

Analysis of the Influence of Social, Economic and Demographic Factors on the Employment Decisions of Female Workers in West Nusa Tenggara



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ABSTRACT: This study is based on the phenomenon of increasing female workforce participation in West Nusa Tenggara. The purpose of the study is to analyze the influence of social, economic and demographic factors on the work decisions of female workers in West Nusa Tenggara. The social factors are education level, marital status, women's position in the household and internet usage. The economic factor is household income. The demographic factors are age and area of residence. The type of research used is quantitative descriptive. The data used in this study are secondary data with a cross-sectional type obtained through the National Labor Force Survey (Sakernas) data in August 2023. The data analysis used is binary logistic regression. The results of the data analysis show that education level, marital status, women's position in the household, internet usage, household income, age and area of residence have a positive and significant effect on the work decisions of female workers.

KEYWORDS: social status, economic, demography, work decisions, female workers.

I. INTRODUCTION

In a country, development is closely related to (Sulistriyanti, 2015). One of the problems faced by population is the employment, and this certainly occurs in Indonesia (Arif et al., 2021). As a country with the largest population in the world, Indonesia has high potential in the world of work because it can drive the labor market through a multiplier effect due to high demand (Mahroji dan Nurkhasanah, 2019). However, the high population and always increase every year, but is not balanced by the number of jobs available, will cause employment problems, namely high unemployment rates (Mahroji dan Nurkhasanah, 2019).

In the last five years, based on data from the Central Statistics Agency (BPS), unemployment rate (TPT) of Indonesia has indeed decreased to reach 5.32 percent in 2023 (Figure 1). However, when viewed from the total unemployed population, it is still very large, namely around 7.8 million more in the workforce, although in the previous year it was higher with more than 8.4 million in the workforce. The abundance of unemployed people who do not match the demand for jobs will certainly cause problems in hampering Indonesia's economic development. Therefore, policies that support inclusive economic growth and the development of sectors that have the potential to create jobs are very important.

Economic development not only pays attention to the quantity of jobs, but also to the development of the quality of human resources (HR) owned (Duc et al., 2023). Increasing economic development must also be able to increase gender equality in order to maintain the quality of human resource (Hartono et al., 2023). Gender equality has positive implications for society because it gives women and men equal opportunities to fulfill their basic rights and optimize their potential in survival. When more women are involved in the workforce, this can help meet the daily needs of the family and improve the overall welfare of the family (Kusmayadi, 2017). However, usually the disparity in employment between men and women is quite significant (Tingum, 2016).

Although the female labor force participation rate (TPAK) in Indonesia has increased in the last five years, the gap with male labor participation is still far. This is shown in 2023, the female labor force participation rate was 54.52 percent, while the male labor force participation rate continued to increase to reach 84.26 percent (Figure 2). The low level of female labor force participation compared to men can be caused by several factors such as preferring to take care of the household (Anker, 1998), having toddlers (Maryati et al., 2018), and limited employment opportunities (Asiati, 2004).

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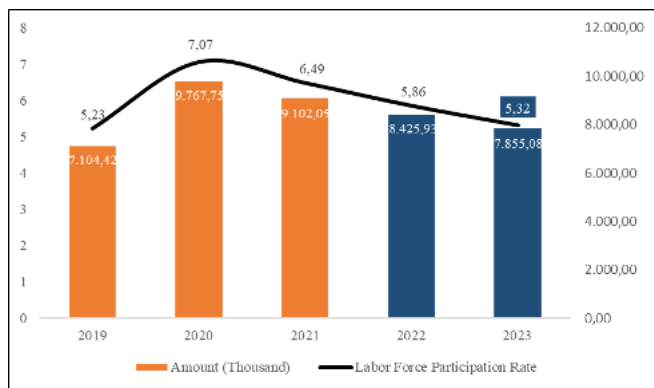


Figure 1. Labor Force Participation Rate and Number of Unemployed Population in Indonesia, 2019 – 2023 (August)

