality, as stated in the Sustainable Development Goals (SDGs), especially the fifth goal which emphasizes the elimination of all forms of discrimination against women and girls around the world (Guterres, 2020). Despite various efforts made by the government, gender-based discrimination is still a real challenge in many developing countries, including Indonesia (Bayeh, 2016). In this context, women's active participation in various development sectors is very important, not only as a form of human rights fulfillment, but also as a strategy to strengthen the social and economic foundations of society.

UNESCO (2019) emphasizes that gender equality is a prerequisite for community-centered development. Women have shown significant contributions in various fields, ranging from politics, education, to the economic sector, including micro, small and medium enterprises (MSMEs). Women's participation in the world of work not only impacts individual well-being, but also has a positive chain effect on families and communities. Data from the Central Statistics Agency (BPS) shows that the Labor Force Participation Rate (TPAK) of women in Indonesia has increased from 54.52% in 2023 to 56.42% in 2024 (BPS, 2025c). This increase reflects the growing role of women in national economic development, driven by increased access to education and awareness of the importance of economic independence.

In Bali Province, a similar trend is also seen. The female TPAK increased from 69.62% in 2022 to 70.49% in 2024, although it is still below the male TPAK which reached 83.77% in the same year (BPS, 2025d). The city of Denpasar as the center of government and economy in Bali shows a high rate of women's labor participation, making it one of the regions with the largest economic contribution of women in the province. BPS data in 2025 shows that women's contribution to total family income in Denpasar will reach 42.01%, placing it among the top three regions in Bali (BPS, 2025).

The high contribution of women to family income in Denpasar shows that women not only play the role of household managers, but also as the main breadwinners. This dual role requires women to be able to balance domestic responsibilities and economic activities. In the context of Balinese culture, women have complex roles, not only in the family but also in traditional and religious activities such as *ngayah* in temples, *mebanjaran*, and various traditional ceremonies. This social obligation often adds to the economic and time burden for women, but also strengthens their position in the social structure of Balinese society (Afrizal et al., 2022; Osuna, 2018).

Most women in Bali work in the informal sector, which offers time flexibility and allows them to continue to carry out domestic roles. The informal sector includes various types of small businesses such as food trading,

basic necessities, and services. Traditional markets are one of the important centers of informal economic activity, where women play a dominant role as traders. According to the Denpasar City BPS (2024), female workers are more found in the informal sector than in the formal sector, with a percentage of 39.39% in 2023.

Traditional markets not only function as a place for economic transactions, but also as a social and cultural space that strengthens interactions between citizens. In Bali, traditional markets have unique characteristics, such as the existence of products for the purposes of traditional ceremonies and a distinctive culture of bargaining (Giantari et al., 2017; Vijayanti & Murjana Yasa, 2016). Sanglah Market, located in the heart of Denpasar City, is one of the traditional markets that provides various basic needs of the community, ranging from rice, vegetables, meat, clothing, to ceremonial tools. Its strategic location and long history as a trading center make Sanglah Market an important object in local economic studies.

However, the existence of traditional markets such as Sanglah Market is now facing great challenges due to the rapid development of modern markets. Modern convenience stores, supermarkets, and shopping malls continue to spruce up in various corners of the city, often adjacent to traditional markets. One example is the Freshindo Tiara Modern Market which is only about 80 meters away from Sanglah Market. According to the Denpasar Mayor Regulation (2023), the minimum distance between the modern market and the people's market should be 100 meters, but the reality on the ground shows that this rule is not always enforced.

The existence of modern markets has a significant impact on the income of traditional market traders. Consumers tend to prefer the modern market because of the convenience, cleanliness, and ease of transactions, including the use of digital payment systems. This leads to a decrease in the number of buyers in traditional markets, which has a direct impact on traders' income. Research by Masyhuri & Utomo (2017) shows that today's consumers not only shop to meet their needs, but also make shopping activities as a form of entertainment. Thus, the modern market is not only competitive in terms of prices and products, but also in shopping experiences.

The decline in traders' income at Sanglah Market has led to a reduction in the number of active traders, which threatens the sustainability of the traditional market itself. If this trend continues without intervention from the government or market managers, the existence of traditional markets will be further marginalized. In fact, traditional markets have an important role in creating jobs, especially for the middle and lower economic community. Sanglah Market, which is managed by Perumda Pasar Sewakadarma, is one of the sources of regional income and contributes to poverty alleviation through the provision of business opportunities.

In the context of microeconomics, traders' income is influenced by various factors, both internal and external. According to Kasmir (2006), factors such as capital, working hours, trading experience, labor, and business location greatly determine the level of income. Boediono (2022) and Sugiyono (2019) added that the number of production factors, prices, and contributions of family members also play an important role. Based on these theories, this study focuses on four main variables that are suspected to have a significant influence on the income of women traders, namely the number of family dependents, the distance of residence to the market, working hours, and the existence of modern markets.

The number of family dependents can affect the work motivation and economic needs of traders. The more dependents, the greater the motivation to work harder to meet household needs (Simanjuntak, 2001; Wijayanti & Marhaeni, 2018). The distance of residence to the market also affects work efficiency and operational costs. The farther the distance traveled, the greater the transportation cost and time required, which can reduce profit margins (Priyandika, 2015). Working hours are an indicator of the allocation of time devoted to trading, where the longer the working hours, the greater the opportunity to earn higher income (Adhikari, 2018; Nursyamsu et al., 2020). Meanwhile, the existence of modern markets is an external factor that can reduce the income of traditional traders due to unbalanced competition (Sendi & Soeprapto, 2021; Wibawa, 2025).

