

Original Article

# Analysis of Determinants of Married Women Entering the Labor Market in Denpasar City

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**Abstract:** *The participation of women in the workforce has led them to take on roles beyond being housewives, contributing to development and independence. This study aims to analyze: 1) internal and external variables influencing women to enter the labor market; 2) the strongest variable driving women to join the workforce; 3) parties involved in encouraging women; and 4) the most influential party in Denpasar City. The study was conducted in Denpasar using quota sampling methods, namely accidental and snowball sampling. Data collection was carried out through observation, interviews, and in-depth interviews. The analytical techniques used were Sem-PLS and Mactor. The results show: 1) internal variables (education, self-actualization, prestige, skills, independence) and external variables (wages, husband's education and income, family support, family burden) have a positive influence; 2) the strongest variable is the desire for independence; 3) involved parties include oneself, husband, parents-in-law, parents, relatives, teachers/friends; and 4) the most influential party is oneself.*

**Keywords:** *Women's Education; Desire for Independence; Decision to Enter the Labor Market; And Husband's Income.*

## I. INTRODUCTION

To support gender equality, the sustainable development agenda known as the Sustainable Development Goals (SDGs) was launched in 2015. The active role of women in development is considered an important element in realizing gender equality. Without women's involvement, gender equality is difficult to achieve, and the development process can be hampered. Therefore, gender equality is integrated as one of the SDGs targets, precisely in point No. 5 (Khairunnisa et al., 2022). The involvement of women in the economic sector also has a significant impact on economic growth. The greater the participation of women, the greater their contribution to economic growth. According to the McKinsey Global Institute report, equal participation between women and men in the world of work has the potential to increase global GDP by 26 percent by 2025 (Lemmon & Vogelstein, 2017).

The workforce is a key element that drives a country's economic growth and development. A workforce with high skills, education, and productivity is important in increasing economic efficiency and competitiveness. The composition of the workforce includes individuals with diverse backgrounds, abilities, and experiences. In the modern era, the workforce is no longer dominated by men, but more and more women are contributing to the labor market. Women's participation in the global workforce is also part of efforts to realize gender equality. Indonesia is entering a demographic bonus phase, where 70.72 percent of the total 270,203,917 million population is in the productive age group between 15 and 64 years (Central Statistics Agency, 2020). If utilized properly, this demographic bonus can benefit economic growth and the welfare of the Indonesian people (Hayes & Setyonaluri, 2015). These benefits could be even greater if women's participation in the workforce could be increased. The Council on Foreign Relations (CFR) estimates that Indonesia's Gross Domestic Product (GDP) will increase by around 35 percent or equivalent to 537 million USD in 2025 if women's participation in the workforce is equal to that of men (CFR, 2021).

The role of women in the world of work is nothing new because the government has officially recognized it in the Pancasila and the 1945 Constitution. Women are allowed to be involved in development in various economic, social, and cultural sectors. However, many obstacles still prevent women from actualizing themselves in development, one of which is the division of roles and status between men and women. The separation of roles and status based on gender has been commonplace for a long time, not only in Indonesia but also throughout the world. The division of labor based on sexuality continues to occur today in social life. The belief that women who work violate their nature is still strong, especially in areas that still adhere to a patrilineal culture. This creates restrictions on movement between women and men, where women are often only expected to carry out domestic roles such as being wives, mothers, and managing household chores, while men have more freedom of movement in the world of work (Agustina et al., 2018). One of the provinces in Indonesia that is still heavily influenced by patrilineal culture is Bali Province. Balinese society adheres to a patrilineal inheritance law system, where inheritance of property and family responsibilities follows the father's lineage. The eldest son has the main role as heir, responsible for the continuity of traditional ceremonies, maintaining spiritual heritage, and continuing his father's lineage. In this system, the role of sons is very important



to maintain family traditions and social balance (Wulandari & Kusuma, 2023). In a patrilineal society, men are often considered the more dominant party, while women are positioned in a secondary role. This leads to gender discrimination and marginalization of women in various aspects of life, including inheritance law, property rights, and social status (Rahmayanty et al., 2023). However, with the development of the modern era, which brings new complexities, this view has slowly begun to erode, and more and more women are involved in the workforce. For some people, a large population is considered a positive thing because it can be used as a subject of development and support economic development, especially through the large number of workers. However, some parties doubt whether a large population is an asset because there is a view that the population is a burden for development. This is related to the increasing needs that must be met along with the increasing population (Rochaida, 2016). The large population and its rapid growth rate have implications for the difficulty of finding work, high food prices, education and health costs, and various social problems such as high unemployment rates.

In Bali Province in general, and Denpasar City in particular, the composition of women working in the public sector can be analyzed through the Labor Force Participation Rate (TPAK). TPAK is the ratio between the working-age population already working or still looking for work (workforce) and the total working-age population, namely those aged 15 years and over. This TPAK can be used as an indicator to measure the extent to which the government successfully creates equal participation between genders and provides job opportunities for women, especially in the formal sector, through education and job opportunities. For women, especially those who are married, the decision to join the workforce is a difficult choice because it is greatly influenced by the socio-economic conditions of each family (Widiyanti et al., 2018). For women, involvement in the world of work has a deep meaning in their lives, both as individuals, housewives, and members of society. According to Jalilvand's research, the factors influencing women's decisions to work can be divided into two categories: external and internal. Internal aspects relate to factors from within the woman herself, while external aspects relate to factors from the environment around women. External aspects include supply and demand in the labor market, while internal aspects involve individual and household characteristics (Jalilvand & Kim, 2013). In terms of individual characteristics, education is the main factor influencing women's decisions to work.