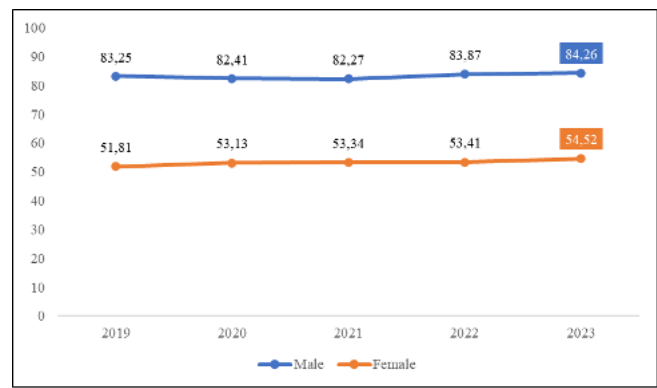


Figure 2. Development of Indonesian Male and Female Labor Force Participation Rates, 2019 – 2023

Gender inequality also occurs in West Nusa Tenggara (NTB), where the absorption of female workers in the workforce still has a fairly high gap (Aprirachman dan Nurasia, 2022). In fact, the number of working-age population (population aged 15 years and over) of women in NTB during the period 2019 to 2023 was higher than that of men (Figure 3). In 2023, the number of working-age female population was 2.03 million people or around 50.23 percent of the total working-age population in West Nusa Tenggara. This shows that there is great potential for female workers in West Nusa Tenggara so that if it is not optimally absorbed, it will certainly affect regional and national economic growth. The low absorption of working women can be caused by limited job opportunities available (Das, 2006). However, there is an increasing trend in female labor force participation in West Nusa Tenggara during the period 2019 to 2023. Since the COVID-19 incident, the development of female labor force participation in West Nusa Tenggara Province has been quite impressive. This can be seen that after the COVID-19 case, the female Labor Force Participation Rate actually increased to 62.54 percent in 2022 (Figure 4). This shows that women in West Nusa Tenggara have taken a more active role in the labor market during the economic crisis, in order to support their families or seek new economic opportunities. This change reflects the adaptability and flexibility of women in facing economic challenges, as well as increasing awareness of the importance of women's economic contributions in building family and national economic resilience.

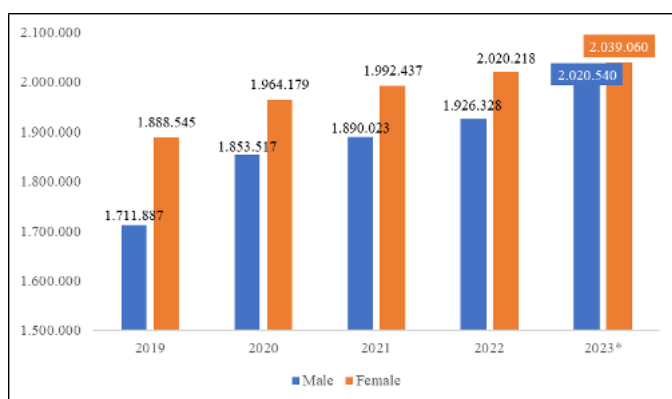


Figure 3. Population Aged 15 Years and Over by Gender in West Nusa Tenggara, 2019 – 2023

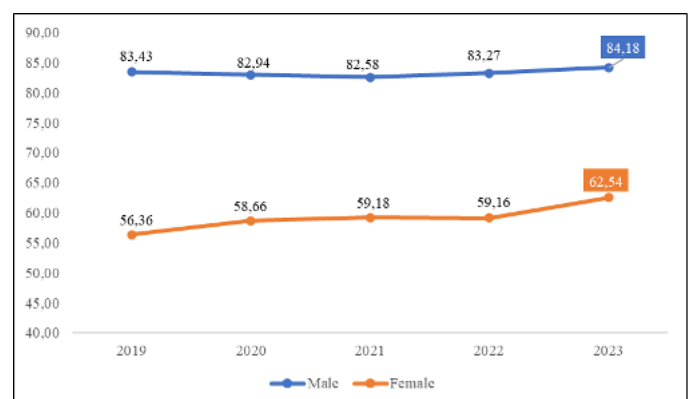


Figure 4. Male and Female Labor Force Participation Rates in West Nusa Tenggara, 2019 – 2023

