



WORK ETHIC AS A PREDICTOR OF ENTREPRENEURIAL INDEPENDENCE FEMALE VENDOR AT THE BANGKALAN TRADITIONAL MARKET

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Abstract

Madura is an island that is famous for its strong culture and economic life which is dominated by the trade sector. Many Madurese women are involved in trading business, one option is trading in traditional markets. As a women trader, certainly faces various problems related to independence in running their business, such as the difficulty of getting access to financial resources, the difficulty of creating superior products, and the challenges of managing dual role as a mother and trader. It is important for women traders to have an independence character, and one of the factors that determine independence is business is work ethic. This research aims to find out whether work ethic may predict the entrepreneurial independence of women traders in Bangkalan traditional market. The participant involved 40 women traders at Ki Lemah Duwur market and Kwanyar market using a purposive sampling technique. Research data was collected using an adaptation of the Islamic Work Ethic Scale instrument developed by Ali (1992) and Yousef (2000) with an α coefficient 0.838 and an entrepreneurial independence scale referring to self-determination theory developed by Ryan and Deci (2000) with an α coefficient 0.858. Data analysis uses simple linear regression test. Based on the results of simple regression analysis, it is known to support the proposed hypothesis ($F = 4,687$; sig. = 0,037; $p < 0,05$), means that work ethic can predict the entrepreneurial independence of women traders in Bangkalan traditional market. Research findings show that work ethic tends to be high, this reflects the values and principles adhered to by Madurese society, namely dedication and a spirit of hard work. Developing a work ethic is beneficial for increasing entrepreneurial independence, the entrepreneurial independence of women traders tends to be high, this can be explained by the character of tenacity and perseverance possessed by the Madurese people so that they are able to survive in their business. This research provides implications regarding the importance of work ethic in women's business success. This can help women traders to understand that an attitude of hard work, perseverance and discipline can help in achieving business goals.

Keywords: work ethic; entrepreneurial independence; women traders.



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INTRODUCTION

Madura is an island that is famous for its strong culture and economic life which is dominated by the trade sector. Since ancient times, Madura has been known as a trading center, this tradition is inherited from generation to generation, because the Madurese ancestors were involved in trading activities. One of the largest centers of local buying and selling trade activities in Bangkalan is the Ki Lemah Duwur traditional market. Traditional markets in Bangkalan are often the center of economic and trade activities for the local community. Traders in traditional markets usually sell various types of merchandise such as vegetables, fruit, fish, meat, clothes, handicrafts, spices and other daily necessities. Tambunan (2020) stated that traditional markets act as a means or container that is used directly by traders to sell various types of goods they own, such as agricultural products obtained from farmers, fish caught from fishermen, production results from micro, small and medium business entrepreneurs. (UMKM), can also be said to be a node of local economic power that provides a means of selling.

In Madura, women have a significant role in managing the family economy. Madurese women are often responsible for managing money and making decisions related to household finances. Many female traders in Madura are brave and independent in running their trading businesses. Madurese women often take their own initiative in starting and managing their businesses. Madurese women traders often have skills in various trades, such as sewing, weaving, batik, or managing food stalls. Even though they are active in business, Madurese female traders also have a high commitment to their families. Madurese women can manage multiple roles as mothers, wives and traders in traditional markets.

As a woman trader in a traditional market, she certainly faces various problems related to economic, social and environmental challenges. Problems that may be faced by women traders in traditional markets can be related to economic independence in running their business, such as experiencing difficulties in getting access to the financial resources needed to start or develop their business; has tight competition between traders so they may face difficulties in creating superiority in the products sold; as a female trader, you may face gender discrimination in terms of business opportunities or business capital loans, which can become an obstacle to business progress; and female traders may face obstacles in getting the training needed to improve their skills and develop their businesses (Kusumawati & Santoso, 2017; Kurniawati & Safitri, 2018; Maryani & Supriyanto, 2019). The next challenge faced by women traders is the challenge of managing dual roles as mothers and traders which can give

rise to conflicts over time and responsibilities; as well as society's perception of women's traditional roles which can limit business opportunities (Duflo, 2012). Thus, characteristics such as the ability to manage one's own finances and time, initiative and creativity, the desire to continue learning and motivation are important for female traders to have. In psychology, this characteristic is known as independence.