Meanwhile, household characteristics, the number of dependents, the background of the partner, and the arrival of the partner have a major influence on the likelihood of women working. In addition, research by Nilakusmawati & Susilawati (2012) shows that factors such as total family expenditure, husband's income, the number of family members supported, and the type of main job of the husband also influence the decision of married women to work. In addition to the factors mentioned above, several other factors influence women's involvement in the formal sector, which can be divided into two categories: internal and external factors. Internal factors include: 1) women's education level, 2) the need for self-actualization, 3) prestige, 4) skills, 5) career satisfaction, and 6) economic independence. Meanwhile, external factors include 1) stable wages, 2) husband's income, 3) husband's education, 4) family support, 5) number of family dependents, and 6) changes in social norms.

The level of education is one of the main factors that influence the possibility of women to work. The higher the level of education of women, the greater their chances of working because higher education often increases the desire to work, especially for women who have higher education and prefer to work rather than just stay at home. Conversely, women who are uneducated or have less skills will find it difficult to access jobs in the formal sector that offer higher wages (Josephine, 2019). Self-actualization is a need to achieve personal satisfaction and realize the potential within oneself (Umroh, 2018). This need encourages individuals, including women, to express themselves and reach their full potential (Aulia, 2019). Women who work and have their income will gain autonomy in managing personal expenses and family needs, as well as helping to meet household needs (Sabariman, 2019).

Working in the formal sector also brings prestige for women, especially when compared to working as a trader whose income is uncertain. Workers in the formal sector usually have a more stable income, and if they succeed in achieving their targets, the company often gives bonuses (Sabariman, 2019). Skills are the ability to perform tasks well and carefully. With practice, a person's skills can improve, increasing their work's effectiveness (Hati & Irawati, 2015). The more skills a person has, the greater the opportunity for women to work (Harahap et al., 2023). Career satisfaction for women will be achieved if their expectations of work are in accordance with their experiences. This career satisfaction is reflected in a positive attitude towards work and the work environment (Akmal, 2019). The number of family dependents is also a factor that influences women's decisions to work. The more dependents, the greater the drive for women to work to meet family needs (Elfindri et al., 2015). The more dependents in the family, the heavier the economic burden borne, which encourages women to work more.

The husband's income plays an important role in women's decisions to work. In families with high incomes, there tend to be fewer family members who work, while in families with a high cost of living, more family members work (Farahiyah, 2021). In addition, various parties, such as themselves, husbands, parents, siblings, teachers/lecturers, and friends, play a role in encouraging women to enter the job market.

## II. RESEARCH METHODS

This study uses an associative quantitative design to determine the relationship between variables that influence the decision of married women to enter the labor market in Denpasar City in 2024. Denpasar City was chosen as the research location because it is the capital city of Bali Province with a high population growth rate. The variables analyzed consist of internal factors (X1), such as education, self-actualization, prestige, skills, and independent desires, as well as external factors (X2), which include wages, husband's income, husband's education, family support, and a number of family dependents, which influence women's decisions (Y) to enter the labor market. This study used a sample of 100 respondents selected through a purposive sampling method with accidental and snowball sampling techniques. The data collected consisted of quantitative and qualitative data obtained through observation, structured interviews, and in-depth interviews. The instruments used included a questionnaire with a Likert scale and interview guidelines. The data analysis technique used was Partial Least Square Structural Equation Modeling (PLS-SEM) to test the relationship between variables and Mactor to analyze the influence of actors on women's decisions to work. PLS-SEM was used to test the validity and reliability of the model, while Mactor analyzed power and alliances between actors in the context of the labour market.

## III. RESULTS AND DISCUSSION

### A) Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model aims to test the validity and reliability of the indicators on each of its latent variables. In this study, there are three latent variables, namely internal factors (X1), external factors (X2), and the decision to enter the labor market (Y). This is a measurement model with reflective indicators to evaluate the measurement model by examining the results of convergent validity, discriminant validity, and composite reliability. The results of the Outer Model analysis in this study are as follows.

Convergent validity aims to measure the validity of the indicator as a constructed measure that can be seen in the outer loading (Smart PLS output). An indicator is considered valid if it has an outer loading value above 0.7. In addition, this outer loading value is used to determine the contribution of each indicator to its latent variable. The outer loading of an indicator with the highest value indicates that it is the strongest measure or, in other words, the most important in each latent variable.

An adaptive table (Table 1) referring to the figure above is presented to facilitate the identification of dimensions/variables that consist of each factor or indicator. The table lists which are valid and which are strongest to reflect each variable that has been determined and analyzed. For more details, the results of each indicator are presented in Table 1.

Based on the information in Table 1, it can be seen that the three indicators that measure the variables of internal factors, external factors, and the labor market have an outer loading value greater than 0.7. The results of the evaluation of each variable show that the internal factor has 5 indicators, namely FIN1 (Women's education), FIN2 (Self-actualization), FIN3 (Feeling of prestige), FIN4 (Skill), and FIN5 (Desire to be independent). Then, the external factor has 5 indicators, namely FEKS1 (Wages), FEKS2 (Husband's income), FEKS3 (Husband's education), FEKS4 (Family support), and FEKS5 (Family burden). Furthermore, the labor market consists of PK1 (Employment), PK2 (Job security), PK3 (Career flexibility), and PK4 (Promotion opportunities).