Based on the data that has been explained previously, this means that female workers are no longer seen only as housewives, but also play an active role in the labor market (Anggraeni, 2015). P Women are given the opportunity to enter the world of work and have an equal role with men (Sulistriyanti, 2015). In fact, the social phenomenon that used to occur in society was that women usually took care of the household while men were placed outside the home to focus on productive economic activities that generate income because they act as heads of households and breadwinners. However, the involvement of women today is increasingly intense in participating in the labor market and even extending to working abroad, which means that a study is needed that discusses female workers who choose to work (Raharto, 2017).

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One of the factors that makes women choose to work is their level of education (Widarti, 1998; Borjas, 2012). The higher the level of education of women, the higher their desire to decide to work and have a sufficient role in the exclusive economy (Renie, 2020). In addition, to support daily needs, women whose role is also as wives are also required to maintain the economic resilience of the family. This is what makes women decide to enter the world of work. Age plays an important role in work productivity. The older a person is, the more their skills will increase. However, if they are too old, it can reduce women's productivity in working (Christopher et al., 2019). Married women usually have decreased work participation. This is because of the responsibility to take care of the family and the difficulty of dividing time between work and taking care of the family so that they have the potential to choose to stop working. The cessation of work by married women certainly causes them to leave the labor market, thereby reducing women's work participation (Bičáková, 2016). However, married and married women who have a high level of education tend to continue to participate in the workforce because higher education increases women's engagement in work (Bratti, 2003). In addition, it is also known that women who are heads of households and live prosperously in urban areas have more authority to participate in the workforce (Naqvi dan Shahnaz, 2002). The area of residence in rural or urban areas can also influence women's decisions to work (Berliana dan Purbasari, 2016). In rural areas, it is generally dominated by the agricultural sector and can work more flexibly. Therefore, usually women who are married work in the agricultural sector in rural areas to increase family income. In addition, Edwards dan Field-Hendrey (2002) stated that women who live in urban areas actually have less opportunity to work at home than women who live in rural areas. The increasingly massive development of digital technology (internet) opens up opportunities for women to participate in the workforce more widely (Aditina dan Sugiharti, 2019). The internet is considered to support the creation of flexible work for women because they can do work at home (Edwards dan Field-Hendrey, 2002). With internet access, women's productivity increases so that they can provide higher household income (Oettinger, 2011). The amount of household income obtained from work is also one of the reasons women decide to work (Callista et al., 2024). The greater the household income obtained, the more likely women are to continue working. This is of course because the conditions obtained are very beneficial to meet their daily needs (Bano dan Mertajaya, 2022). There have been many studies on the working decisions of female workers, but in the West Nusa Tenggara Province, there are still few that discuss it. Therefore, this study aims to examine the influence of social, economic and demographic factors on the working decisions of female workers in the West Nusa Tenggara Province in 2023.

II. LITERATURE REVIEW

A. Employment

According to the Republic of Indonesia Law Number 13 of 2003 about employment, "that in accordance with the role and position of the workforce, employment development is needed to improve the quality of the workforce and its participation in development and improving the protection of workers and their families in accordance with human dignity and dignity". Therefore, work can be defined as an economic activity carried out by a person with the aim of obtaining income or benefits, at least one hour (uninterrupted) a week. A person's decision to work in a job offer can be caused by several things such as the length of time worked, the type of work done, and the place where the job is offered (Harsoyo dan Sulistyanningrum, 2018).

According to the Big Indonesian Dictionary (KBBI), participation is a term for participation. Therefore, participation in the world of work is interpreted as the participation of women in the workforce. In modern life, women's participation in the labor market is important for economic development (Ismail dan Sulaiman, 2014). Along with the development of the era, women are given the opportunity to enter the world of work and have an equal role with men. The involvement of women is certainly very useful because it is part of the human resources that are the basic capital in development (Sulistriyanti, 2015). In many countries, especially developing countries, the participation of female workers has increased, both in terms of quantity and job categories. This change indicates a transition in the structure of the labor market which indicates a transformation in the composition and level of participation of female workers. The increasing level of women's participation in the workforce in the economic sector is due to an increase in the level of education, where their involvement at the professional level has increased significantly (Ismail dan Sulaiman, 2014).