This research discusses various theories and concepts that are relevant to understand the factors that affect the income of women traders in traditional markets. Income in the economic context is defined as the result of business activities, especially buying and selling transactions between sellers and buyers. Neo-Classical theory states that income is obtained from the efficient use of factors of production, where each factor of production receives a reward according to its marginal added value. Stiglitz (2006) added that economic income is the difference between total income and opportunity costs from the resources used. Income can come from salaries and wages, self-employment, and other businesses such as asset rental and interest (Budiono, 2000; Marhaeni et al., 2016).

In the theory of time allocation, Becker (1965) explains that individuals have a choice between working to earn income or enjoying free time. In the context of Balinese women, time allocation includes three main roles: family, economy, and religious customs. Mahardi (2017) stated that women's involvement in earning

a living reduces time for domestic work, so it is necessary to divide labor within the family. Women's contribution to family income is greatly influenced by the allocation of work time they devote to it.

The informal sector is the main choice for women, especially those who have families, because it offers time flexibility. According to BPS (2024), the informal sector includes small businesses that are not officially registered and do not have legal protection. Das & Kotikula (2018) mentioned that social norms often limit women's employment options, so they tend to choose the informal sector to balance domestic and economic roles. Fajri et al. (2018) added that women entering the informal sector are generally driven by family economic demands.

The number of family dependents is also an important factor that affects income. The more dependents, the greater the need for household consumption, which encourages women to work harder (Fauziansyah, 2018; Simanjuntak, 2001). In terms of distance, Glaeser (2011) and Meyer (1984) explain that the distance between the place of residence and the location of the business affects the cost and efficiency of work. The farther the distance, the higher the cost of transportation and travel time, which can reduce income (Nugroho, 2021).

Working hours also play an important role in determining income. Wahyono (2017) and Sukirno (2006) stated that the longer the time spent working, the higher the productivity and income obtained. In the informal sector, working hours are flexible and greatly determine business results. Finally, the existence of a modern market is a challenge for traditional market traders. According to Kotler and Keller (2016), the modern market offers convenience and a better management system, thus attracting consumer interest and reducing the number of traditional market customers. Research by Nisa et al. (2024) and Sulaeman (2025) shows that the modern market influences people's shopping preferences, which has a direct impact on the income of traditional traders.

According to (Telaumbanua & Nugraheni, 2018), the increase in income has a great influence on the continuity of the family, because income is used to meet daily needs. The main purpose of running a trading business is to obtain income that can be used to meet the needs of life and the survival of its trading business. Income is a reward received by the factors of production in a certain period of time. This research was conducted to understand people's behavior in shopping after the presence of the modern market. The rapid development of the modern market has led to an increase in the number of shopping places, so that people face more and more choices in determining shopping places that suit their needs and preferences. This phenomenon not only changes people's consumption patterns but also has a significant impact on traditional markets, including Sanglah Market. The increasing number of consumers turning to the modern market results in a decrease in the number of buyers in the traditional market, which ultimately has an impact on the decline in merchant income. The slow decline in income experienced by traders also causes many traders to choose to stop selling or switch to other sectors, so the number of traders in traditional markets continues to decline. If this trend continues without intervention or policies that support the sustainability of traditional markets, then the existence of markets such as Sanglah Market can be increasingly threatened in the future. Based on this background, the author is interested in researching about women traders at the Sanglah Market, Denpasar City, to find out the determinants of income of women traders at the Sanglah Traditional Market, Denpasar City.

Based on this background, this study was conducted to analyze the influence of the number of family dependents, distance, working hours, and the existence of modern markets on the income of women traders in the Sanglah Traditional Market, Denpasar City. This research is expected to make a theoretical and practical contribution to efforts to empower women in the informal sector as well as the protection of the sustainability of traditional markets in the midst of the onslaught of modern markets.

II. Research Methods

This study uses a quantitative approach with an associative design, which aims to analyze the relationship between free variables and bound variables in the context of the income of women traders in the Sanglah Traditional Market of Denpasar City. The quantitative approach was chosen because it allows researchers to measure and test the influence of variables such as the number of family dependents, distance of residence to the market, working hours, and the existence of the modern market on income objectively through numerical data and statistical analysis (Sugiyono, 2019).

The location of the research was determined purposively at Sanglah Market, which is located in South Denpasar District. The selection of this location is based on the characteristics of the strategic market and managed by Perumda Pasar Sewakadarma, as well as indications of a decrease in the number of traders which is allegedly related to competition from the surrounding modern market. Sanglah Market is an

important representation of the dynamics of the traditional market in the midst of the development of urbanization and modernization of the trading system.

The object of the study included variables that are suspected to affect the income of women traders, namely the number of family dependents, distance, working hours, and the existence of a modern market. Revenue is measured as monthly net income in units of million rupiah. The number of family dependents is calculated based on the family members who are the respondents' dependents, both those who are not productive or not working. The distance is measured in kilometers from home to market, working hours are calculated based on total trading time in a month, and the existence of modern markets is measured using a likert scale based on traders' perceptions of its impact.

