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FACTORS AFFECTING THE ALLOCATION OF WORKING WOMEN'S TIME IN THE INFORMAL SECTOR IN JAMBI CITY
(Case Study in Talang Banjar People's Market)

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ABSTRACT

This research is titled Factors Affecting the Time Allocation of Female Workers in the Informal Sector of Jambi City (Case Study of Talang Banjar Market). This study aims to analyse the factors that influence the time allocation of female workers in the informal sector at the Talang Banjar People's Market. The research method with primary data type, data sources were obtained through questionnaires by conducting direct interviews with 80 female trader respondents at the Talang Banjar traditional market. The quantitative descriptive analysis tool uses multiple linear regression with hypothesis testing using the F-statistic and t-statistic. The research results simultaneously indicate that age, husband's income, education, number of dependents, and duration of business collectively influence the allocation of working time for women at the Talang Banjar People's Market. Partially, it shows that age, husband's income, education, and number of dependents have a positive influence on the allocation of working time for women at the Talang Banjar People's Market. Meanwhile, the duration of business has a negative influence on the allocation of working time for women at the Talang Banjar People's Market.

Keywords: age, husband's income, education, number of dependents, duration of business

1.0 INTRODUCTION

The emergence of gender equality issues is caused by the views of some members of society who believe that women will remain second-class citizens. This perspective is often influenced by the perception that women have lower levels of education compared to men (Central Statistics Agency, 2022). In the context of employment, the status of

women is increasingly taken into account and recognized as equal to that of men. This indicates that gender equality is starting to be successfully implemented in various fields of social and economic life (WEF, 2021).

The low income of husbands and economic pressures on families are the main reasons for women to contribute by seeking additional income. This aims to support the economic stability of households and meet daily living needs (Suryani A, 2020). Women in this context have dual roles, namely as housewives (giving birth, raising children, and doing household chores) and as workers in the economic sector (Nurhayati, 2018). Women's income is generally determined by the number of hours they work. The more time they allocate to work, the greater the income potential they can earn (Purwaningsih VT, 2021). Previous research has mentioned that women's allocation of working hours in the informal sector is greatly influenced by household economic conditions, the number of dependents, and marital status (Nurhayati E, 2019).

A country needs to understand that recognizing progress and sustainable economic development can be influenced by various factors, both domestic and international. An indicator of a country's success in achieving this goal is the potential of Human Resources, which focuses on its population. The involvement of women as community members plays an important role in achieving the country's objectives. Women hold a significant role in the economy; they need to be encouraged and given opportunities to develop. However, the reality is that the participation rate of women in the workforce is significantly lower compared to men. Data published by BPS (2024) shows that the Labor Force Participation Rate (TPAK) for women in Jambi Province during the period of 2023 to 2024 is lower than that of men. In fact, the decline in the TPAK of women occurred in February 2024 and has not yet reached 50%. The ability of the Jambi Province economy to absorb labor is measured by the Employment to Population Ratio (EPR) according to BPS data.

Although women are generally still lagging behind in terms of economic participation compared to men, there is an interesting fact that shows that women's participation has a higher percentage of involvement than men in the informal sector. A publication by BPS (2024) indicates that in Jambi Province during 2023 to 2024, the informal sector has absorbed more female workers. This occurs due to the increase in the number of workers alongside the limited job opportunities available, especially in the formal sector, and high competition. According to Putra (2018), jobs in the informal sector usually start with small-scale self-employment, using simple technology, limited capital, and tend to be unorganized.

The informal sector not only influences economic growth but also plays a very important role in absorbing labor because it is a sector that can play a strategic role in the development of the national economy. The role of the informal sector in the sustainability of the economy can be seen as one of the economic sectors that may emerge due to a significant increase in the labor force. The informal sector plays a significant role, especially for individuals in the low economic category, as they generate income and maximize their profits through work in the informal sector.

Currently, the informal sector is still often associated with small economic activities, less efficient, and with no bright prospects. This label comes from the characteristics of informal sector businesses that are generally independent, use simple technology, have limited capital, are less structured, and violate laws. The arguments have changed when the nature of businesses, their prospects, and their position in the global economic system are questioned. Uncertainty increases when government responses are delayed, coupled with a lack of clarity in the empowerment efforts and policy interventions that will be made. Meanwhile, small-scale economic activities will continue to grow rapidly in line with the modernization and globalization of the economy (Breman, 2023).