B. Social, Economic and Demographic Factors that Influence the Employment Decisions of Female Workers

Age is one of the demographic variables that can influence women to participate in the workforce non-linearly. Asiaty (2004) stated that the pattern between women participating in the workforce and age resembles an inverted "U", which is low at the beginning of work and at an old or advanced age. According Shapiro et al. (2011), the low participation of women in the workforce at an early age is because the beginning of work is the age when they are still in school so that women tend to delay entering the workforce. While women's participation at an old or advanced age is related to their health (Hill, 2002). Education is

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a conscious and planned effort to create an atmosphere in learning and the learning process so that students can actively develop their potential to have spiritual religious strength, self-control, personality, intelligence, noble morals, and skills needed by themselves, society, nation and state. In Indonesia, formal education is divided into three levels, namely basic education, secondary education, and higher education. Basic education is education that is the foundation of secondary education in the form of Elementary Schools (SD) and Madrasah Ibtidaiyah (MI) or other equivalent forms as well as Junior High Schools (SMP) and Madrasah Tsanawiyah (MTs). While secondary education is a continuation of basic education in the form of Senior High Schools (SMA), Madrasah Aliyah (MA), Vocational High Schools (SMK), and Madrasah Aliyah Kejuruan (MAK), or other equivalent forms. Then the last is higher education which is the highest level that includes diploma, bachelor's, master's, specialist, and doctoral education programs organized by universities. In addition to formal education, Indonesia also has non-formal education equivalent to elementary school/Islamic elementary school, junior high school/Islamic junior high school, and senior high school/Islamic senior high school which are included in the package A, package B, and package C programs (Law number 20 of 2003 concerning the national education system).

Marriage is a physical and spiritual bond between a man and a woman as husband and wife with the aim of forming a happy family (household) and provisions based on the Almighty God (Law Number 1 of 1974 concerning marriage). According to BPS, a person who is married is not only those who are legally married according to the law (custom, religion, and state) but also those who are considered by the surrounding community as husband and wife.

Household is a person or group of people who live together in a residence or house and also share food. In a household usually consists of one family or several groups of people (Haviland, 2003). In a household is usually led by the head of the household. According to BPS, the head of the household is the person who in the household has responsibility for daily needs or who is considered or appointed as the head of the household. The status of women in the household is one of the important factors and can influence their decision to work. Women who are heads of households tend to participate in the workforce compared to women who are not heads of households (Scott, 1992).

According BPS (2020), residential areas are divided into two, namely urban and rural. Urban areas are administrative areas at the village or sub-district level that must meet the criteria for urban areas, while rural areas are administrative areas at the village or sub-district level that do not meet the criteria for urban areas. The grouping of an area into urban or rural is based on the cut-off point of three indicators, namely population density per km², percentage of agricultural households, and the existence or access to reach urban facilities (schools, shops, cinemas, hospitals, hotels, markets, percentage of households that have telephones, and percentage of households that use electricity). From these indicators, urban areas have a total indicator value of ten or more. While rural areas have a total indicator value of less than ten.

Household income is a form of periodic payment from an employer or company to workers or employees stated in an employment contract. According to BPS (2020), household income is defined as compensation in the form of money or goods given directly to workers for work/services that have been performed. The definition of household income is also regulated by law, namely Law No. 40 of 2005 concerning the National Social Security System, namely "Salary or household income is the right of workers received and stated in the form of money as compensation from the employer to workers determined and paid according to an employment agreement, work agreement or statutory regulations including allowances for workers and their families for a job and/or services that have been or will be performed". So a worker can be said to be living decently if he gets a household income that can be used to meet the needs of clothing, food, shelter, education, health, and so on.