**Table 1. Outer Loading Results**

Dimensions	Outer Loading Value	
Internal Factors	FIN1	0.905
	FIN2	0.920
	FIN3	0.830
	FIN4	0.914
	FIN5	0.935
External Factors	FEKS1	0.792
	FEKS2	0.822
	FEKS3	0.759
	FEKS4	0.848
	FEKS5	0.802
Job Market Entry Decision	PK1	0.893
	PK2	0.911
	PK3	0.913
	PK4	0.737

Based on the data analyzed from the results of the factors from the research explored using the relationship between internal factors, external factors, and the labor market. This analysis uses several variables to measure these aspects, each with several evaluated indicators. All outer loading values on the variables of this study exceed the threshold of 0.7, which is considered valid.

**Table 2. Average Variance Extracted ( $\sqrt{AVE}$ ) Results**

Variable	AVE	$\sqrt{AVE}$ (Fornell-Larcker criterion)		
		X <sub>1</sub>	X <sub>2</sub>	Y
X1 Internal Factors	0,813	0,902	0,788	
X2 External Factors	0,648		0,805	
Y Job Market Entry Decision	0,751	0,781	0,779	0,867

The results of the Average Variance Extracted (AVE) analysis or the square root of the AVE value, namely the Fornell-Larcker criterion, are used for convergent validity testing. In this study, the required AVE value is  $> 0.5$ . Based on the results of the latent variable construct, it turns out that the three constructs have values above 0.5 (or greater than 0.5).

**Table 3. Composite Reliability Results**

Variable	Composite Reliability
X1 Internal Factors	0,902
X2 External Factors	0,956
Y Job Market Entry Decision	0,923

Based on the results of the convergent evaluation, the discriminant validity of each indicator and composite reliability for the indicator block were obtained, as reviewed above. Overall, it can be concluded that the indicators in each latent variable are valid and reliable measures.

### B) Structural Model Evaluation (Inner Model)

The structural model is evaluated by considering the Q2 predictive relevance model to measure how good the observation values produced in the model are. Q2 is based on the coefficient of determination of all dependent variables. The magnitude of Q2 has a value with a range of  $0 < Q2 < 1$ . The calculation is that the closer the value of 1 is, the better the model. The structural model in this study has one endogenous (dependent) variable, namely, the labor market. Of these three variables, three coefficients of determination (R<sup>2</sup>) are determined and used as the basis for calculating the Q2 predictive relevance model according to the presentation in Table 4.

**Table 4. Structural Model Evaluation Results (Inner Model)**

Structural Model	Variable Endogenous	R-square
1	Y Job Market Entry Decision	0,680
Calculation : $Q^2 = 1 - (1 - R^2)$ $Q^2 = 1 - (1 - 0,680)$ $Q^2 = (1 - 0,320)$ $Q^2 = 0,680$		

Based on Table 5. it is proven that the value of  $Q2 = 0.680$ . This can be rounded to 0.7, which can be said that the evaluation results for the structural model have a moderate goodness-fit model. This result can be interpreted that the information in the data, 70 percent can be explained by the model while the remaining 30 percent is explained by errors or other variables that are not in the model.

### C) Hypothesis Testing Results

Hypothesis testing in this study was conducted using a t-test by sorting for direct influence testing. The recapitulation of the path coefficient validation test results on each path for direct influence presented in Table 6 provides information for hypothesis testing. Determination of the t-table value using a significance of 5 percent (0.05) and a t-statistic value of 1.96 (t table). With this calculation, the significant value is no more than 0.05. For more details, the hypothesis testing presentation is described in Table 6.

**Table 5. Results of Direct Effect Hypothesis Testing**

Hypothesis Relationship	Original Sample (O)	T-statistics ( $ O/STDEV $ )	P Values	Des.
X1 Internal Factors -> Y Job Market Entry Decision	0,442	3,343	0,001	Sig
X2 External Factors -> Y Job Market Entry Decision	0,431	3,336	0,001	Sig

Information: Significance (Sig) = t-statistic  $> 1,96$  on  $\alpha = 5$  percent

The results of the hypothesis from Table 5 are that the relationship between internal factors (X1) and the decision to enter the labor market (Y) has a path coefficient 0.442. The t-statistic value is 3.343, with a p-value of 0.001. This shows that the relationship between internal factors and the labor market is significant because the t-statistic value is greater than 1.96, and the p-value does not exceed the significance level, which is less than 0.05. The relationship between external factors (X2) and the decision to enter the labor market (Y) has a path coefficient 0.431. The t-statistic value is 3.336, with a p-value of 0.001. This also shows that the relationship between external factors and the labor market is significant; namely, the t-statistic value is above 1.96, and the p-value is less than 0.05.

**a. Matrix Analysis Test Results of Alliances and Conflicts Tactics, Objectives and Recommendations (Mactor).**

The following data processing uses the MACTOR method with the help of MACTOR software. This method aims to conduct a strength analysis (relative strength) between actors or stakeholders and explore similarities and differences in various objectives to be achieved. There are 2 matrices used, namely a matrix whose values are obtained from field data either by FGD or in-depth interviews, and both matrices are input from the entire Mactor analysis. Both matrices are presented in Figure 1.

MDI	DS	SM	OT	MT	SDR	GRTM
DS	0	4	4	3	2	2
SM	4	0	3	4	2	1
OT	4	3	0	2	3	2
MT	3	4	3	0	1	1
SDR	2	2	3	1	0	1
GRTM	1	1	1	1	1	0

**Figure 1. Matrix of Direct Influences (MDI)**

*Source: Primary data, 2024*

Description:

0: No influence

1: Operating procedures

2: Projects

3: Missions

4: Existence

The next matrix needed is the Matrix Valued of Position (2MAO), which explains the actor's position in relation to the goal to be achieved, namely support for women entering the labor market.