The population in this study is all female traders in Sanglah Market which totals 231 people. The sample was determined using the Slovin formula with an error rate of 8%, so that 93 respondents were obtained. The sampling technique was carried out in proportional stratified random sampling based on the location of the trader's business, such as the first and second floor stalls, the first and second floors, the afternoon courtyard, and the car court. The determination of the number of samples from each strata is carried out proportionally to be representative of the population (Sugiyono, 2019).

The type of data used consists of primary and secondary data. Primary data was obtained directly from respondents through filling out questionnaires, while secondary data was obtained from documents, official publications, journals, and statistical data from relevant agencies such as the Central Statistics Agency. The data collection method was carried out through non-behavioral observation, structured interviews, and in-depth interviews. Observation is used to obtain data from documents and market conditions, while structured interviews are conducted by distributing questionnaires to traders. In-depth interviews were conducted with market managers, traders, and buyers to obtain more comprehensive information.

The research instrument was in the form of questionnaires and interview guidelines. The validity and reliability of the instrument are tested before use. The validity test was carried out by comparing the calculated r value and the r of the table, and all items were declared valid because the calculated r value was greater than the r of the table (Sugiyono, 2019). The reliability test used the Cronbach Alpha method, and the results showed that the instrument was reliable because the alpha value was more than 0.70 (Bahri, 2018).

The data analysis techniques used include descriptive statistical analysis, confirmatory factor analysis, and multiple linear regression analysis. Descriptive statistics are used to describe the characteristics of respondents and research variables. Confirmatory factor analysis is used to test the validity of constructs of modern market existence variables. The Kaiser Meyer Olkin (KMO) test and the Measures of Sampling Adequacy (MSA) show that the model is feasible to use in factor analysis (Ghozali, 2016).

Multiple linear regression analysis was used to determine the simultaneous and partial influence of independent variables on income. The regression equation used is $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$, where Y is income, X_1 is the amount of family dependents, X_2 is distance, X_3 is working hours, and X_4 is the existence of the modern market. Before the regression analysis is performed, a classical assumption test is performed to ensure the model meets the BLUE (Best Linear Unbiased Estimator) qualifications. The normality test was carried out using the Kolmogorov-Smirnov method, and the results showed that the data were distributed normally. The multicollinearity test showed no correlation between independent variables, and the heteroscedasticity test showed no residual variance inequality (Gujarati, 2003).

The hypothesis test is carried out through the F test to determine the simultaneous influence and the t -test to determine the partial influence of each variable. The results of the F test show that all independent variables simultaneously have a significant effect on income. The t -test showed that the number of family dependents and working hours had a positive and significant effect, while distance and the existence of the modern market had a negative and significant effect. A determination coefficient value (R^2) of 0.942 indicates that 94.2% of income variations can be explained by all four independent variables, while the rest are influenced by other factors outside the model.

III. Results and Discussion

3.1 Research Results

3.1.1 Overview of Sanglah Market in Denpasar City

Sanglah Market is one of the traditional markets located on Jalan Waturenggong, Dauh Puri Kauh Village, West Denpasar District, Denpasar City. This market has long been the center of economic activity of the surrounding community and has a long history. Around the 1950s, the location of this market was originally

a vacant lot filled with reeds and shady trees. Under these trees, people began to sell simply by using a small table as a place to arrange merchandise. Over time, trading activities in the location developed and eventually became the market that is known today.

Based on data from the Denpasar Market PD, the land area of Sanglah Market reaches around 3,920 square meters, with a building area of 5,158 square meters. The layout of the market follows a typical pattern of traditional markets, where there are special zones such as food stalls, ceremonial tools, stalls for vegetable and food traders, as well as courtyard areas used by fruit vendors and seasonal traders such as second-hand clothing sellers or thrifting. Despite the development, some facilities in this market still need improvement, especially in terms of cleanliness and waste management.

The parking area provided for market visitors is often converted by additional traders as a place to sell, causing congestion, especially during peak hours in the morning. In response to this, the Transportation Department together with the Market Head have coordinated with traders to restore the function of the parking lot as a parking pocket to reduce congestion around the market.

Sanglah Market has undergone building restoration since the issuance of a Presidential Instruction in 1976 regarding efforts to improve markets in Bali. This renovation is a strategic step by the government in advancing the local economic sector and improving the welfare of the community through active participation in the world of trade. The existence of traditional markets such as Sanglah Market not only provides benefits for local and central governments, but also for traders, buyers, freight forwarders, and other people who depend on trade activities for their livelihoods.

Sanglah Market also contributes to increasing the income of the community, especially small traders, by providing facilities that support the smooth and convenient buying and selling activities. However, the development of modern markets such as hypermarkets, supermarkets, and minimarkets that continue to emerge in various corners of Denpasar City has had a significant impact on the traditional market. The city government seems to grant permits for the establishment of modern markets relatively easily, so the competition between the modern market and the traditional market is increasingly felt.

One of the impacts most felt by traders in Sanglah Market is the decline in income. If this condition continues to be left unchecked, the sustainability of traditional markets will be threatened. Today's consumers tend to prioritize convenience in shopping, although the price of goods in the modern market can be higher due to additional taxes. For some consumers, shopping is not only about meeting needs, but also a form of entertainment or refreshing (Masyhuri & Utomo, 2017).