Harris (1998) stated that the internet is a digital technology that can influence society in various activities. With the internet, productivity can increase, transaction costs are cheaper, management is more efficient, and of course increases competition in the world of work (Litan dan Rivlin, 2001). The internet can also lead to a reduction in distance, because the internet makes it easier for users to access various information without difficult geographic access (Cairncross, 1997).

III. METHODOLOGY

This study was conducted at the locus of West Nusa Tenggara Province in the 2023 data period. The reason for choosing this locus is because female workers in West Nusa Tenggara Province have a large potential workforce. The data used is secondary data with a cross-sectional type in 2023. The data for this study uses data collected through the National Labor Force Survey (Sakernas) data in August 2023.

The data analysis technique used is binary logistic regression. Binary logistic regression is used to describe the relationship between one or more independent variables and the dependent variable. The purpose of logistic regression is to obtain the best and simplest model but still in accordance with the theoretical basis of the relationship between the dependent variable and the independent variable (Hosmer dan Lemeshow, 2000). Logistic regression uses a dependent variable with two categories (binary).

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The dependent variable used is a discrete category with two possibilities, namely success and failure. Success events are usually denoted by $Y = 1$, while failure events are denoted by $Y = 0$ (Hosmer dan Lemeshow, 2000). Here is a logistic regression model with p as the number of independent variables, where x is a vector containing $x_1, x_2, x_3, \dots, x_p$ then $x' = x_1, x_2, x_3, \dots, x_p$.

$$\pi(x) = \frac{\exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_j x_j + \dots + \beta_p x_p)}{1 + \exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_j x_j + \dots + \beta_p x_p)}$$

Information:

$\pi(x)$ = probability of a successful event, $Y = 1$, with $0 \leq \pi(x) \leq 1$

β_0 = intercept parameter value

β_j = j-th parameter value

x_j = j-th independent variable

j = 1, 2, ..., p

IV. RESULT AND DISCUSSION

A. Descriptive Analysis

An overview of the characteristics of the female workforce in West Nusa Tenggara in 2023 is explained in Table 1 and Table 2. Table 1 explains the characteristics of education level, marital status, position of women in the household, internet usage, age, and classification of residence in the female workforce in West Nusa Tenggara Province in 2023. Based on education level, the largest percentage of women's education level in the workforce in West Nusa Tenggara is elementary school graduates, which is 38.4 percent, while the lowest percentage is high school graduates, which is 13.0 percent. This shows that women in the workforce have more low educational qualifications. When viewed from marital status, the percentage of married women in the workforce in West Nusa Tenggara has a high portion, which is 67.2 percent. Meanwhile, the percentage of those with status other than married (not/not yet married and divorced) is 32.8 percent. This figure shows that the majority of women in the workforce in West Nusa Tenggara tend to be married. Women who are married usually decide to participate in the world of work to meet the daily needs of their families. Women in the workforce in West Nusa Tenggara based on their position in the household are mostly not heads of household (KRT) with a percentage of 83.6 percent. The percentage of women in the workforce in West Nusa Tenggara who have the status of KRT is only 16.4 percent. Generally in households, women as wives are involved in participating in the world of work to meet the needs of their families, especially those who have children. The use of internet technology among women in the workforce in West Nusa Tenggara is still relatively low, at only 23.4 percent. This is in line with the low level of education of women in the workforce. Age is also a reason why women in the workforce can participate in the workforce. The age of women in the workforce in West Nusa Tenggara is over 25 years old (productive age) with a percentage of 81.3 percent. While the age of women in the workforce aged 15-24 is only 18.7 percent. Meanwhile, the area of residence can influence women in the workforce to enter the workforce. The largest percentage of women in the workforce live in urban areas with a percentage of 56.1 percent, while the percentage of women in the workforce living in rural areas is 43.9 percent. This is because in urban areas there are more and more varied fields of work so that the portion can be higher than in rural areas.