For some individuals, the informal sector is seen as a lifesaver because it can be a source of income when opportunities to enter the formal sector are very limited. This indicates that the informal sector provides opportunities for the less fortunate to survive by working without having to be unemployed. The informal and formal sectors have opposing characteristics within the economic structure, similar to the differences between the rich and the poor. However, in economic relations, the formal and informal sectors will coexist and be interconnected.

In line with the increasing pressures of life, women's involvement in meeting economic needs has become crucial. Due to difficult family economic situations, several family members, especially women, often have to meet the needs because the husband's income is barely sufficient to cover living expenses and family needs. This is especially evident in families experiencing economic difficulties, where women are encouraged to help increase the family's income by working in the informal sector. Women from middle to upper-income families are also often involved in the job market. This indicates economic development, but also progress in education. Because appropriate training is often needed by administrators.

This research will focus on the time allocation of women working as traders. In this study, it is ensured that the respondents meet the criteria of various variables that are the focus of this research. To collect data, the researcher has conducted a presurvey. The Talang Banjar market was chosen for the research because it is the largest traditional market in Jambi City that is visited by many consumers every day. According to a study by Hernawati in Sukarniati (2019), there are several motivations that encourage women to join the workforce. These motivations include the desire to improve the quality of life, some to pay off debts, reduce dependence on their husband's income, and also to improve social status.

According to Nainggolan et al (2022), women's participation in economic activities is influenced by several factors including: household income, education, age, wages, marital status, number of family members, gender, cultural value shifts, living environment, and economic activities. Similarly, in Suryanata's research (2020), the high cost of living for households and oneself serves as motivation for women to enter the informal sector. Entering formal sector jobs is not only focused on one requirement but many aspects such as age, education, skills, and even an attractive appearance that must be possessed by every member of society.

The importance of women's roles in the economy can be seen from the aspect of women's participation in the labor market, which is both a driver and an outcome of economic growth and development (Verick, 2018). In previous research, Armansyah and Kiki (2017) revealed that women dominate the informal sector because they are considered to have flexible time and do not require many prerequisites to enter it. The informal sector is entirely contrary to the formal sector and tends to be non-systematically organized, not tied to a larger business, and has not been touched by law, as it does not require specific formal skills, making it flexible (Kurniasari, 2021).

Simanjutak in (Febriani & Chaidir, 2023) also explains that the number of working hours of an individual can be influenced by factors such as gender, age, and family dependents, in addition to wage factors. Although several previous studies have identified factors that affect women's labor participation, there is a research gap indicating that not all empirical studies align with existing theories. Furthermore, research on the allocation of working hours as a dependent variable in the informal trade sector, especially in Jambi City, is still limited. From the study results and the above employment phenomena, the author is interested in conducting research on 'Factors Influencing Time Allocation of Female Workers in the Informal Sector of Jambi City' (A Case Study at Talang Banjar Traditional Market).

2.0 LITERATURE REVIEW

Theory of Labor Supply

This theory is rooted in consumer behavior theory, which states that each individual strives to achieve the maximum level of satisfaction with limited resources. Satisfaction can be obtained through the consumption of goods and services or through leisure time. However, each individual faces limitations such as the amount of time and income they have. Since work is regarded as an activity that reduces leisure time, work is often seen as a form of "sacrifice" that is only worth doing if it provides compensation in the form of income.

Labor Leisure Choice Theory

The labor-leisure choice theory, also known as the worker time allocation theory, explains how a person makes decisions in dividing their time between working and relaxing (not working). This model helps to understand the various factors that influence an individual's decision to work as well as the number of hours they choose to work (Borjas, 2016). According to Ehrenberg and Smith (2012), the decision to work is a result of individual considerations regarding how they want to utilize their available time. This decision is influenced by expectations about the level of well-being, the available choices, and the opportunity cost of the time spent.