The existence of modern markets that are very close to Sanglah Market, such as the Freshindo Tiara Modern Market which is only about 80 meters away, is a challenge in itself. According to the Regulation of the Mayor of Denpasar, the radius of arrangement of shopping centers and supermarkets for the people's market should be at least 100 meters (Mayor of Denpasar, 2023). In addition, the existence of the Phula Kerti People's Market, which is also adjacent to the Sanglah Market, reflects the high need of the community for traditional markets, but also creates competition between people's markets in terms of price, completeness of goods, and services.

The decrease in income experienced by traders at Sanglah Market can be seen from the comparison of their condition when they first sold with the current situation. The shift in people's shopping patterns who now prefer online shopping platforms and modern shopping centers that offer convenience and ease of transactions is one of the main causes. In addition, increasing competition with modern retail stores that offer competitive prices, cleaner facilities, and practical payment systems further narrows the space of the traditional market.

Sanglah Market, which is managed by PD Pasar, is one of the important sources of income for the Denpasar City Government. By creating many jobs, these markets contribute directly to reducing poverty which is often caused by a lack of job opportunities. The existence of this market provides hope for people, especially those from the lower middle economic class, to improve their standard of living. Therefore, this market is indirectly a place that supports the improvement of people's welfare.

3.1.2 Characteristics of Respondents

The characteristics of the respondents in this study describe the social and economic profile of women traders who are active in the Sanglah Market, Denpasar City. A total of 93 respondents were selected as research samples through *the proportional stratified random sampling technique*, which reflects the diversity of business locations and types of merchandise they run. These characteristics include aspects of age, region of origin, length of business, and the type of merchandise sold.

In terms of age, the majority of respondents are in the age group of 61–65 years, which shows that trading activities in traditional markets are still dominated by elderly women. This age group reflects high resilience and morale, although in general productivity tends to decline with age. Meanwhile, the youngest age group, which is 30–35 years old, has the least number of respondents. This indicates that younger generations tend to be less involved in trading activities in traditional markets, likely due to a preference for formal sectors or digital-based businesses.

Based on the area of origin, most of the traders came from Denpasar City, which was 43 people or around 46.24% of the total respondents. The rest come from outside the city of Denpasar but are still in the Bali Island area, as well as from districts/cities outside the island of Bali. This distribution shows the mobility of work towards the city center, where Denpasar as the center of government and economy is the main attraction for small business actors. This phenomenon also reflects that traditional markets such as Sanglah Market not only serve the local community, but also become a place of business for immigrants from various regions.

In terms of business experience, the majority of respondents have been trading activities for more than five years. A total of 43 people have between 5 and 10 years of business experience, and the same number have been trading for more than 10 years. Only 7 people have just started a business in less than five years. The high proportion of traders with long experience shows that Sanglah Market is a fairly stable business place and trusted by business actors to carry out economic activities in a sustainable manner. Long experience also contributes to traders' ability to deal with market dynamics, build customer networks, and maintain businesses in the midst of competition.

The types of merchandise sold by respondents are very diverse, reflecting the needs of the community served by traditional markets. The most sold merchandise is cakes, bread, and snacks, followed by ceremonial facilities and vegetables and fruits. These three types of goods have the highest percentage, which shows the high demand for daily consumption needs and the traditional needs of the Balinese people. On the other hand, merchandise such as household appliances and basic necessities have a smaller number of traders. This can be due to high competition or greater capital needs to run a business in the field.

Overall, the characteristics of the respondents showed that the women traders at Sanglah Market were an experienced group, came from various regions, and sold goods that were relevant to the needs of the local community. This profile is an important basis for understanding their income dynamics, as well as in formulating strategies for empowering and protecting business actors in the informal sector, especially traditional markets.

3.1.3 Description of Research Variables

This study aims to identify and analyze the variables that affect the income of women traders in the Sanglah Traditional Market, Denpasar City. The variables used in this study consisted of one dependent variable, namely income, and four independent variables, namely the number of family dependents, the distance of residence to the market, working hours, and the existence of a modern market.

Income as a bound variable in this study is measured based on the net income earned by women traders every month, expressed in units of million rupiah. Data shows that most traders have an income below the Denpasar City Minimum Wage (MSE) in 2025, which is IDR 3,285,000. This indicates that the majority of traders are in the vulnerable economic category, with only a small percentage being able to earn income above that standard.

The number of family dependents is the first variable observed, measured based on the number of family members who are dependent on traders, both those who are not productive or not working. The results showed that most respondents had two to three dependents, which could theoretically affect their work motivation and the intensity of their efforts in trading. The more dependents you have, the greater the incentive to increase your income to meet household needs.

The distance variable is measured in kilometers, indicating how far the trader lives from the market location. The majority of respondents live within a radius of two kilometers from Sanglah Market, with the main mode of transportation being motorcycles. Longer distances have the potential to add to the cost and travel time burden, which can negatively impact the work efficiency and income of traders. Transportation costs and travel time are important factors that affect productivity and profit margins.

Working hours as a third variable are measured based on the total time a trader devotes to trading in a single month. The average working hours of respondents were above the standard of formal working hours, which is around 218 hours per month. This shows that female traders at Sanglah Market are included in the category of workers with long working hours. The longer the time devoted to trading, the greater the

opportunity to serve more consumers and increase sales volume, which ultimately positively impacts revenue.

The existence of the modern market is the last variable analyzed, measured using the Likert scale based on traders' perceptions of its impact on income. Respondents were asked to assess statements related to the influence of the modern market on price competitiveness, promotion, product completeness, and business resilience. The results of the analysis show that most traders stated that the existence of the modern market has a negative impact on their income. Modern markets that offer convenience, fixed prices, and digital payment systems are becoming an attraction for consumers, thus reducing the number of buyers in traditional markets.