Table 1. Characteristics of Education Level, Marital Status, Women's Position in Household, Internet Use, Age, and Residence Classification of the Female Workforce in West Nusa Tenggara Province, 2023

Variable	Category	Percentaga (%)
(1)	(2)	(3)
Education Level	Not school	23,2
	Elementary School	38,4
	High School	25,4
	University/Diploma	13,0
Marital Status	Other than Married (Unmarried, Divorced, Divorced by Death)	32,8
	Marry	67,2
The Position of Women in the	Not Head of Household	83,6

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Variable	Category	Percentaga (%)
(1)	(2)	(3)
Household	Head of Household	16,4
Internet Usage	Not Using the Internet	76,6
	Using the Internet	23,4
Age	15-24	18,7
	>25	81,3
Classification of Residence	Rural	43,9
	Urban	56,1

Table 2 shows that the average wage of female workforce in West Nusa Tenggara province is 803,257.87 rupiah. The low average wage received by female workforce can be caused by the field of work carried out by the women. Generally, the low wage received is because they work in the agricultural sector.

Table 2. Characteristics of Household Income of Female Workforce in West Nusa Tenggara Province, 2023

Minimum	Maximum	Rata-Rata	Standar Deviasi
(1)	(2)	(3)	(4)
0	50.000.000	803.257,87	1.845.057,53

B. Inferential Analysis

The Omnibus Test of Model Coefficient is used as a simultaneous test in this study to determine the simultaneous (together) effect of independent variables on the dependent variable. In Table 3, it can be seen that the p-value (sig.) Is 0.00, which means that the value is smaller than the alpha value of 0.05. This indicates that the research hypothesis is rejected H_0 . Therefore, social, economic and demographic variables have a significant simultaneous influence on the work participation of female workers in West Nusa Tenggara in 2023.

Table 3. Simultaneous Test (Omnibus Test of Model Coefficient)

Count Indicator	Value
(1)	(2)
Chi-Square	3545,14
Df	9
Sig.	0,00***

*** $p < 0,01$; ** $p < 0,05$; * $p < 0,10$

The Hosmer and Lemeshow test was used as a model suitability test (Goodness of Fit) in this study to determine the variables that influence the work participation of female workers in Nusa Tenggara Province in 2023. Table 4 shows a chi-square value of 6.18 or a significance value of 0.08, which means it is more than the alpha value of 0.05, meaning it fails to reject H_0 . Thus, it can be concluded that the binary logistic regression model is appropriate to explain the influence of social, economic, and demographic variables on the work participation of female workers in West Nusa Tenggara in 2023.

Table 4. Goodness of Fit

Count Indicator	Value
(1)	(2)
Chi-Square	6,18
Df	8
Sig.	0,08

*** $p < 0,01$; ** $p < 0,05$; * $p < 0,10$

The results of the binary logistic regression are shown and presented in Figure 5. The Nagelkerke R-Square value of 0.511 indicates that in the binary logistic regression model obtained, it can be said that social, economic and demographic variables consisting of education level, marital status, position of women in the household, internet use, household income, age and area

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of residence are able to explain the variable of female labor decision to work in West Nusa Tenggara in 2023 by 51.1 percent, while the remaining 48.9 percent is explained by other variables outside the model.

Table 5. Results of Binary Logistic Regression on the Employment Decisions of Female Workers in West Nusa Tenggara, 2023

Variabel	Kategori	$\hat{\beta}$	S.E.	Wald	Sig.	Exp ($\hat{\beta}$)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Education Level	Not school			64,17	0,00	
	Elementary School	-0,35	0,07	21,34	0,00***	0,70
	High School	-0,69	0,09	56,41	0,00***	0,50
	University/Diploma	-0,74	0,15	26,09	0,00***	0,48
Marital Status	Other than Married (Unmarried, Divorced, Divorced by Death)					
	Marry	0,46	0,09	28,69	0,00***	1,584
The Position of Women in the Household	Not Head of Household					
	Head of Household	0,047	0,09	0,242	0,62	1,05
Internet Usage	Not Using the Internet					
	Using the Internet	2,34	0,12	369,35	0,00***	10,37
Household Income	-	0,00	0,00	675,46	0,00***	1,00
Age	15-24 tahun					
	>25 tahun	0,507	0,10	23,864	0,00***	1,66
Classification of Residence	Rural					
	Urban	-0,29	0,06	23,83	0,00***	0,74
Constant	-	-1,147	0,11	116,17	0,00***	0,32
<i>Nagelkerke R-Square</i>		0,511				