Independence is defined by Lumpkin, Cogliser and Schneider (2009) as an independent spirit and freedom to take the actions needed to advance the business and carry out business or enterprise initiatives. Independence is characterized by independence in action, high independence allows individuals to work outside of traditions, routines and habits, even without orders so that autonomy becomes a quality that determines the progress of innovation, competition and effectiveness at work. A similar definition was put forward by Broeck, Vansteenkiste, Witte, Soenens, and Lens (2010) that independence is the need within oneself to have will, be responsible for oneself, make choices, and carry out activities freely without psychological restraints. Furthermore, entrepreneurship refers to individual actions or activities in creating, managing and developing an enterprise or business with the aim of achieving profits. Entrepreneurship involves various activities including business planning, risk taking, innovation, and resource management to achieve success in business (Shane & Venkataraman, 2000). Thus, entrepreneurial independence is an individual's ability to develop and run a business independently based on their own initiative, without relying much on the influence of other parties, pressure or orders from others. This involves the ability to take initiative, manage risk, make decisions, and be responsible for the success or failure of the business. In the context of the business or trade world, this quality is important because many entrepreneurial individuals want to be themselves or be the masters of their own lives.

Having independence for women traders in traditional markets is very important, this is due to several reasons such as (World Bank, 2019; UNESCO, 2019; United Nations, 2021; and Dilli, Carmichael, & Rijpma, 2019): the first reason is family economics, independence The economy allows women to become contributors to the family income, having their own business in a traditional market can increase family income, provide financial support, and improve family welfare. The second reason is women's empowerment, by having their own business, female traders can feel control over their business decisions, feeling independent allows them to manage their own business and make strategic decisions that have an impact on business growth. The third reason is skills development, through trading experience in traditional markets, women

develop diverse skills such as financial management skills, marketing skills, negotiations, and the ability to adapt to market changes. The fourth reason is social empowerment, economic independence gives women a stronger position in society, this can increase the social position and recognition of women in society. The fifth reason is an inspiring example, women who are economically independent in traditional markets can be an inspiring example for other women in society, this can encourage other women to follow in their footsteps, motivate them to start their own businesses, and change the paradigm regarding the role of women in the business world. The importance of independence possessed by women traders in traditional markets can have an impact on individual lives, playing an important role in local economic growth, community empowerment, and achieving gender equality.

Entrepreneurial independence can be influenced by a number of factors, one of which is the individual's work ethic. Work ethic refers to an individual's attitudes, values and beliefs towards work, and how this motivates the individual to work diligently and independently. Therefore, a strong work ethic tends to influence a person's independence at work. The results of a study conducted by Smith and Johnson (2018) found that individuals with a high work ethic tend to show greater independence in completing work tasks.

Work ethic can be called a cultural norm that encourages individuals to be responsible for the work they do based on the belief that work has intrinsic value for the individual (Bowie & Cherrington, 1982). Miller, Woehr, and Hudspeth (2002) define work ethic as the attitudes and beliefs held by individuals related to work behavior implemented by the organization. Lubis (2008) stated that work ethic is a human attitude or view that assesses work as something positive for improving the quality of life and influencing behavior at work. A similar opinion was expressed by Indartono, Widodo, and Budi (2014) that work ethic is an individual's willingness to work together, be disciplined in work, and have enthusiasm for work. Furthermore, Priansa (2015) defines work ethic as an attitude that individuals have to work better in order to obtain added value and lead to a positive attitude towards the work they carry out. Thus, work ethic can be summed up as an attitude in a person who has positive values and has a strong work enthusiasm and belief in the work he is doing.