Women's Participation in the Workforce

Women's participation in the workforce can be understood as the involvement of women in activities outside the home, whether as formal workers, entrepreneurs, or in other types of jobs. The goal is to assist or increase the family's income. For women with higher educational backgrounds, working also becomes a way to develop their careers (Ardella, 2020).

Informal Sector

The term informal sector was first introduced by Keith Hart in 1973. He described this sector as part of the urban workforce that exists outside the organized labor market system. In his research, Hart divided economic activities into two groups: formal and informal.

Work time allocation and related factors

The allocation of time or working hours devoted to running a business is an important factor in driving income growth. (Husaini & Fadhlani, 2017) also added that the more time spent trading, the greater the potential to achieve higher turnover. This certainly has a direct impact on the welfare of women and their families. Factors that influence such as age, education level, husband's income, number of dependents, and length of business.

3.0 METHODOLOGY

The research method with primary data type, the data sources were obtained through a questionnaire by conducting direct interviews with 80 female trader respondents at the Talang Banjar people's market. The analysis tool used was descriptive quantitative analysis employing multiple linear regression with hypothesis testing using F-statistics and T-statistics and coefficient of determination. Specifically, the allocation of time for married female traders who work is influenced by the age of the respondents, the age of the respondents' husbands, the husband's income, the level of education, the number of family dependents, and the length of the business; thus, the econometric model in the form of its multiple linear regression function can be written as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

description:

Y	= Allocation of working time
X_1	= Age of the respondent
X_2	= Income of the respondent's husband
X_3	= Level of education of the respondent
X_4	= Number of family dependents of the respondent
X_5	= Duration of the respondent's businesse
e	= error
β_0	= Constant
$\beta_1 - \beta_5$	= Coefficients of each independent variable.

Coefficient of Determination (R^2)

To determine the extent of the influence of the independent variable on the dependent variable, the Coefficient of Determination Test (R2) is used. The coefficient of determination ranges from zero to one; a small value indicates that the independent variable has very little strength to predict changes in the dependent variable, while a value close to one indicates that the independent variable provides almost all the information needed to predict changes (Kuncoro, 2003).

Statistical Test F

To determine whether each independent variable in the model simultaneously affects the dependent variable, an F-statistic test is used. The Quick Look approach can be employed for the F test, which involves comparing the calculated F value with the table F value or the probability value with the confidence level found in the study. An independent variable jointly affects the dependent variable if its probability value is less than 0.05 or equal to 5%, and the calculated F value is greater than the table F value (Kuncoro, 2003). The testing criteria applied are as follows, with a significance level of 5%: Accepted and rejected if the calculated F value < table F value, meaning that neither the explanatory factors alone nor their combination have a significant effect on the explained variable. Rejected and accepted if the calculated F value > table F value, indicating that the explanatory factors collectively have a considerable effect on the explained variable.

Statistical Test t

When all other factors are held constant, the t-statistic test is used to determine how significant each independent variable is in influencing the dependent variable. The calculated t value and the table t value must be compared to assess the impact of each independent variable. Checking the distribution table at 0.05 or 5 percent and degrees of n-k will yield the table t value. Thus, the following hypotheses are tested in this study: 1) H0: $\beta1 = 0$ The independent variable has no effect on the dependent variable. 2) H1: $\beta 1 \neq 0$ The independent variable has an effect on the dependent variable. In addition to the above approach, the Quick Look method can also be used to perform a t-test, which involves comparing the calculated t-value to the tabled t-value or the probability value and the confidence level set in the research. Rejection or acceptance is indicated if the probability value is less than 0.05 or equal to 5% and the calculated t-value is greater than the tabled t-value, and vice versa. This shows how each independent variable influences its own dependent variable and vice versa (Kuncoro, 2003).