2MAO	KSJTK	ILKET	HUBSOS	LOLAKEL
DS	4	4	4	4
SM	4	2	3	4
OT	3	4	3	3
MT	4	3	3	3
SDR	2	2	2	1
GRTM	1	3	2	1

**Figure 2. Valued position matrix (2MAO)**

*Source: Primary data, 2024*

Description:

1= vital for operational procedures

2= vital for job success

3= vital for the actor's mission

4= vital for the actor's existence

The research objectives are analysed in the following stages based on the two matrices that have been presented and the use of the Mactor program. The first analysis is related to the influence map between stakeholders (actors). This analysis looks at the influence of one actor on another, identifying actors who have a dominant influence or those who have no influence (Akhmad Fauzi, 2019). Actors who are very dominant in their influence will be able to support women in entering the job market as desired and vice versa.

### b. Level of Influence and Dependence Between Actors

MDII	DS	SM	OT	MT	SDR	GRTM	Ii
DS	14	13	13	11	9	7	53
SM	13	14	13	11	9	7	53
OT	12	12	13	10	9	7	50
MT	12	12	11	11	9	7	51
SDR	9	9	9	8	9	7	42
GRTM	5	5	5	5	5	5	25
Di	51	51	51	45	41	35	274

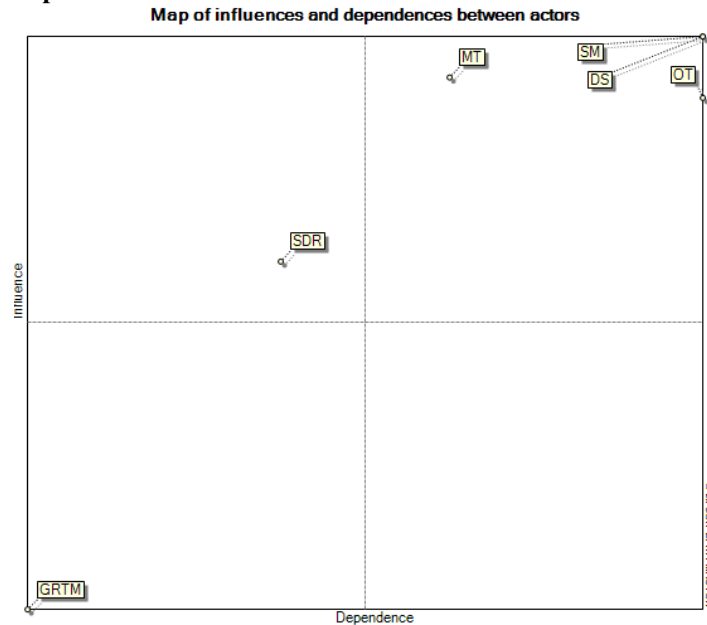
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**Figure 3. Matrix of Direct and Indirect Influences (MDII)**

*Source: Data processing results, 2024*

Judging from the MDII results, the self and husband have great voting power in influencing other actors ( $I_i = 53$ ), but their level of dependence on other actors is also high ( $D_i = 51$ ). This is in accordance with the main conditions in the field, which are that the main actors supporting women's entry into the labor market are the self and husband or husband and wife. The next largest  $I_i$  value is the in-laws ( $I_i = 51$ ), whose influence is strong on other actors, and their dependence on other actors is also quite high ( $D_i = 45$ ). This can be interpreted that in-laws have a fairly strong role in supporting or encouraging women to enter the labor market. The next one, which also has a strong influence, is the parent actor ( $I_i = 50$ ), and their level of dependence on other actors is also high ( $D_i = 51$ ). The next position is the sibling actor, who has a fairly strong influence ( $I_i = 42$ ) and low dependence on other actors ( $D_i = 41$ ). The actors with the lowest influence are teachers and friends ( $I_i = 25$ ), and the dependence on other actors is also the lowest ( $D_i = 35$ ).

### c. Map of Influence and Dependence Between Actors



**Figure 4. Map of Influence and Dependence of Actors**

*Source: Data processing results, 2024*

Based on Figure 4, the position of each actor can be seen. Actors in Quadrant I (top left), namely siblings, have a high role/influence and low dependency. Furthermore, in Quadrant II, the actors, husbands, parents, and in-laws, have high influence and levels of dependency. Furthermore, in quadrant IV, some teachers/friends have low levels of influence and dependency.

#### d. Actor Considerations Regarding Goals

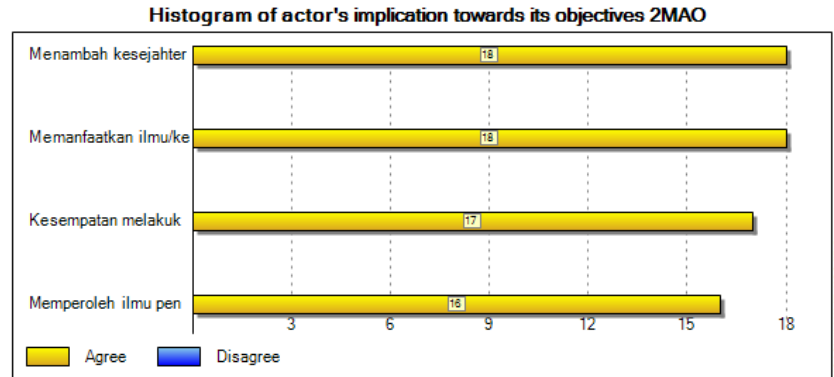
1MAO	KSJTK	ILKET	HUBSOS	LOLAKEL	Absolute sum
DS	1	1	1	1	4
SM	1	1	1	1	4
OT	1	1	1	1	4
MT	1	1	1	1	4
SDR	1	1	1	1	4
GRTM	1	1	1	1	4
Number of agreements	6	6	6	6	
Number of disagreements	0	0	0	0	
Number of positions	6	6	6	6	

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**Figure 5. Degree of Actor Mobilization and Goals**

*Source: Data processing results, 2024*

The matrix in Figure 5 shows that, in general, the actors agree on the object (target) in order to support women entering the labor market. Graphically, how the actors think about the goal of women entering the labor market in Denpasar City is presented in Figure 6.