Overall, the four independent variables have a significant relationship with the income of women traders in the Sanglah Market. The number of family dependents and working hours show a positive influence, while distance and the existence of the modern market show a negative influence. These findings provide a comprehensive overview of the factors that affect the economic well-being of women traders in the informal sector, especially traditional markets.

3.1.4 Data Analysis

Data analysis in this study was carried out to determine the influence of independent variables on the income of women traders in the Sanglah Traditional Market, Denpasar City. The analysis process began with a test of the validity and reliability of the research instrument, followed by descriptive statistical analysis, confirmatory factor analysis, multiple linear regression analysis, classical assumption test, and hypothesis test.

Validity tests are carried out to ensure that each item in the questionnaire is able to accurately measure the variables in question. The test results show that all items in the modern market existence variable have a *calculated r* value greater than *the r* table, so it is declared valid. Furthermore, the reliability test using the Cronbach Alpha method yielded a value of 0.901, which means that the research instrument has a high level of consistency and reliability.

Descriptive statistical analysis is used to describe the data characteristics of each variable. The average income of women traders is IDR 3,195,161, with a minimum value of IDR 1,500,000 and a maximum of IDR 7,500,000. The number of dependents has an average of 2.47 people, the average distance from residence to the market is 2.13 kilometers, and the average working hours are 218.71 hours per month. The variable of the existence of the modern market has been standardized with an average value of zero, which indicates that the data is ready for further analysis.

Confirmatory factor analysis is carried out specifically for the variables of the existence of the modern market which consists of several indicators. The results of the Kaiser Meyer Olkin (KMO) test showed a value of 0.816, and *the Measures of Sampling Adequacy* (MSA) value for each indicator was above 0.5. This shows that the factor analysis model is feasible to use and that the construct of modern market existence variables is valid for analysis.

Table 1. Multiple Linear Analysis Test Results

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-2485137.725	366111.836		-6.788	.000
Number of Family dependents	405825.143	73607.792	.273	5.513	.000
Distance	-238748.523	64425.242	-.115	-3.706	.000
Working Hours	23706.993	1858.355	.664	12.757	.000
The Existence of a Modern Market	-58530.793	28760.952	-.055	-2.035	.045

Based on the results of the multiple regression analysis above, it was found that the regression equations formed were:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$Y = -2485137.725 + 405825.143 X_1 - 238748.523 X_2 + 23706.993 X_3 - 58530.793 X_4$$

One = (366111.836) (73607.792) (64425.242) (1858.355) (28760.952)
 t = (-6,788) (5,513) (-3,706) (12,757) (-2,035)
 Sig = (.000) (.000) (.000) (.000) (.045)
 F = (356,040)
 R2 = (0.942)

The explanation of the regression equation is as follows:

- The constant value of -2485137.725 means that if all independent variables (number of family dependents, distance, working hours, and the existence of a modern market) are zero, then the estimated income is -2485137.725 rupiah. These negative values are logically unrealistic in the context of income, but show that in the absence of the influence of these variables the model predicts negative values.
- $\beta_1 = 405,825,143$ means that the variable in the number of family dependents has a positive effect on income. Each addition of one family dependent is estimated to increase income by IDR 405,825,143 assuming other variables are constant.
- $\beta_2 = -23,748,523$ shows that the distance variable has a negative influence on income. This means that the farther away the location, the income will decrease by IDR 23,748,523 for every one unit of distance increase.
- $\beta_3 = 23,706,993$ indicates that the working hours variable has a positive and significant relationship with income. Each additional one working hour per week is expected to increase revenue by IDR 23,706,993.
- $\beta_4 = -58,530,793$ means that the variable of the existence of the modern market has a negative influence on income. This means that the higher the existence or dominance of the modern market around, the revenue is estimated to decrease by IDR 58,530,793 for each unit increase.
- All Sig. values < 0.05, which indicates that all independent variables have a significant effect on the dependent variables partially.

Multiple linear regression analysis was used to determine the simultaneous and partial influence of independent variables on income. The results of the analysis show that all independent variables, namely the number of family dependents, distance, working hours, and the existence of the modern market, simultaneously have a significant effect on income. A determination coefficient value (R^2) of 0.942 indicates that 94.2% of income variations can be explained by these four variables, while the rest are influenced by other factors outside the model.

A classical assumption test is performed to ensure that the regression model meets the BLUE (Best Linear Unbiased Estimator) requirements. The normality test using the Kolmogorov-Smirnov method showed that the residual data was normally distributed. The multicollinearity test showed that there was no high correlation between independent variables, with a VIF value below 10 and a tolerance value above 0.1. The heteroscedasticity test using the Glejser method showed that there was no residual variance disparity, so the model was free from heteroscedasticity problems.