4.0 FINDINGS AND DISCUSSION

The analysis used with the quantitative descriptive analysis method is the data used when conducting research related to numerical data. This type of method requires a large amount of numerical data that can be calculated using statistical formulas. The data used is primary data, which is data obtained directly from the field using interviews and questionnaires. The aim of the study is to analyze the factors affecting the allocation of time for women workers in the informal sector at the Pasar Rakyat Talang Banjar using multiple linear regression analysis, with observation data consisting of 80 respondents who are women working in the informal sector at the Pasar Rakyat Talang Banjar. The following are the results of the estimation of multiple linear regression coefficients:

Table   **1**

Results of Multiple Linear Regression Analysis

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,303	11,161		1,371	0,174
	age	0,605	0,169	0,326	3,581	0,001
	husband's income	2,237E-5	0,000	0,355	3,907	0,000
	education	1,440	0,455	0,300	3,166	0,002

number of dependents	2,890	1,031	0,268	2,803	0,006
old business	-0,544	0,264	-0,193	-2,062	0,043

Source: Processed data, 2025

Based on Table 1, the results of the research show the following regression equation:

$$Y = 15{,}303 + 0{,}605\ X_1 + 0{,}00002237\ X_2 + 1{,}440\ X_3 + 2{,}890\ X_4 - 0{,}544\ X_5$$

Based on the regression equation above, it can be interpreted that a constant coefficient value of 15.303 means that if the age (X_1), husband's income (X_2), education (X_3), number of dependents (X_4), and length of business (X_5) have a constant value and do not change, then the allocation of working hours for women in the Talang Banjar market increases by 15.303 hours per week. The regression coefficient value for the age variable (X_1) of 0.605 means that if the age variable increases by 1 year, the allocation of working hours for women in the Talang Banjar market increases by 0.605 hours per week. The coefficient value of husband's income regression (X_2) is 0.00002237, meaning that if the husband's income variable increases by one thousand rupiah, the time allocation for women working at the talang banjar market increases by 0.00002237 hours per week. The coefficient value of the education variable (X_3) is 1.440, meaning that if the education variable increases by 1 year, the time allocation for women working at the talang banjar market increases by 1.440 hours per week. The coefficient value of the number of dependents variable (X_4) is 2.890, meaning that if the number of dependents variable increases by 1 person, the time allocation for women working at the talang banjar market increases by 2.890 hours per week. The coefficient value of the length of business variable (X_5) is 0.544, meaning that if the length of business variable increases by 1 year, the time allocation for women working at the talang banjar market decreases by 0.544 hours per week.

Coefficient of Determination

The magnitude of the influence explained by the independent variable on the dependent variable can be seen from the model summary as presented in the following Table:

Table 2

Coefficient of Determination

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,635[a]	0,403	0,363	8,638	2,115

Source: Processed data, 2025

Based on Table 2, the residual coefficient of determination of 0.635 indicates that the influence of age, husband's income, education, number of dependents, and duration of business on the allocation of working hours for women in the Talang Banjar People's Market is 63.50 percent, while the remaining 36.5 percent is explained by other variables outside the study.

Simultaneous Influence

In examining the simultaneous influence, a hypothesis test was conducted using F statistics with a frequency distribution count of 80-5-1=74, thus the f table is 2.34, and the estimation results are as follows:

Table 3 Simultaneous Test

F Hitung	F Table	Sig	Alfa	Keterangan
10,007	2,34	0,000	0,05	Signifikan

Source: Processed data, 2025

Based on Table 3, it shows that the F Statistical hypothesis test with a significance level of 95 percent indicates that the F statistic value with F Table is (10.007 > 2.34) or (0.000 < 0.05). This means that all regression coefficients or all independent variables, namely age (X_1), husband's income (X_2), education (X_3), number of dependents (X_4), and length of business (X_5), together have an effect on the allocation of women's working hours in the Talang Banjar People's Market.

Partial Influence

In examining the partial influence, a hypothesis test was conducted using the t-statistic with a total frequency distribution of 80-5=75, so the t-table value is 1.992, thus the estimation results are as follows:

Table 4 Partial Test

Variable	t Statistik	t Table	Sig	Alfa	Conclusion
age	3,581	1,992	0,001	0.05	Significant
husband's income	3,907	1,992	0,000	0.05	Significant
education	3,166	1,992	0,002	0.05	Significant
number of dependents	2,803	1,992	0,006	0.05	Significant
old business	-2,062	1,992	0,043	0.05	Significant

