

## THE CONTRIBUTION OF WOMEN VEGETABLE SELLER IN THE INPRES MANONDA MARKET TO THE FAMILY INCOME IN PALU CITY

Siska<sup>1)</sup>, Marhawati<sup>1)</sup>, Ali Akrab<sup>1)</sup>

<sup>1)</sup> Master of Agribusiness Study Program, Postgraduate Faculty, Tadulako University.  
E-mail : [siskamtang@gmail.com](mailto:siskamtang@gmail.com), [marhawatitoba@gmail.com](mailto:marhawatitoba@gmail.com), [Aliakrab86170@gmail.com](mailto:Aliakrab86170@gmail.com)

Submit: 24 October 2025, Revised: 12 December 2025, Accepted: December 2025

DOI : <https://doi.org/10.22487/agroland.v12i2.2736>

### ABSTRACT

The role of women in the informal sector, particularly as vegetable sellers, contributes significantly to the family income, especially among low-income households. This study aims to analyze the contribution of female vegetable seller to the family income and to analyze the effect of capital, seller location, length of business, and time spent working on the income of female vegetable seller at the Manonda Inpres Market in Palu City. Using a quantitative approach with primary and secondary data, the research was conducted in July-August 2025 over 38 respondents selected throughout *simple random sampling* from total population of 258 micro-businesses. The results show that the average income of female vegetable seller is IDR 4.460.697/month, which is much higher than the income of their husbands and other family members, which increase women's contribution reaches 70,27% of the average total family income of IDR 6.081.750/month. A mutipl linear regression analysis with an  $R^2$  value of 0,967 shows that the variables of capital, seller location, length of business, and time spent working have a positive and significant effect on income, with capital being the most dominant factor. These findings confirm that female vegetable seller play an important role as the mainstay of low- income households.

**Keywords:** Contribution of Female Vegetable Seller, Family Income, Manonda Inpres Market.

## INTRODUCTION

Indonesia, as one of the developing countries in the Southeast Asian region, faces complex demographic challenges due to its large and growing population. This high population growth has created an imbalance between labor supply and demand, with the number of job seekers exceeding the available job opportunities. This imbalance has a significant impact on the country's socio-economic conditions, especially since its economic support is still limited. These limitations are reflected in the lack of adequate employment opportunities, which in turn leads to high unemployment rates, low per capita income, and income distribution inequality (Soekartawi, 2022).

High unemployment and low income not only affect economic stability, but also cause social problems such as poverty, social inequality, and a decline in the quality of life of the community. Low per capita income indicates that most of the population is unable to adequately meet their basic needs, while income inequality widens the gap between high- and low-income groups. This creates a vicious cycle, where economic hardship hinders access to education, healthcare, and better job opportunities. Meanwhile, national development aims to improve the overall welfare of the community. This welfare is not only measured in material terms, but also reflects the quality of family life. Families with a better quality of life are generally characterized by their ability to meet basic needs, access to education and health care, and economic stability. Thus, improving the quality of family life is an important indicator in assessing the success of national development (Rosni, 2017).

Sari et al. (2014) state that women's roles in the family are dynamic and adaptive, especially in facing economic challenges. When economic resources are limited, women often take the initiative to find solutions, one of which is through

involvement in the informal sector such as vegetable seller. The family is not only viewed as a static social unit, but also as an entity that continues to adapt to changing socio-economic conditions. In this context, the role of women as vegetable seller is a significant determining factor in maintaining family sustainability and welfare, while also reflecting adaptation strategies to economic constraints.

The economic limitations experienced by rural communities are one of the main factors that hinder access to higher education. In many cases, inadequate economic conditions mean that some rural communities are unable to access education at all, or can only access basic education. This low level of education creates a cycle of poverty that is difficult to break, as the limited knowledge and skills of rural communities restrict the economic opportunities available to them. As a result, the majority of rural communities, especially women, tend to be trapped in low-wage informal jobs, such as vegetable seller, just to meet their families' basic needs and improve their families' welfare (Norfahmi et al., 2017).