Table 2. F Test Results

	Type	Sum of Squares	Df	Mean Square	F	Sig
1	Regression	9.845E +13	4	2.461E + 13	356.040	.000b
	Residual	6.083E +12	88	6.913E + 10		
	Total	1.045E +14	92			

Table 3. Test Results t

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-2485137.725	366111.836		-6.788	.000
Number of Family dependents	405825.143	73607.792	.273	5.513	.000
Distance	-238748.523	64425.242	-.115	-3.706	.000
Working Hours	23706.993	1858.355	.664	12.757	.000
The Existence of a Modern Market	-58530.793	28760.952	-.055	-2.035	.045

Source: Data processed, 2025

The hypothesis test was carried out through the F test and the t test. The F test showed that the four independent variables simultaneously had a significant effect on income, with an F value of 356.040 and a significance of 0.000. The t-test shows that the number of family dependents and working hours have a positive and significant effect on income, while distance and the existence of modern markets have a negative and significant effect. Among the four variables, working hours had the most dominant influence on revenue, with the highest beta coefficient value of 0.664.

The results of testing the influence of each independent variable on the dependent variables in this study are described as follows.

- The Effect of the Number of Family Dependents on Income. Based on Table 3, the number of family dependents has a value of 5,513. If it is known that the value at $\alpha = 0.05$ ($df = n-k-1$) is 1.662, then it is obtained that $t_{hitung} > t_{tabel}$. This means that it is accepted which shows that the variable in the number of family dependents (X1) partially affects income (Y). Based on the significance value (Sig.) of $0.000 < 0.05$, it can be concluded that the hypothesis is accepted. Thus, the variable of the number of family dependents (X1) has a positive and significant effect. This means that the number of family dependents has a positive and significant effect on income. The more the number of family dependents, the income that must be obtained also tends to increase. $H_1 H_1$
- The Effect of Distance on Income. Based on Table 3, the distance variable has a value of -3.706. If it is known that the value at $\alpha = 0.05$ ($df = n-k-1$) is 1.662 then it is obtained that $t_{hitung} > t_{tabel}$. This means that it is accepted which shows that the distance variable (X2) partially affects the income (Y). Based on the significance value (Sig.) of $0.000 < 0.05$, it can be concluded that the hypothesis is accepted. This means that distance has a significant negative effect on income. The farther the distance, the income tends to decrease. $H_1 H_1$
- The Effect of Working Hours on Income. Based on Table 3, the distance variable has a value of 12,757. If it is known that the value at $\alpha = 0.05$ ($df = n-k-1$) is 1.662, then it is obtained that $t_{hitung} > t_{tabel}$. This means that it is accepted which shows that the variable Working Hours (X3) partially affects income (Y). Based on the significance value (Sig.) of $0.000 < 0.05$, it can be concluded that the hypothesis is accepted. This means that the higher the working hours, the more income will increase. $H_1 H_1$
- The Effect of the Existence of the Modern Market on Income. Based on Table 2, the distance variable has a value of -2.035. If it is known that the value at $\alpha = 0.05$ ($df = n-k-1$) is 1.662 then it is obtained that $t_{hitung} > t_{tabel}$. This means that it is accepted which shows that the variable of Modern Market Existence (X4) partially affects income (Y). Based on the significance value (Sig.) of $0.045 < 0.05$, it can be concluded that it is acceptable, which means that the existence of a modern market has a significant negative effect on income. The greater the influence of the modern market around the trader, the income tends to decrease. $H_1 H_1$

Overall, the results of the data analysis show that the income of women traders in Sanglah Market is influenced by a combination of internal and external factors. Internal factors such as the number of family dependents and working hours drive an increase in income, while external factors such as distance and the existence of a modern market are challenges that can reduce income. These findings provide a comprehensive picture of the economic determinants of women traders in the informal sector and serve as an important basis for formulating policies for the protection and empowerment of traditional markets.

3.2 Discussion

3.2.1 The Effect of the Number of Family Dependents, Distance, Working Hours, and the Simultaneous Existence of Modern Markets on the Income of Women Traders in the Sanglah Market, Denpasar City

Based on the results of the regression analysis, a significance value of F of 0.000 was obtained, which was smaller than the significance level of 0.05. This shows that the variables of Number of Family Dependents, Distance, Working Hours, and the Existence of the Modern Market simultaneously have a significant effect on the income of women traders in the Sanglah Market, Denpasar City. The Adjusted R Square value of 0.942 indicates that the four independent variables are able to explain the variation in traders' income by 94.2%, while the remaining 5.8% is influenced by other factors outside the model.

These results show that the income of women traders is influenced by a combination of internal and external factors. The number of family dependents and working hours are internal aspects that affect the capacity and motivation of the trader's work. The greater the family's dependents, the greater the economic pressure felt, which in turn encourages efforts to increase income. Meanwhile, long working hours reflect optimal time allocation in selling, thus having an impact on increasing revenue. This is in line with the findings that the working hours and family dependents together affect the income of women traders. (Wiranata & Martini Dewi, 2018)

On the other hand, the distance of residence to the market and the existence of modern markets as external factors have also been proven to affect income. The farther the location of residence from the market, the higher the cost and time spent on trading, which directly reduces business efficiency. Research reveals that distance has a negative relationship with the effectiveness of people's economic activities, including income. Meanwhile, the existence of modern markets has a significant competitive impact on traditional markets. Modern markets offer more complete facilities, stable prices, and convenience, so they can divert consumer interest. This is supported by the results of research that explain that the modern market is a direct competitor to traditional merchants because it offers efficiency and a better shopping experience. (Amali, 2021) (Suyanto, 2023)

3.2.2 The Effect of the Number of Family Dependents, Distance, Working Hours, and the Existence of a Modern Market in Partial on the Income of Women Traders in the Sanglah Market, Denpasar City