Source: Processed data, 2025

Based on Table 4, it shows that the age variable (X_1) has a significance value of 0.001 < 0.05, while the t count value is 3.581 > t Table 1.992, meaning that at a 95 percent significance level, the age variable has a significant effect on the allocation of working time for women at the Talang Banjar People's Market. The husband's income variable (X_2) has a significance value of 0.000 < 0.05, while the t count value is 3.907 > t Table 1.992, meaning that at a 95 percent significance level, the husband's income variable has a significant effect on the allocation of working time for women at the Talang Banjar People's Market. The education variable (X_3) has a significance value of 0.002 < 0.05, while the t count value is 3.166 > t Table 1.992, meaning that at a 95 percent significance level, the education variable has a significant effect on the allocation of working time for women at the Talang Banjar People's Market. The variable number of dependents (X_4) has a significance value of 0.006 < 0.05, while the calculated t value is 2.803 > t Table 1.992, meaning that at a 95 percent significance level, the variable number of dependents significantly affects the allocation of women's working time in Talang Banjar People's Market. The variable length of business (X_5) has a significance value of 0.043 < 0.05, while the calculated t value is -2.062 > t Table 1.992, meaning that at a 95 percent significance level, the length of business variable significantly affects the allocation of women's working time in Talang Banjar People's Market.

The Influence of Age on Women's Work Time Allocation

Age variables have a positive and significant effect on the allocation of working hours for women in the Talang Banjar People's Market. This is due to the increasing age, which leads to an increase in working hours for employed women. This is because, with a large number of competitors, women need to spend more time selling to attract customers' attention. Since the number of customers is unpredictable, sometimes busy and sometimes quiet, it encourages them to work longer. By increasing working hours, women hope to take advantage of opportunities when the market is busy to maintain increased income.

As one ages, a housewife who plays a role in supporting the family's economy will increase her work productivity. This increase in working hours can be influenced by the experience and skills gained over time as one grows older, leading to better knowledge about the market and trading methods. As a result, a working woman can make better decisions in her work. Thus, aging is often accompanied by greater responsibilities towards the family, encouraging women to contribute more to economic activities.

The labor leisure choice theory explains how individuals choose between working time and leisure time in explaining how someone makes decisions on allocating their time between working and relaxing (not working). Age variables affect the allocation of women's working time. As they grow older, housewives often experience an increase in

family responsibilities, which encourages them to work more to support the family's economy. Thus, older women usually have better experience and skills, making them more productive in the market.

This research aligns with that conducted by Ni Putu and Nengah (2019), which indicates that age affects working hours. Furthermore, research by Dewi and Yuliarmi (2020) shows that age significantly affects working hours, The research conducted by Anggreni et al. (2021) showed similar results that age has a significant effect on the number of working hours. Furthermore, the research by Rara Estiningtyas.D and Ekaria (2022) stated that age affects the excessive working hours of married women in the informal sector. The study by Paramartha and Purwanti (2020) indicated that age significantly affects the work intensity and income of female laborers. The research by Anggreni et al. (2022) claims that age significantly affects the number of working hours. This is further supported by the results from Povazanova et al. (2019), which showed that age has a significant effect on the tendency of women to work overtime.

The Influence of Husband's Income on Women's Work Time Allocation

The husband's income variable has a positive and significant effect on the allocation of women's working hours in the Talang Banjar People's Market. As the husband's income increases, so do the working hours of employed women. Low husband income often drives wives to increase their working hours. When a husband works as a laborer or in a profession that does not provide sufficient income, the family struggles to meet basic needs. In this situation, many women feel the need to contribute more financially, as there are several female respondents who work alongside their husbands selling in the market, which can increase family income. Therefore, wives spend more time working to help meet household needs in order to cope with the economic pressures faced.

The impact of the husband's income often does not suffice to meet the family's needs. As a result, the role of women as housewives becomes increasingly important, and they are encouraged to work more to improve the family's welfare. This increase in working hours can also be seen as a response to economic pressure, where women contribute more to the family economy to achieve financial stability.

The labor-leisure choice theory explains how individuals choose between work time and leisure time in making decisions about how to allocate their time between working and relaxing (not working). The husband's income variable influences the allocation of women's work time. When the husband's income increases, the family's economic needs tend to be better met, allowing women to consider whether to work or not. However, with inadequate husband's income, women may be more productive at work, as housewives are more capable of balancing work and leisure time, enabling them to focus on market work without excessive economic pressure. The contribution of working housewives not only increases family income, but they can also be more active in social interactions with other vendors and customers.