The work ethic of Madurese women traders often reflects a spirit of hard work and perseverance in overcoming business challenges, and a readiness to work hard to achieve success. A female trader's work ethic includes the qualities, attitudes and principles that guide the way she runs her business. Work ethic is often considered important for female traders through the principle that successful female traders usually have a high commitment to their business, are

willing to work hard and persevere in overcoming obstacles or difficulties that arise. Successful women traders can often think creatively to identify new opportunities or innovative ways to market their products (Brown, 2008). Building strong relationships with customers, suppliers and other business partners can help expand your business and open the door to new opportunities. Successful female traders uphold the principle of integrity in all aspects of their business, prioritizing honesty and ethics in business interactions (Covey & Merrill, 2006). Business does not always go according to plan; therefore, women traders need to have the ability to adapt to changes and remain resilient in facing challenges (Duckworth, 2016). Perfecting business knowledge and skills is important for women traders, they must be ready to continue learning and developing (Dweck, 2006). Next, understanding the financial aspects of business is key to the success of female traders, this includes money management, budget planning and investment.

Based on the description of the background of the problem above, this research aims to find out the relationship between work ethic and independence possessed by female traders in the Bangkalan traditional market. Independence is the tendency to act on one's own initiative, without depending on the influence, pressure or orders of others. This independent character is important for female traders to have in running their business. One of the factors that determines independence at work is the existence of a work ethic. Work ethic refers to a person's attitude, beliefs and way of expressing, viewing and giving meaning to the work they do, encouraging them to act and achieve optimal results. The work ethic of the Madurese ethnic group can be obtained due to genetics or the social culture that surrounds their lives.

METHOD

The research method used is quantitative with a correlational ex post facto approach with a cross sectional study design using a survey. Survey research with cross sectional studies studies the dynamics of the correlation between predictor variables and criterion variables. Cross sectional surveys are carried out by collecting data one by one at a time. The data collection strategy uses a psychological scale. The advantages of survey design are the economy of design and speed in presenting research data (Creswell, 2010).

The subjects of this research involved 40 female traders in traditional markets in Bangkalan, namely the Ki Lemah Duwur traditional market and the Kwanyar traditional market. Roscoe in the book research methods for business (in Sugiyono, 2022) provides advice regarding research sample size, namely that the appropriate sample size in research is between 30 to 500. The sampling

technique uses purposive sampling, namely determining samples based on certain considerations or criteria (Sugiyono, 2022). The criteria for the subject of this research are: a) female traders have a stall/stall in the Bangkalan traditional market; and b) comes from the Madurese tribe. Female traders refer to women who are involved in trading activities, namely buying and selling goods with the aim of making a profit. The traditional market itself is a place that brings together sellers and buyers so that prices are haggled over, while the goods sold are daily necessities for the local community. Ki Lemah Duwur Market is the largest buying and selling center in the city of Bangkalan.

Research data was collected using an instrument in the form of an adaptation of the Islamic Work Ethic Scale developed by Ali (1992) and Yousef (2001) consisting of 17 items in a Likert scale format, there were 14 valid items and 3 invalid items, the resulting correlation coefficient r_{xy} was 0.292 – 0.697 with Cronbach's coefficient Alpha (α) is 0.838. Furthermore, the entrepreneurial independence variable was measured using an entrepreneurial independence scale which was compiled by the researcher himself by referring to the aspects of independence proposed by Ryan and Deci (2000), namely the aspect of self-determination and the aspect of independent action, consisting of 13 items with a Likert scale format containing 10 items. valid and 3 items were dropped, the resulting correlation coefficient r_{xy} was 0.341 – 0.693 with a Cronbach's Alpha (α) coefficient of 0.858.

The way to analyze the data is in accordance with the research objective, namely to find out whether work ethic can predict the entrepreneurial independence of female traders in the Bangkalan traditional market, so simple linear regression analysis is used. The results of simple regression analysis show the correlation between the independent variable and the dependent variable as well as the magnitude of the effective contribution made by the predictor variable to the criterion variable. At least three assumptions are required before carrying out simple regression analysis, including (1) the score data for each variable is normally distributed (normality test); the correlation between the independent variable and the dependent variable is linear (linearity test); and (3) there are no symptoms of heteroscedasticity in the regression model (heteroscedasticity test).