1) Influence of the Number of Family Dependents

Based on the results of partial regression analysis, the variable of the number of family dependents showed a significant positive influence. This means that the more family members that must be carried, the greater the burden of household needs that must be met. This condition encourages women, especially those who work outside the home and have to travel every day (commuters), to devote more time and energy to work to meet the economic needs of their families. The increase in the number of dependents fosters economic pressure which is precisely a motivation to find or maintain a job with a higher income. This leads to a real increase in revenue. These results are in line with the research of Sari, et al. (2016), and that the number of family dependents has a positive and significant effect on the contribution of Balinese women to family income. Stuart & Marhaeni (2019)

This statement was strengthened by the results of an in-depth interview with one of the respondents, Lella Latifah (60 years old), a clothing trader at Sanglah Market who was interviewed on May 12, 2025. He stated that the number of family dependents was indeed the main encouragement for him to continue working and earning an income, even though he was no longer young.

"I have three people in the house that I still support, including grandchildren. Inevitably, you have to keep trading every day, even though you are tired. If you don't work, who else will pay for your house needs. Sometimes you have to wake up at dawn, go home in the afternoon, but that's normal, the important thing is to be enough for the family's needs."

From the results of the interview, it can be concluded that the number of family dependents plays a role in influencing women's work motivation. In the economic conditions of families that depend on income from the

informal sector, the more family members to be cared for, the greater the incentive for women to remain actively employed, even in old age.

Based on the testing and data analysis that has been carried out, the results show that the number of family dependents has a positive and significant influence on the income of traders in Sanglah Market, which means that the more family dependents, the more enthusiastic the traders are to work and increase their income. Economic pressure due to the high number of dependents is not necessarily an obstacle, but rather a trigger for women to maintain their jobs to ensure that household needs are met.

2) Influence of Distance

The Distance variable has a significant negative effect on revenue. The farther the distance between the house and the market, the higher the transportation cost and travel time required, which can reduce the work efficiency of traders. In practice, traders who live closer to the market location have the advantage in terms of time, effort, as well as the potential to open earlier and close later thus increasing the chances of getting buyers. In contrast, merchants who live farther away will tend to limit operating hours and potentially lose consumers, ultimately lowering revenue. These findings are in line with the results of the study revealing that distance has a negative relationship with the effectiveness of people's economic activities, including income. (Amali, 2021)

The opinion regarding the negative influence of distance on income was also strengthened through an in-depth interview with Ni Ketut Sujani (57 years old), a fruit trader at Sanglah Market who was interviewed on May 12, 2025. He said that the distance of residence to the market directly affects his work efficiency and also has an impact on the amount of income.

"My house is in an area about 3 kilometers from the market. Every day I use a motorbike here. In the morning, it often gets jammed, especially when people leave for work. Sometimes the market arrives late, it opens a bit in the afternoon, and many buyers buy from other traders. Not to mention the cost of gasoline, now it is getting more expensive, so it must also be calculated from income."

Based on the tests and data analysis that has been carried out, distance has a negative and significant influence on the trader's income. The farther the house to the market, the greater the cost and travel time required, which ultimately reduces the work efficiency as well as economic opportunities of traders, especially those who work in the informal sector such as traditional markets.

3) Influence of Working Hours

The Working Hours variable shows a positive and significant influence on the income of women traders in Sanglah Market. The higher the time spent trading, the greater the income generated. This is in accordance with the theory of time allocation which states that time is a factor of production, where the more time is devoted to productive activities, the greater the income obtained. The addition of working hours allows merchants to serve more consumers and increase the intensity of daily transactions, leading to increased revenue. This result is in line with the research of Nursyamsu, et al. (2020), and that working hours have a positive and significant effect on traders' income. Based on the results of data processing, it is known that the average working hours of women traders at Sanglah Market, Denpasar City is 51.03 hours per week, with the range of working hours ranging from 49 to 58 hours per week. This shows that all respondents in this study work above the standard threshold of full working hours set by the Central Statistics Agency (BPS), which is 35 hours per week. Therefore, there are no traders who are classified as *underemployed*. Dewi & Saskara, (2020)

Support for this finding was also obtained from the results of an in-depth interview with Siti Munakaroh (44 years old), a grocery trader at Sanglah Market who was interviewed on May 20, 2025. He said that long working hours are one of the keys to getting enough income every day. The longer it trades, the greater the chance of serving more buyers.

"I usually start opening at 10 am, sometimes also opening early at the market, and then closing around 5 pm. If you open it for a while, it will definitely be less productive. The buyer does not always come, so if we open it for a long time, the opportunity to sell is even greater. If you are tired, you must do it, but it is called effort."

The results of the interviews show that long working hours play an important role in increasing income. Respondents stated that the longer the time devoted to trading, the greater the opportunity to serve consumers and earn sales. Working hours that start from morning to evening are an effective strategy to maximize daily income, especially due to the erratic pattern of buyer arrivals.

4) The Influence of the Existence of the Modern Market

The variable of the existence of the Modern Market has also been proven to have a significant negative effect on the income of traditional market traders. Modern markets offer shopping convenience, price stability, and a wider variety of products, which makes them more appealing to modern consumers. This has led to a shift in people's shopping preferences from traditional markets to modern markets. In research, the existence of the modern market is stated to have a significant influence on the sustainability of the traditional market, where many consumers switch due to the efficiency, comfort, and cleanliness of the facilities offered by the modern market. (Suyanto, 2023)

Support for the finding that the existence of modern markets has a significant negative effect on the income of traditional traders is also reflected in an in-depth interview with Siti Lailatul Barokah, a clothing trader at Sanglah Market who was interviewed on May 20, 2025. He said that the existence of modern markets has an impact on reducing the number of buyers in traditional markets.