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**Figure 6. Competitiveness Diagram of Actors and Objectives**

*Source: Data processing results, 2024*

Based on the perception mapping between actors in Figure 6, it can be further analyzed that all actors do not reject the objective (goal). All actors relatively agree and agree to increase family welfare and utilize the knowledge/skills obtained (18). The entry of women into the labor market will certainly increase family income and automatically increase the level of family welfare. Women who enter the labor market can also utilize the knowledge or skills they have previously acquired to apply in the labor market.

#### e. Convergence between Actors

2CAA	DS	SM	OT	MT	SDR	GRTM
DS	0.0	14.5	14.5	14.5	11.5	11.5
SM	14.5	0.0	13.0	13.0	10.0	10.0
OT	14.5	13.0	0.0	13.0	10.0	10.0
MT	14.5	13.0	13.0	0.0	10.0	10.0
SDR	11.5	10.0	10.0	10.0	0.0	7.0
GRTM	11.5	10.0	10.0	10.0	7.0	0.0
Number of convergences	66.5	60.5	60.5	60.5	48.5	48.5
Degree of convergence (%)	100.0					

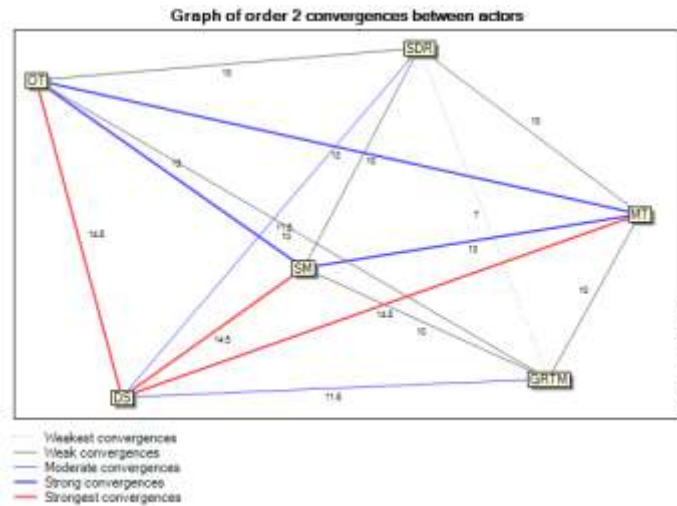
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**Figure 7. Convergence Between Actors**

*Source: Data processing results, 2024*

Furthermore, the convergence map is shown in Figure 5.11 for visual viewing. This figure reflects the convergence relationship between actors who are directly and indirectly involved but have a role in encouraging women to enter the labor

market. Convergence is divided into very strong, medium strong, weak and weak based on its strength. The red line in Figure 5.11 shows that actors such as Self (DS), Husband (SM), Parents (OT), and In-Laws (MT) have a very strong tendency to cooperate between them. The strength of the relationship between them can be assessed from the numbers accompanying the relationship line.



**Figure 8. Map of Convergence Between Actors**

*Source: Data processing results, 2024*

The convergence relationship is not always in the form of a direct relationship. However, it can also be an intermediary between one actor and another, where one actor can be a facilitator for the intended purpose. The Self Actor is the key to bridging the Husband, Parents, and In-Laws actors. On the other hand, the Husband can be the key for Parents and In-Laws. Meanwhile, actors with weak convergence are categorized as less able to cooperate because of the incompatibility with the program's objectives and, in turn, become triggers for conflict, in this case, Brother.

#### f. Divergence Between Actors

Divergence is the difference that occurs between actors in different positions but with the same goal. Divergence can be interpreted as a mismatch that becomes a potential conflict between actors because of the difference in the number of positions of each actor towards the object that has been formulated. The level of mismatch (difference) between actors is shown in Figure 9.



**Figure 9. Divergence Between Actors**

*Source: Data processing results, 2024*

The table shows that, technically, there is no potential for conflict or resistance from each actor, as indicated by both the number of divergences and the degree of divergence of zero (0). Graphically, the divergence map refers to one point without any differences, which shows no differences between actors, as shown in Figure 9. Referring to each actor's convergence and divergence values, there is no ambivalence in implementing the goal of women entering the labor market.



#### **D) Discussion of Research Results**

##### **a. The Influence of Internal Factors (X1) on Married Women's Decision to Enter the Labor Market (Y)**

The study results show that internal factors significantly affect the decision of married women to enter the labor market in Denpasar City. This means that internal factors, including women's education level, self-actualization, feelings of prestige, skills, and the desire to be independent, significantly encourage married women to enter the labor market in Denpasar City.