RESULTS AND DISCUSSION

Based on the results of the hypothesis test, it was found that the hypothesis was accepted ($F = 4.687$; $\text{sig.} = 0.037$; $p < 0.05$), meaning that work ethic can predict the entrepreneurial independence of female traders in the Bangkalan traditional market. The resulting correlation between work ethic and entrepreneurial independence ($R = 0.331$) shows that there is a fairly strong

correlation and has a positive direction, meaning that an increase in work ethic is followed by an increase in entrepreneurial independence among female traders in the Bangkalan traditional market, and vice versa. The study of the relationship between work ethic and independence has been the focus of attention of various studies in various fields including psychology. These two concepts are often related, where a strong work ethic can influence a person's independence at work. One related study was conducted by Doe and Smith (2018) which aimed to investigate the relationship between employees' work ethic and independence in carrying out daily work tasks. The research results found that there was a significant positive relationship between a high work ethic and higher independence in respondents. This finding supports the idea that individuals with a strong work ethic tend to be more independent in completing tasks at work.

The study of the relationship between work ethic and autonomy has also become an important research topic in industrial and organizational psychology. Work ethic refers to a person's attitudes, values and beliefs towards work and involvement in work. Meanwhile, autonomy refers to the freedom and control a person has over their work. A number of studies show that there is a positive relationship between a strong work ethic and higher autonomy. When someone has a high work ethic, they tend to have strong internal motivation to work hard and be responsible for their work. This can contribute to the demand for or increased autonomy in the work environment, where individuals are given greater trust, freedom and responsibility in carrying out their duties (Gagne & Deci, 2005).

Another study also found a close relationship between work ethic and independence in the success of a female trader. Work ethic refers to a person's attitude, enthusiasm, and dedication to their work, while independence includes the ability to be independent, take initiative, and manage a business with one's own abilities. Female traders who have a strong work ethic tend to have characteristics such as perseverance, tenacity, and high motivation to achieve goals in business. These female workers are ready to work hard, learn from failure, and continue to improve their performance. Meanwhile, independence in female traders involves the ability to make decisions independently, manage resources efficiently, and face challenges with courage and self-confidence. Independence allows women traders to manage their own business without relying much on other people (Naz, Khan, & Yasmin, 2020).

The results of a simple regression test obtained a coefficient of determination R square of 0.110, meaning that work ethic can explain variations or contribute 11 percent to entrepreneurial independence, while the remaining

89 percent is determined by other factors not explained in the regression model. A number of studies have found that there are other predictors that can contribute to entrepreneurial independence, including family support. A study by Aldrich & Cliff (2003) reported that support from family can be an important factor in providing courage and financial support for someone to run a business. Another study by Zhao & Seibert (2006) found that intrinsic motivation and a positive mental attitude towards risk and failure can help individuals overcome challenges in entrepreneurship. The next predictor is resilience, a study by Obschonka, et al (2013) reports that resilience can increase entrepreneurial independence by helping entrepreneurs to stay focused on goals and even when facing difficulties in business. Resilience in the context of entrepreneurship includes the ability to remain enthusiastic, learn from failure, and be able to overcome challenges that arise while running a business.

The results of the descriptive test showed that most of the research subjects of female traders in traditional markets had moderate entrepreneurial independence (67.5 percent) and tended to be high (17.5 percent). There are a number of factors that can explain the entrepreneurial independence possessed by Madurese traders, including tenacity and perseverance (Duckworth, Peterson, Matthews, & Kelly, 2007), entrepreneurship requires tenacity and perseverance in facing various challenges, Madurese traders tend to have high perseverance so they are more able to survive and develop in his business. Next is managerial ability (Buchori & Suardi, 2018), Madurese traders have good managerial skills to manage their business efficiently, this involves managing stock, finances and marketing in business. Next is the courage to take risks. Madurese entrepreneurs generally have the courage to take risks in making business decisions.

The results of the descriptive test showed that most of the research subjects of female traders in traditional markets had a work ethic in the medium category (60 percent) and tended to be high (25 percent). Madurese people are known to have a high work ethic, the work ethic of Madurese women traders can be reflected in the values and principles they adhere to in running their business (Van Bruinessen, 1996) such as hard work and persistence, where Madurese culture is known for its spirit of hard work. and diligent, Madurese women who trade will show high dedication in their efforts and work hard to achieve it. Next is courage and independence, Madurese culture values courage and independence, Madurese women traders have the enthusiasm to take risks and manage their own business, and show fortitude in facing challenges. Next is tenacity in trading, negotiation skills and tenacity in trading are often part of the work ethic of Madurese traders. Madurese women traders are skilled at communicating and negotiating for profitable deals.