*** $p < 0,01$; ** $p < 0,05$; * $p < 0,10$

The binary logistic regression equation is obtained as follows:

$$\ln \left(\frac{P(WORK = 1|x)}{P(WORK = 0|x)} \right) = -1,15 - 0,35EDUC_1 - 0,69EDUC_2 - 0,74EDUC_3 + 0,46\beta_2MARITAL + 0,047POSITION + 2,34INTERNET + 0,00INCOME + 0,51AGE - 0,298RESIDENCE$$

The * sign is a variable that has a significant influence.

From the binary logistic equation, a constant value of -1.15 was obtained, which means that women who have not graduated from school, have a marital status other than married, do not use the internet, are over 25 years old and live in urban areas have a chance of 0.32 of deciding to work.

Based on the results of testing with binary logistic regression, it was found that the education level variable in each category had a significant influence on the labor participation of female workers in West Nusa Tenggara in 2023. The coefficient value of the elementary school education level variable is -0.351. This shows that women with an elementary school education level have a smaller chance of working compared to other levels of education, assuming other variables are constant. The odds ratio value is 0.70, meaning that women with an elementary school education level have a tendency to work 0.70 times compared to other levels of education. The coefficient value of the high school education level variable is -0.69. This shows that women with a high school education level have a smaller chance of working compared to other levels of education, assuming other variables are constant. The odds ratio value of 0.50 means that women with a high school education level have a tendency to work 0.50 times compared to other levels of education. The coefficient value of the high school graduate education level variable is -0.74, which means that women with a high school graduate education level have a lower chance of working compared to other education levels. With an odds ratio value of 0.48, it shows that the tendency of women who have graduated from high school to work is 0.48 times compared to other education levels. From the results of the explanation of the odds ratio value of each category, it shows that the tendency of female workers who decide to work has an education level below

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elementary school compared to women who have graduated from elementary, secondary, or higher education. Based on these results, the results are in line with research conducted by Aditna and Sugiharti (2019), Vonika, Rochaida, and Suharto (2018), Tingum (2016), Ismail and Sulaiman (2014), Rantau and Zain (2013), Yans and Suhab (2023) and Utami and Ariusni (2023) which state that the education level variable has a significant influence on the work participation of female workers.

The marital status variable has a significant influence on the work participation of female workers in West Nusa Tenggara in 2023. The coefficient value of the marital status variable with married women is 0.46. This means that married women have a greater chance of working than those with a status other than married. The odds ratio value of 1.58 means that the tendency of married women to work is 1.58 times that of women with a status other than married. This reflects that for married women, working is a necessity to support and support the family's economic life, especially if the husband works in a low-income sector. This condition shows that married women have a dual role in the household, where female workers face pressure for family financial needs while being responsible for the household. These results are in line with research conducted by Aditna and Sugiharti (2019) and Utami and Ariusni (2023) which state that the marital status variable has a significant effect on the work participation of female workers.

The variable of household position with the status of Head of Household does not have a significant effect on the participation of female workers in West Nusa Tenggara Province in 2023. This condition can be interpreted that women who are Head of Household in West Nusa Tenggara Province are not automatically encouraged to work in the workforce. One possible reason that explains this condition is that many female KRT have husbands who work as Indonesian Migrant Workers (TKI) abroad. Husbands who migrate abroad generally act as the main provider of family income, so that the income they send can meet the daily economic needs of the household. With a steady source of income from abroad, women with the status of KRT may feel no need or burden to participate in formal work, because the family's economic needs have been met. In addition, in the socio-cultural context of West Nusa Tenggara, financial support from husbands who work as Indonesian Migrant Workers allows female Heads of Household to continue to carry out their role in taking care of the family without having to look for additional sources of income. This result is not in line with research conducted by Naqvi and Shahnaz (2002) which stated that women who are heads of households tend to choose to participate in the world of work.