This research is in line with that conducted by Ni Putu and Nengah (2019), which states that husband's income has a significant effect on the allocation of working hours. Research by Dewi and Yuliarmi (2020) says the same, namely that husband's income significantly affects the allocation of working hours. Research by Anggreni et al. (2021) found that husband's income has a significant effect on the allocation of working hours. This is further supported by the results from Anggreni et al. (2022), which found that husband's income significantly affects women's working hours. The research by Sari and Sudibia (2020) produced similar findings, namely that husband's income significantly affects women's working hours.

The Influence of Education on the Allocation of Women's Work Time

Educational variables have a positive and significant influence on the allocation of working hours for women in the Talang Banjar People's Market. The higher the level of education attained, the more working hours women tend to have. Higher education often provides individuals with better access to information, skills, and job opportunities. Educated women are generally more confident in making decisions and participating in economic activities. Education can increase a housewife's awareness of the importance of her contribution to the family's economy. With better knowledge, working women can explore various types of jobs and enhance their productivity, thereby encouraging employed women to allocate more time to work.

Theoretically, the labor-leisure choice explains how individuals choose between work time and leisure time, illustrating how someone makes decisions about allocating their time between working and relaxing (not working). The education variable affects the allocation of working time for women. Women with higher education levels tend to have better skills and knowledge, improving their competitiveness in the job market. This encourages housewives to allocate more time to work, as they have more productive opportunities. Through education, housewives can increase their awareness of the importance of contributing to enhancing the family economy by utilizing time for work and spending time in the market.

This research is in line with that conducted by Ni Putu and Nengah (2019), which states that education has a significant impact on working hours. Research by Anggreni et al (2021) found that education significantly influences working hours. This is further reinforced by the findings of Rara Estiningtyas and Ekaria (2022), who discovered that education significantly affects the overtime of married women in the informal sector. The research by Made Krisna and Purwanti (2020) yielded similar results, namely that education significantly influences the intensity of working hours and earnings of female workers. Anggreni et al (2022) also found that the level of education has a significant impact on working hours. Strengthened by the findings from Povazanova et al. (2019) that education has a significant effect on the tendency of working women to work overtime. Furthermore, research by Sari and Sudibia (2020) states that the level of education of wives significantly affects the work hours of women in the informal sector. In contrast, findings from Dewi and Yuliarmi (2020) reveal that education does not have a significant effect on the amount of work hours.

The Influence of the Number of Dependents on Women's Work Time Allocation

The number of dependents has a positive and significant effect on the allocation of working hours for women in the Talang Banjar People's Market. As the number of dependents increases, the working hours of employed women also increase. The rising number of dependents often motivates women to work harder to meet family needs. When there are more family members relying on income, women or housewives feel compelled to increase their working hours. This also reflects the women's greater responsibility as mothers to provide for daily needs, such as food, education, and health. With the increase in dependents, women work to seek additional job opportunities or to increase hours at their existing jobs to ensure the family's well-being.

In theory, the labor-leisure choice explains how individuals choose between working time and leisure time in describing how someone makes decisions about dividing their time between work and relaxation (not working). The variable of dependents affects the allocation of working time for women. As housewives with more dependents, such as children or other family members, tend to feel a greater urge to work. The more dependents one has, the greater the economic needs that must be met, encouraging housewives to allocate more time to work. Having many dependents, housewives feel that work is the top priority to improve the family's welfare. This can motivate them to remain productive in both formal and informal work, which will have an impact on increasing working hours. Although having many dependents can drive housewives to work harder, they also need to balance their working time with family needs.