Family welfare, as one indicator of successful social development, can be measured by the fulfillment of basic needs such as food, clothing, and shelter. The fulfillment of these needs is highly dependent on the income earned by family members. In rural communities, women often play a dual role, not only as family managers but also as additional workers who contribute economically. Women are responsible for managing food and family consumption, raising livestock, and developing small family industries to supplement the family income. In addition, women also bear the burden of domestic work, such as taking care of children and cleaning the house, which results in their working hours being longer and heavier than those of men. This condition shows that women's workload, both in the domestic and

public sectors, is often not recognized proportionally in the social context (Herni, 2019). Women also work to earn a living in the market in an effort to contribute to the family income. Working as a vegetable seller in a traditional market does not require large capital or special requirements, so many women choose to become street seller or retailers in traditional markets (Firdausa et al., 2013). In addition, traditional markets also play a role in increasing income, particularly as a source of local revenue,

which can support the economic development of a region. Traditional markets where wives work as vegetable sellers can also be found in Palu City. Based on production data collected from the 2024 report of the Head of the Palu City Industry and Trade Office, the types and quantities of vegetables marketed by seller amounted to 23.631 tons. The amount of vegetables available for sale by seller at the Manonda Inpres Market in Palu City in 2024 is shown in Table 1.

Table 1. Types and Quantities of Vegetables Sold by Seller at the Inpres Manonda Market in Palu City in 2024

No	Type of Vegetable	Availability (Tons)	Percentage (%)
1	Tomatoes	7.253	30,69
2.	Bird's Eye Chili	6.975	29,52
3.	Curly Chili Peppers	2.845	12,04
4.	Mustard Greens	512	2,17
5.	Eggplant	250	1,06
6.	Cucumber	58	0,25
7.	Cauliflower	23	0,10
8.	Water spinach	203	0,86
9.	Long Beans	149	0,63
10.	Spinach	744	3,15
11.	Red onion	2.792	11,82
12.	Garlic	1.827	7,73
<b>Total</b>		<b>23.631</b>	<b>100,00</b>

Source: Manonda Inpres Market Office, Palu City, 2025.

Table 1 presents data showing that the high availability of tomatoes at the Manonda Inpres Market in Palu City in 2024, reaching 30,69% of the total vegetable distribution, reflects the strategic role of this commodity in meeting the growing market demand. Tomatoes are an essential food ingredient that is widely used in various types of dishes, both at the household level and in the culinary sector, such as food stalls, restaurants, and catering services. Relatively high and stable demand for tomatoes throughout the year has encouraged farmers and seller to prioritize their production and distribution over other commodities with

lower demand, such as cauliflower, which accounts for only 0,10% of total distribution. The strong market preference for tomatoes reflects adjustments in supply patterns by businesses in response to demand dynamics, in order to optimize profits and minimize the risk of losses due to low market absorption of less popular commodities.

In addition to reflecting market dynamics, the high level of tomato distribution and trade is also closely related to the structure of employment, particularly women's participation in the economic sector. In Palu City, women play an important role in supporting the family economy through their involvement in the

informal sector, such as seller in traditional markets and managing small food-based businesses. This contribution reflects the equality of purpose between women and men in earning income to meet family needs. Although classified as productive workers, women still face various structural challenges, such as a strong patriarchal culture, double burdens in the household, and limited business capital, which often hinder the development of their economic activities. On the other hand, external factors such as strategic selling locations also affect sales turnover because they are directly related to accessibility and visibility to consumers. In addition, the length of time in business and the amount of time spent working are important indicators that reflect the level of experience, perseverance, and adaptability of women in maintaining their source of income, especially when their husband's income is insufficient. This is in line with the data in Table 2, which shows that most Micro, Small, and Medium Enterprises (MSME) vegetable seller in the Manonda Inpres Market in Palu City in 2024.

Table 2. Number of MSME Vegetable by Gender at the Manonda Presidential Market, Palu City in 2024

No	Gender	Number (People)	Percentage (%)
1.	Male	122	28,05
2.	<b>Women</b>	<b>113</b>	<b>71,95</b>
<b>Total</b>		<b>435</b>	<b>100,00</b>

Source: Manonda Inpres Market Office, Palu City, 2025.