The marital status variable has a significant influence on the participation of female workers in West Nusa Tenggara in 2023. The coefficient value of the variable women use the internet is 2.34. This shows that women who use the internet are more likely to work. The odds ratio value of 10.37 means that women who use the internet are 10.37 times more likely to work than women who do not use the internet. The internet opens up access for women to various information, job opportunities, and business connections that may have previously been difficult to reach. Women who use the internet can take advantage of online resources to find job vacancies, take courses or training that improve skills, and explore economic opportunities in the informal or formal sectors. Women who actively use the internet tend to have better digital literacy skills, which are increasingly important in the modern work environment. Digital literacy allows them to access technology-based jobs or flexible jobs such as freelance, remote work, and online businesses, all of which make it easier for women to work while still carrying out household responsibilities. This result is in line with research conducted by Aditna and Sugiharti (2019) which states that internet usage influences female workers to enter the world of work.

The household income variable has a significant influence on the work participation of female workers in West Nusa Tenggara Province in 2023. The coefficient value of the household income variable of 0.00 indicates that the income variable has a significant effect on the work decision of female workers. The significant value of 0.00 also indicates that the value is more than the alpha value of 0.00, which means that there is a significant influence of the household income variable on the work decision of female workers. These results are in line with research conducted by Ismail and Sulaiman (2014) which states that household income is a factor that impacts the work decision of female workers.

The age variable has a significant influence on the participation of female workers in West Nusa Tenggara in 2023. The coefficient value of the age variable for women over 25 years is -0.51. This shows that women over 25 years of age have a greater chance of working than women aged 15-24 years. The odds ratio value of 1.66 means that the tendency of women over 25 years of age to work is 1.66 times compared to women aged 15-24 years. Women over 25 years of age are usually in a phase where financial stability and economic independence become more relevant. The need for a stable income, both to support personal and household needs, is a strong factor in encouraging them to work. This tendency is especially seen among women who may be married or have dependents, where working is a way to help meet family needs. These results are in line with research conducted by Aditna and Sugiharti (2019), Vonika, Rochaida, and Suharto (2018), Tingum (2016), Bibi and Afzal (2012), Ismail and Sulaiman (2014), Harlianingtyas et al. (2013), Rantau and Zain (2013), Yans and Suhab (2023) and Utami and Ariusni (2023) which state that age has an important influence on women's decisions to work.

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The variable of residential area has a significant influence on the participation of female workers in West Nusa Tenggara Province in 2023. The coefficient value of the variable of urban residential area is -0.29. This means that women who live in urban areas have a lower chance of working than women who work in rural areas. The odds ratio value of 0.74 shows that the tendency of women who live in rural areas to work is 0.74 times compared to women who live in rural areas. In rural areas, job opportunities are often more easily accessible in the informal sector, such as agriculture or housework, which tend to be more flexible and do not require a high level of education. The availability of this type of work allows rural women to more easily participate in the workforce without requiring special training or large educational resources. Conversely, in urban areas, job opportunities tend to be more formal and may require higher skills or education, thus filtering out women who have different qualifications or interests. These results are in line with research conducted by Aditna and Sugiharti (2019) and Amalia and Ratnasari (2013) which stated that the variable of residential area is a factor that influences women's decisions to work.

CONCLUSIONS

The female workforce in West Nusa Tenggara is mostly at the elementary school level, married, not a head of household, does not use the internet, has an average income of 803,257.87 rupiah, is over 25 years old and lives in urban areas. Women who work in West Nusa Tenggara mostly have an elementary school level of education, are married, use the internet, are over 25 years old and live in rural areas. The variables of education level, marital status, and position of women in the household, internet use, household income, age and area of residence simultaneously influence the decision of female workers to work in West Nusa Tenggara in 2023. The variables that have a significant partial influence on the decision to work of female workers in West Nusa Tenggara Province in 2023 are education level, marital status, internet use, household income, age and area of residence.

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The business field in rural areas should be expanded by the government because women tend to work in rural areas. Usually the business fields in rural areas are engaged in agriculture, trade, and the provision of food and beverages. Further research can add other variables such as work experience, number of working hours, and employment sectors (primary, secondary and tertiary).

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