"Now many people prefer to shop in modern malls or stores, especially young people. There the products look new, the models change quickly, and they also often give discounts or promotions through social media. If we are in the traditional market, it is difficult to compete. Sometimes they just look around, keep saying that they will buy it at a modern store because they can pay with a card. We can't be like that here."

From the consumer side, the results of an in-depth interview with Ina (22 years old), a student who regularly shops for personal and household needs, also strengthened the finding that the existence of modern markets is more in demand than traditional markets. In an interview conducted on May 20, 2025, Ina stated that convenience and ease of transactions were the main reasons for her preference for the modern market.

"I often shop at supermarkets or minimarkets because the place is clean, cool because there is air conditioning, and the choices are also very complete. Sometimes you don't bring cash either, it's not a problem, just pay using QRIS. So it's not as complicated as in traditional markets where sometimes you still have to use cash."

This statement shows that younger generations, particularly consumers of productive age, tend to have a strong preference for the modern market because it offers a more practical, hygienic, and efficient shopping experience. Factors such as cleanliness, comfort of air-conditioned rooms, the availability of varied products, and the convenience of digital payment methods are the main attractions.

The results of in-depth interviews from the side of traders and consumers corroborate the quantitative findings that the existence of modern markets has a negative and significant effect on the income of traditional market traders. From the merchant side, stating that the presence of a modern market with massive promotional strategies and rapid product updates makes consumers switch and leave the traditional market. Merchants feel a decrease in the number of buyers as they lose out to the competition in terms of appearance, promotion, and convenience.

Overall, both viewpoints suggest that the modern market has changed people's consumption patterns, which ultimately negatively impacts the income of traders in traditional markets. The existence of a modern market is a real challenge that traditional traders must face to survive in the midst of increasingly competitive competition.

3.2.3 Which Variables Have the Dominant Influence on the Income of Women Traders in Sanglah Market, Denpasar City

Based on the results of the analysis on the t-test table, it shows that the *highest standardized coefficient* beta value is in the variable working hours, which is 0.664. This shows that working hours are the most dominant variable in influencing the income of women traders at the Sanglah Market, Denpasar City. The more time a trader spends trading, the more likely they are to earn higher income. This is in line with the theory of time allocation where the greater the proportion of time allocated to productive activities, the higher the yield obtained, in this case income.

Merchants who allocate longer working hours generally have a greater chance of reaching more consumers, increasing transaction volume, and expanding their network of buyers. Thus, it can be concluded that the relationship between working hours and income is positive and significant and is the most dominant factor in determining the amount of income of women traders in traditional markets. This is in line with the findings that working hours have a significant positive effect on traders' income. (Pande & Martini Dewi, 2020)

IV. Conclusions and Suggestions

Conclusion

This study aims to determine the determinants of income of female traders in the Sanglah Traditional Market, Denpasar City through variables such as the number of family dependents, distance, working hours, and the existence of modern markets. Data from a sample of 93 respondents through questionnaires and data processing through the SPSS 25 program. Based on the results of the research and discussion, the following conclusions can be drawn.

- 1) Simultaneously, the variables of the number of family dependents, distance, working hours, and the existence of modern markets have a significant effect on the income of women traders at the Sanglah Traditional Market in Denpasar City.
- 2) Partially, the number of family dependents has a positive and significant effect on income. This means that the more dependents you have, the greater the motivation of traders to increase income. The variable working hours also have a positive and significant effect on income. The longer the hours a trader puts in, the greater the chance of earning a higher income. On the other hand, the variables of distance and the existence of the modern market have a negative and significant effect on income. The farther away the residence is from the market location, and the closer and more developed the modern market around Sanglah Market, it will reduce the income of women traders.
- 3) The dominant variable that most affects the income of women traders at Sanglah Market is working hours. This shows that the trading time factor greatly determines the amount of income earned.

Suggestion

After conducting this research, the author provided the following inputs and suggestions.

- 1) For Women Traders at Sanglah Market. It is necessary to improve the efficiency of working hours and extend operating hours if possible, in order to reach more consumers and increase revenue. Improving the quality of service and cleanliness and maintaining product diversity so that it can compete with the modern market. Adopt simple marketing strategies, such as small promotions or joining local digital platforms to reach a wider range of consumers.
- 2) For the Regional Government (Denpasar City Government / Perumda Pasar Sewakadarma). It is necessary to make stricter regulations in regulating the distance between modern market development and traditional markets, so as not to kill the existence of the people's market. Providing assistance and training to traders related to business management, marketing, and digital literacy so that traders are able to compete in the modern era. Optimizing traditional market facilities and infrastructure, such as cleanliness, security, parking lots, and orderly governance so that visitors are more comfortable shopping.
- 3) For further research. It can add other variables that also affect the trader's income such as trading experience, working capital, selling price, and product quality. Further research can be carried out with a qualitative approach to explore in depth the survival strategies of women traders in the midst of the onslaught of modern markets and digitalization. Expand the research location to other traditional markets in Bali or outside Bali to compare the impact of modern markets in a broader context.

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