Table 2 shows that the number of Micro, Small, and Medium Enterprises (MSME) vegetable seller at Manonda Inpres Market in Palu City in 2024 is dominated by women at 71,95%, while men only account for 28,05%. This phenomenon can be explained through the perspective of gender roles in the

social and economic structure of society, where women tend to be more involved in the informal sector, such as vegetable seller. This is due to the flexibility of time offered by this sector, which allows women to continue to carry out their domestic roles, such as taking care of their families. In addition, seller activities in the market generally do not require large capital or high skills, making it a rational alternative for many women in their efforts to support their families' economies. These sociocultural and economic factors significantly contribute to the high level of women's participation in vegetable seller Micro, Small, and Medium Enterprises compared to men. The percentage of vegetable seller (MSME) based on business scale in the Manonda Market in Palu City is presented in Table 3.

Table 3. Number of Vegetable-Selling MSME Based on Business Scale at Manonda Inpres Market, Palu City, 2024

No	Business Scale	Number (People)	Percentage (%)
1.	<b>Micro</b>	<b>258</b>	<b>82,43</b>
2.	Small	50	15,97
3.	Medium	5	1,60
<b>Total</b>		<b>313</b>	<b>100,00</b>

Source: Manonda Inpres Market Office, Palu City, 2025.

Table 3 shows that women's dominance in the micro-business category at the Manonda Inpres Market in Palu City is influenced by various structural factors that encourage their participation in the economic sector. Micro businesses with annual turnover of up to IDR 200.000.000 and assets below IDR 50.000.000/month are relatively easy to run because they require little capital, making them more affordable for women who often have limited access to formal financing. In addition, the flexibility of time that micro businesses offer allows women to balance their dual roles as housewives and economic

actors. Local social and cultural norms that support small-scale seller activities also strengthen women's position in this sector. The data in Table 3 shows that 82,43% of business actors are in the micro category, while small and medium businesses only account for 15,97% and 1,60%, respectively.

In a socio-economic context where families still depend on husbands' income from the informal sector, with an average income IDR 1.213.158/month, the role of women as vegetable sellers becomes very important. This shows that vegetable seller is not just an additional activity, but the main source of household income. Based on these findings, the researcher was interested in conducting research on the contribution of female vegetable seller to the family ncome at the Manonda Inpres Market in Palu City. This study aims to analyze the contribution of female vegetable seller to the family income and analyze the influence of capital, seller location, length of business, and time spent working on the income of female vegetable seller at the Manonda Inpres Market in Palu City.

## RESEARCH METHODS

The researcher determined the research location by applying the purposive sampling technique, which is a method of deliberately selecting locations based on certain considerations relevant to the research objectives. The location chosen was the Manonda Inpres Market in Palu City, which is the largest market in the area. This location was chosen based on the consideration that the market has representative characteristics and economic activities to support the research objectives. The research was conducted over a period of three months, from July to September 2025.

Sampling was conducted using simple random sampling techniques with a margin of error of 15% and using the Slovin formula. Thus, the number of respondents selected

was 38 samples from a population of 258 respondents.

The data used in this study are primary and secondary data. Primary data were obtained from direct interviews with respondents using questions that had been prepared in advance, while secondary data were obtained from various literature, previous studies, and agencies related to this study.

Moreover, the analysis method used in this study is income analysis to determine family income by adding up all income consisting of the husband's income, the female vegetable seller's income, and the income of other family members. Income can be formulated as follows:

$$\pi = TR - TC$$

Explanation:

- $\pi$  = Income of female vegetable sellers (IDR)
- TR = Total income of female vegetable sellers (IDR)
- TC = Total expenses of female vegetable sellers (IDR)

To analyze the contribution of female vegetable sellers' income, several stages are carried out as follows (Suharto 2018):

1. To calculate family income = Husband's income + Children's income + Wife's income.
2. The contribution of female vegetable sellers' income to the family income is based on percentage.

$$\text{Income Contribution} = \frac{TPW}{TPK} \times 100\%$$

Explanation:

- TPW = Total income of women
- TPK = Total family income

To determine the size of women's income contribution to total family income.

1. If the income contribution of female vegetable sellers is <50% of total family income, then the contribution is small, whereas.
2. If the contribution of female vegetable sellers' income is >50% of total family income, then the contribution is large.