First, women's education positively affects the decision of married women to enter the labor market. These results align with the Human Capital Theory, which emphasizes that education is an investment that increases a person's skills, productivity, and abilities, thereby increasing job opportunities and income. Education increases their capacity to compete in the labor market. Education allows women to feel more confident and empowered to work even though they are married. With increasing levels of education, they have greater aspirations to actualize themselves through careers. This is in line with Sulistriyanti's research (2015), which shows that the higher a person's education level, the easier it is to enter the labor market, especially the opportunity to enter the formal sector. In addition, because they feel that they have invested in human resources, especially in education, they want to benefit from their investment by obtaining income that can meet their life needs. In addition, it is supported by Damayanti's research (2011), which states that, in turn, the higher the level of education obtained, the greater the participation in the workforce. The education obtained is also considered to strengthen the preparation for a more prosperous family life. The results of Nilakusumawati's research (2012) stated that women with a high level of education tend to work, in addition to additional family income, as a means of self-actualization. The study results showed that women with a college education level choose to work more because, with a higher education, the desire to develop their abilities is greater. Thus, working is not merely to get additional income but also because of self-actualization factors and increasing social status.

Second, the study results showed that Self-Actualization positively affects the decision of married women to enter the job market. The Work Decision Theory supports the results of this study. This theory explains how individuals, including married women, decide to work based on a benefit and cost analysis. In the context of self-actualization, married women see work as a way to meet non-material needs, such as self-development, social recognition, and achieving personal goals. Sabariman's (2019) research supports the statement that women work as a need for self-actualization. Women who work and have their income will have autonomy in managing their expenses and family expenses. In addition, these results align with the research of Suryani and Suryadi (2021), who identified that the need for self-actualization is one factor that encourages married women to work. Husband's support, the presence of children, financial needs, social-relational needs, and the need to develop themselves are important considerations in their decision to pursue a career. Junaedi and Hidayah's (2018) research identified another reason women work: to fulfill self-actualization needs, such as expanding their circle of friends, increasing their insight, and practising their knowledge.

Third, the study results show that feelings of prestige positively affect married women's decisions to enter the job market. Gender Theory supports these results because it describes how social norms and expectations related to gender influence married women's decisions to work, including factors of feelings of prestige related to their self-image and social role in society. The feeling of prestige is influenced by society's perception of working women and the traditional roles they consider "ideal." When married women feel the need to prove themselves or maintain a certain image, the feeling of prestige becomes a strong motivator to enter the job market. This result is in line with Sukmawati's research (2021), which shows that there is an element of prestige for women as part of the job market, where they can contribute well to household welfare. This encourages many married women to try to enter the labor market and work in the public sector. Another study that supports this is the study by Mayanti and Bachtar (2018), which states that there is self-motivation for women who have higher education to feel prestigious at home and prefer to work to earn money. There is an element of prestige for women as part of the labor market, namely that they can contribute to household welfare. Thus, many married women try to enter the labor market and work in the public sector (Herlina, 2016).

Fourth, the study results show that Skill positively affects the decision of married women to enter the labor market. The human capital theory is the theory that best supports the results of this study because it emphasizes the importance of skills as a factor that can increase a person's chances of working and developing in the labor market, including married women in Denpasar City. In the context of married women, increasing skills can increase their chances of working and getting a better position in the labor market. Women with higher skills tend to be more competitive in the job market, which motivates them to continue working even after marriage because they want to use the capital they have built through education or experience to get a better income or position. Harahap's (2023) research shows that the more talents a person has, the more women work, and the fewer skills a person has, the fewer women work. Rizal's (2020) research shows that training or courses increase the chances of married women to work. Women who have received training are 1.73 times more likely to work than those who

have not. Sujatmiko and Yulianto's (2021) research shows that women with skills matching the type of work are more likely to enter the job market.

Fifth, the study results show that the desire to be Independent positively affects the decision of married women to enter the job market. The human capital theory best supports the results of this study because this theory links the desire to be independent with investment in skills and education that increase women's chances of working and gaining financial independence. Today's women have started to think far ahead; they are now trying to be independent to earn their income so that they are not too dependent on their partners (Hastuti EL, 2004). The desire to be independent makes women participate in the world of work, and even though they realize that women also have other roles besides earning a living, this does not rule out their desire to participate in the world of work.

#### **b. The Influence of External Factors (X2) on the Decision to Enter the Labor Market (Y)**

The study results show that external factors significantly influence the decision of married women to enter the labor market in Denpasar City. This means that external factors, including wages, husband's income, husband's education, family support, and family burdens, are very influential in encouraging married women to enter the labor market in Denpasar City.

First, Wages have a positive influence on the decision of married women to enter the labor market. Human Capital Theory and Work Decision Theory support this study's results because both theories emphasize that financial incentives (such as higher wages) encourage women to participate in the labor market. According to Herlina's research (2016), different wage levels from each respondent show that, in general, they choose to work, and the jobs chosen are in the informal sector as jobs that are widely entered because this sector does not require many requirements like the formal sector. In addition, the small wages/income received are not an obstacle to working because they only help to finance the increasing household economy, and they argue that it is better to work with low wages/income than to stay at home without producing anything economic. So that whatever wages/income they get is not an obstacle to continuing to work. In addition, it is also in line with Ningrum's research (2024), which states that wages have a positive and significant effect on married women's decisions to work. An increase in wages will increase women's decisions to work.