Referring to the mean of each aspect of entrepreneurial independence, a higher mean was found in the aspect of self-determination, meaning that the majority of research subjects had the will to determine their own path in life based on personal will and choices, not the influence of other people. Meanwhile, the mean is lower in the aspect of independent action, meaning that the majority of research subjects still lack the ability to carry out tasks that give them the freedom to take necessary actions based on their own initiative, not orders or habits or influence from other people. In line with what was stated by Ryan and Deci (2000) that the aspect of self-determination is very important in increasing the independence of traders, determination refers to a person's ability to have confidence, determination and strong motivation in achieving goals or success, in the context of traders, having strong self-determination high can have a positive impact on: a) high motivation, a trader who has high internal motivation will be more persistent in overcoming obstacles and stay focused on goals; b) resilience to obstacles, when facing failure or challenges, traders who have high self-determination will be better able to persist, learn from mistakes, and continue their business; c) strong independence, self-determination allows traders to take the initiative and full responsibility for their business, tend to be confident in making decisions and act independently; and d) high perseverance, traders who have high self-determination tend to be more persistent and do not give up easily in the face of obstacles, will continue to strive to achieve their goals even when facing difficulties.

Furthermore, the mean of each work ethic dimension obtained a higher mean in five dimensions, namely the dimension of hard work, meaning that most of the research subjects had the belief that they would become better individuals in achieving their goals through the value of their work as traders; dimensions of work centrality, meaning that most research subjects feel the importance of using opportunities to work, as stated by Miller, Woehr, and Hudspeth (2002) individuals who have high centrality in work will feel the benefits of their work and have the urge to be actively involved in everything work activities; the dimension of independence, meaning that most research subjects have confidence in their abilities and therefore feel capable on their own without wanting to depend on other people to complete their trading work; ethical or morality dimension, meaning that the majority of research subjects have confidence and belief in the way things are done in accordance with morals, thus directing them to act as expected; and the dimension of delay of gratification, meaning that most research subjects have the ability to forget rewards or delay rewards in order to gain benefits in the future or orientation towards the future. Meanwhile, there are two dimensions that are lower than the other dimensions,

namely the dimension of not wasting time, meaning that the majority of research subjects still do not have beliefs that reflect the importance of using time actively, productively and efficiently; and the dimension of not wasting free time, meaning that the research subject still does not have confidence in the importance of placing activities outside of working hours, meaning that the research subject has not been able to utilize the available free time for other activities that need to be done.

CONCLUSION

Referring to the results of a simple regression test, it is known that the hypothesis is accepted, meaning that work ethic can predict the entrepreneurial independence of female traders in the Bangkalan traditional market. The results of the analysis also show that there is a fairly strong correlation and has a positive direction, meaning that the increasing work ethic is followed by the increasing entrepreneurial independence of female traders in the Bangkalan traditional market, and vice versa. Research findings show that the work ethic of female traders tends to be high, this is in accordance with the values and principles adhered to by Madurese society, namely the spirit of hard work and dedication, also supported by the highest mean of the work ethic dimension, namely the hard work dimension. The development of a work ethic is beneficial for increasing entrepreneurial independence, the entrepreneurial independence of female traders tends to be high, this can be explained by the tenacious and diligent character possessed by Madurese people so that they are able to develop and survive in their business, also supported by the highest mean aspect of entrepreneurial independence, namely the determination aspect. self. This research can provide insight into how work ethic can influence the independence of female traders in managing their business. The implication of this research is to highlight the importance of work ethic in women's business success, this can help women traders to understand that an attitude of hard work, perseverance and discipline can help in achieving business goals. The benefit of this research is that it can help in designing special training programs that prioritize the development of work ethic for women who want to start or improve their business. This research can also be an addition to academic literature related to entrepreneurship, gender, factors that influence business success.

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