This research is in line with that conducted by Ni Putu and Nengah (2019), which found that the number of dependents has a significant effect on the amount of work hours. Furthermore, research conducted by Dewi and Yuliarmi (2020) shows that the number of family dependents has a positive and significant effect on the amount of work hours, meaning that the more dependents there are, the higher the work hours of female traders. This research is also in line with Anggreni et al. (2021), which shows that the number of dependents significantly affects the amount of working hours. This finding is further supported by Rara and Ekaria (2022) that the presence of school-aged children has a significant impact on the excessive working hours of married women in the informal sector. The research by Nurul and Ibrani (2018) indicates that the number of toddlers affects the utilization of leisure time for married women in the informal sector in economic activities. Furthermore, the results from Made and Purwanti (2020) show that the number of family dependents significantly affects the intensity of working hours and income of female workers. Research conducted by Anggreni et al. (2022) yielded similar results, indicating that the number of dependents significantly affects the amount of working hours.

The Influence of Business Duration on Women's Work Time Allocation

The length of time in business has a negative and significant impact on the allocation of working hours for women in the Talang Banjar Traditional Market. The longer the business operates, the fewer hours of work performed by working women, as women or housewives with experience in the informal sector tend to have more loyal and dedicated customers. With an established and larger customer base, goods can be sold more quickly, thus reducing the need to work longer hours. It could also be due to factors such as fatigue from trading, which decreases working hours. Although longer experience allows for more efficient management of the business, reaching sales targets in a shorter period. Thus, women working in the informal sector can allocate time for other activities, such as managing the household, cooking, washing, and tidying up the house, without significantly reducing their income.

The labor leisure choice theory explains how individuals choose between work time and leisure time, describing how a person makes decisions about dividing their time between work and relaxation (not working). The duration of business has an impact on the allocation of work time for women. Women who have been running a business for a long time tend to have more customers, but this can also be due to health factors. With a sufficiently long duration of business, these housewives feel more burdened, thus tending to reduce their work time to find leisure time. As time goes by, women who have a relatively long-standing business tend to have many customers, thus they do not feel the need to increase working hours. Therefore, the longer someone is involved in a business, the more women appreciate their free time and the balance between work and personal life. Women as housewives choose to allocate more time to their families.

This research aligns with that conducted by Made and Purwanti (2020) which found similar results, namely that the duration of a business related to work experience significantly affects the intensity of working hours and the income of female workers. The higher the level of education and work experience, the higher the intensity of working hours and the income earned. This research also explains the duration of efforts expressed by Neha Kumar et al. (2020) who stated that women who spend more time in agricultural activities have significant power in the household. This result also explains that the duration of effort has low working hours, as obtained from Deborah's (2022) research which shows that most women spend around 6 hours per day on household chores and at least 2 hours on income-generating activities. This is further reinforced by the statement from Dwi Untari et al. (2025) that housewife vegetable traders in Bermani Ulu Raya District allocate 6-8 hours of working time per day for trading while still carrying out household tasks.

5.0 CONCLUSION

The results indicate that all independent variables, namely age, husband's income, education, number of dependents, and length of business, together influence the allocation of working time for women in the Talang Banjar People's Market. The partial test results show that the variables of age, husband's income, education, and number of dependents

have a positive influence on the allocation of working time for women in the Talang Banjar People's Market. Meanwhile, the length of business has an adverse effect on the allocation of working time for women in the Talang Banjar People's Market. The recommendation in this study is that local governments should expand job opportunities for women, especially those who are already married. In addition, the government is required to facilitate job training programs so that workers, particularly married women, have the skills and motivation to increase productivity. The government also needs to pay more attention to female traders, especially housewives, by providing family-friendly facilities in the markets. This includes proper selling spaces, enclosed stalls between traders, and adequate sanitation facilities. With a safe and comfortable environment, women can work in the market while bringing their children.

6.0 ACKNOWLEDGEMENT

7.0 CONFLICT OF INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in the paper.

8.0 AUTHOR CONTRIBUTION STATEMENT

Author 1 contributed to the conceptualisation, research design, and writing of the original draft.
Author 2 was responsible for data collection, analysis, and validation of the results.
Author 3 provided supervision, critical review, and editing of the final manuscript.
All authors have read and approved the final version of the manuscript.

9.0 ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of Universitas Jambi and adhered to the principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the [**Institutional Ethics Committee/Review Board**] under reference number [**Approval Number, if applicable**]. All participants were informed about the purpose of the study and provided written informed consent prior to participation. Participants' privacy and confidentiality were strictly maintained, and the data collected were used solely for academic purposes.

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