Second, the study results show that Husband's Income positively affects married women's decisions to enter the labor market. Work Decision Theory and Gender Theory further support the results of this study because these two theories consider how the husband's income influences women's decisions to work, both in terms of economic rationality and social norms. This study's results align with Sulistriyanti's research (2015), which states that a husband's income has a positive and significant effect, meaning that the higher the husband's income, the higher the level of work participation of married women. For some women, even though their husband's income is sufficient, they still decide to work as a way to achieve financial independence. The desire to control personal finances, have savings, and not completely depend on their partners are strong reasons for women to continue participating in the labor market. In line with research conducted by Maulida (2014), the higher the husband's income, the higher the level of work participation of married women. The higher the husband's income, the more prosperous a family is, so they can pay for labor to do household chores. This results in increased free time for married women, thus increasing the desire for married women to enter the labor market. Many women choose to work even though their husband's income is sufficient because they want to fulfill personal goals such as self-actualization, improving skills, or gaining social recognition. This shows that although the husband's income influences women's decisions to work, the desire to be independent or have a career often plays a bigger role. With more women involved in the labor market, traditional norms regarding gender roles in the household are changing. A husband's stable income frees women to choose whether or not to work. In many cases, even though the husband has a high income, women work to fulfill their desire to develop professionally or as a form of greater contribution to society.

Third, the study's results indicate that Husband's Education positively affects the decision of married women to enter the labor market. Human Capital Theory and Work Decision Theory support the results of this study because both recognize the role of education in influencing economic stability and women's decisions to work. Higher husband education can increase family income and provide financial security, making it easier for women to make rational decisions about their participation in the labor market. This study aligns with Ningrum's research (2024), which states that husband education positively and significantly affects married women's decisions to work. The higher the husband's education level, the more likely women are to participate in the labor market. A husband's higher education often creates a more egalitarian dynamic in the husband-wife relationship.

In many cases, a husband with a higher education may be more supportive of his wife's career and not feel threatened by women's roles in the workforce. This creates a supportive atmosphere for women to enter the labor market. They feel that working is about making a financial contribution and achieving equality and recognition in the family and society. In some social contexts, a husband's higher education creates an environment more open to changing gender roles. With increasing

awareness of the importance of gender equality and employment opportunities for women, highly educated husbands often value women's roles outside the home more. This gives women the freedom to pursue work or careers without fear of social pressure or traditional expectations about the role of a wife who focuses more on household chores.

Fourth, the study results indicate that Family Support positively influences married women's decisions to enter the labor market. Gender theory is in line with the results of this study because it directly addresses the role of society, gender norms, and family support in encouraging women to participate in the labor market. The results of this study are supported by Cahyadi's research (2012), which proves that family social support and self-adjustment have a very significant negative relationship with the level of dual role conflict in married working women. The amount of family social support and high self-adjustment can suppress the emergence of dual role conflict in married working women. Family social support, especially from the husband, can reduce the level of dual role conflict in married working women because family social support plays an important role in the stress process at work both outside the home as a career woman and inside the home as a wife. Support for the wife's career is a positive attitude shown by the husband in the form of encouragement or giving positive rewards for the wife's career progress. Research conducted by Kaufmann & Beehr (in Fitri, 2000) reported that social support from family and friends, especially emotional support, has a significant relationship with job satisfaction, boredom, and depression. Commitment and moral support from a life partner can help achieve life satisfaction and ultimately help suppress the emergence of conflicts caused by dual roles as little as possible. According to Sarason, Levine, and Basham (in Apollo, 2007), people who receive high social support will experience positive things in their lives and have high self-esteem and better self-concept. Compared to people with low support, these people also have an optimistic view of life and work because they are confident in their abilities. Family support helps women feel that household responsibilities can be lighter when they work. With the help of a husband or other family members in sharing household tasks or caring for children, women do not need to feel burdened with double work, namely as workers and housewives. This makes women feel freer to work because the burden of household chores is divided.

Fifth, the results of the study indicate that Family Burden has a positive influence on the decision of married women to enter the labor market. The work decision theory supports the results of this study because it directly links financial needs due to family burdens with women's decisions to seek work to meet their families' economic needs. This result is in line with Sulistriyanti's research (2015), which states that the greater the burden of family responsibilities is, the higher the level of work participation of married women is. This finding shows that with a small family size, the living needs that must be met are quite large, so monthly expenses are also high. In addition, with small family sizes, women's time to take care of children and households decreases, so married women's work participation increases. In line with research conducted by Majid (2012), the more family members there are, the more family needs must be met. In the context of a modern family, the role of women in work is becoming increasingly important. The large burden of family responsibilities affects how women view their roles in the family and society. Working makes them feel more empowered and involved in family financial decisions. With the increasing burden of family responsibilities, women may feel that working is a way to improve the quality of life of their families. This includes providing more material needs, such as better education for children or better health facilities for the entire family. The decision to work, in this case, is driven not only by the need to survive but also to improve the family's standard of living.

### **c. The Most Powerful Variables in Encouraging Married Women to Enter the Job Market in Denpasar City**

The study results show that the strongest variable in encouraging married women to enter the labor market is the Internal variable in the "Desire for Independence" indicator. The desire for independence, one of the internal variables, is an important factor that encourages married women to engage in the labor market. Researchers state that this motivation is driven by women's need to control their financial, social, and psychological lives. Married women with the drive to be financially independent consider working as a means to meet their personal needs without having to rely entirely on their husband's income. Research by Sukesu and Rahmawati (2020) shows that this desire allows women to be more involved in managing family finances, strengthening their role in household decision-making. The desire for independence includes psychological aspects, such as the desire to be appreciated, recognized, and develop their potential. According to Pratiwi et al. (2019), married women who work feel more confident and can carry out domestic and professional roles in a balanced manner, ultimately improving their quality of life. Denpasar's social and cultural context is one of the drivers of women's desire for independence. Although traditional values often place women in domestic roles, social changes have created a more supportive climate for women to work. This opens up opportunities for women to use their internal motivation as the main reason for participating in the labor market. This finding is relevant to the human capital theory, which explains that women with higher education and skills are more motivated to work. This is due to their awareness of their potential and ability to utilize it in the economic sector. Individuals with better human capital have greater motivation to contribute productively. The desire for independence covers financial aspects and reflects women's aspirations to achieve psychological and social autonomy. By working, married women can improve their quality of life and make a significant contribution to family

welfare. This makes the desire for independence one of the main factors that motivate married women to enter the labor market, especially in areas such as Denpasar.

**d. Parties Involved in Encouraging Married Women to Enter the Job Market in Denpasar City**

The study results show that the parties that play a role in encouraging married women to enter the job market in Denpasar City, if ranked from the most influential, are Self, Husband, In-Laws, Parents, Siblings, Teachers/Friends. The results of previous studies that align with this study's results are as follows: Research by Hariadi, S. (2017) shows that personal motivation (self) and husband's support are the main factors that encourage women to work in Indonesia. This study emphasizes the importance of internal motivation and how the husband's support is significant in helping women balance work and family responsibilities. Another study that is in line with Hadiyah and Nugroho's (2019) research on working women in Indonesia found that the nuclear family, especially the husband, plays a very important role in women's decisions to work. Husbands who support women in their work tend to help reduce the burden of household work and give women the confidence to pursue a career. In addition, Hariadi, S (2017) revealed that the support of the extended family, such as in-laws and parents, greatly influences women's decisions to enter the job market, especially in terms of childcare. This support provides a sense of security for women so they can work without worrying about the welfare of their children. Suwanto I et al. (2021), in their research on the role of women in the world of work, Suwanto stated that friends and social environments also play a major role in encouraging women to pursue careers. Friends who provide support, inspiration, or even open up job opportunities can be a strong driving factor in women's decisions to work. Internal motivation is the most important factor in married women's decisions to enter the job market. Many women feel that working can fulfill personal needs, such as financial independence, self-actualization, and achieving life goals. They have the ambition and desire to develop in their careers, not only for the sake of their families but also to achieve their potential. The decision to work is driven more by a sense of responsibility towards themselves to achieve their goals rather than because of external pressure. This internal motivation is the main driver for women to pursue job opportunities even though they are married. Husbands are the main supporters of women's decisions to work. The support husbands provide in terms of finances, emotions, and managing household chores is very important in helping women balance their roles as wives and workers. When husbands support, trust, or help with the division of family responsibilities, women are more likely to feel comfortable working outside the home. In-laws, parents, and siblings can play an important role in creating a supportive environment for women to work. Their role is often more as providers of emotional support and helping with childcare while women work. With the support of the extended family, especially regarding childcare, women feel more comfortable pursuing their careers without feeling too burdened by household obligations. Women's social networks, including friends and teachers, motivate and provide insight into careers. Friends and teachers can be sources of inspiration or role models who show women they can succeed in the workforce while also carrying out household roles. The influence of close friends and teachers who provide moral support or job opportunities can help women feel more confident in making decisions to work.

**e. The Strongest Party in Encouraging Married Women to Enter the Job Market in Denpasar City**

The study results show that the strongest party in encouraging women to enter the job market in Denpasar City is themselves. In line with the Work Decision Theory, the decision of married women to enter the workforce is greatly influenced by their internal motivation, which reflects personal goals and preferences. This theory explains that individuals, including married women, often make work decisions based on considerations of personal needs, existing resources, and available opportunities. The desire to achieve financial independence, realize oneself, or improve the quality of life are forms of this internal drive. Research conducted by Pratiwi et al. (2019) revealed that many married women are motivated to work to fulfill personal needs, increase self-confidence, or show potential outside of their domestic roles. The desire to be financially and psychologically independent is a strong motivation for married women to continue working. In the study, women with higher levels of education and developed skills tended to prefer working because they wanted to express themselves more optimally outside the household. This shows that internal factors, especially the desire to achieve independence, play a major role in their decisions.

Meanwhile, research by Sukesu and Rahmawati (2020) shows that internal motivation is often more influential than external factors such as family support or economic conditions, especially for women with higher education. In the city of Denpasar, the cultural and economic center of Bali, many job opportunities allow women to pursue their careers. An environment that increasingly accepts women's roles outside the household provides space for women to utilize their internal motivation. In addition, changes in social values in Denpasar that increasingly recognize women's contributions to the world of work strengthen their drive to work. In addition, increasingly competitive economic conditions encourage married women to be financially independent. Full dependence on a husband's income is considered inadequate in meeting increasingly complex life needs, especially in big cities like Denpasar. The decision of married women to work is also related to the Human Capital Theory, which states that individuals with higher skills and education have a greater drive to work. Therefore, internal motivation is a major factor because women with education and skills feel more aware of their value in the job market.

#### IV. CONCLUSION

Internal variables such as education, self-actualization, prestige, skills, and desire for independence and external variables such as wages, husband's income, husband's education, family support, and family burden encourage married women in Denpasar City to enter the labor market. Internal factors, especially the desire for financial and emotional independence, are the main drivers, supported by the drive for self-actualization, independence in making decisions and reducing dependence on partners. Meanwhile, external support from husbands, in-laws, parents, and siblings and incentives such as work flexibility and sufficient income strengthen the decision. This decision is more influenced by personal motivation than external pressure, indicating that women's awareness of self-worth and independence plays a dominant role in changing their traditional roles in modern society.

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