To determine the factors that influence the income of female vegetable sellers at Manonda Inpres Market in Palu City using a multiple linear regression analysis model. Regression analysis is a study of the dependence of a dependent variable on one or more independent variables, with the aims of estimating and/or predicting the population mean or average value of the dependent variable based on the known values of the independent variables. The analysis used in this study is multiple regression analysis with the following formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + e$$

Explanation:

Y Income of female vegetable sellers

a = Constant

$\beta_1, \beta_2, \beta_3$  and  $\beta_4$  = Regression coefficient

$X_1$  = capital

$X_2$  = seller location

$X_3$  = business duration

$X_4$  = working hours

e = Error term

## RESULTS AND DISCUSSION

### Geographical Location of Manonda Inpres Market.

Manonda Inpres Market is a daily market located in Kamonji Village, West Palu District, Palu City, Central Sulawesi Province. Geographically, this market has a very strategic location with an area of 49,886 m<sup>2</sup>, which includes kiosks, stalls,

open-air stalls, shop houses, and a parking lot. The boundaries of the Manonda Presidential Decree Market are as follows: to the north, it borders a densely populated residential area and a local road network leading to the city center; to the south, it borders a connecting road to South Palu District; to the west, it borders the Gawalise Mountains; and to the east, it borders Palu Bay. With its proximity to the center of Palu City and easy access via the main road network using land transportation or public transportation, Pasar Inpres Manonda has strategic potential as a center of economic and trade activities for the community in the Palu City area.

### Income Analysis

Income Analysis is the difference between total revenue and production cost calculated from sales activities carried out during a month. Generally, the income of female vegetable seller comes from horticultural vegetables and spices collected in this study. The income analysis is intended to determine the amount of income earned by female vegetable seller at the Manonda Inpres Market in Palu City during one month.

### Fixed Cost

Fixed cost are cost that do not change due to the large or small amount of vegetable sales. The fixed cost incurred by female vegetable sellers include rental cost, equipment depreciation cost, electricity cost, and fixed labor cost. The average fixed cost incurred by respondents can be seen in Table 4.

Table 4. Average Fixed Cost Expenditure of Female Vegetable Seller at the Inpres Manonda Market in Palu City in August 2025

No	Description	Fixed Cost (IDR)
1.	Rental Fee	768.421
2.	Equipment Depreciation	8.763
3.	Electricity	203.947
4.	Permanent Workforce	486.842
<b>Total</b>		<b>1.467.974</b>

Source: Primary Data After Processing 2025.

Table 4 shows that the average fixed cost incurred by respondents in August 2025 amounted to IDR 1.467.974/month, consisting of rental cost, equipment depreciation cost, electricity cost, and fixed labor cost. These fixed cost are not affected by sales volume, therefore vegetable sellers must be able to manage their finances well to ensure the sustainability and growth of their business.

### Variable Cost

Variable cost are cost that vary according to the amount of production. The variable cost incurred by female vegetable sellers in this study includes capital for purchasing vegetables, plastic bag cost, rubber cost, and temporary labor cost. Data on variable cost incurred by respondents can be seen in Table 5.

Table 5 shows that the average variable cost incurred by respondents in August 2025 amounted to IDR 16.039.355/month, consisting of capital for purchasing several types of vegetables, the cost of plastic bags used according to product volume requirements, the cost of purchasing rubber, and the cost of wages for temporary workers whose working hours had been determined. These variable cost can be influenced by the number of products sold.

Table 5. Average Variable Cost Expenditure of Female Vegetable Seller at Manonda Inpres Market, Palu City, in August 2025.

No	Description	Variable Cost (IDR)
1.	Capital for Purchasing Vegetables	15.685.592
2.	Plastic Bag	236.263
3.	Rubber	9.065
4.	Temporary Workers	107.895
<b>Total</b>		<b>16.039.355</b>

Source: Primary Data After Processing 2025.

### Total Cost

Total cost singular the sum of all cost incurred during the production process, both fixed and variable cost. by female vegetable seller at Manonda Inpres Market in Palu City for one month. According to Mulyadi (2010), cost are expenditures or sacrifices made to obtain goods or services that will be useful in the future. The average total cost incurred up to IDR 17.507,329/month.

### Revenue

Revenue is the product of the quantity produced multiplied by the selling price obtained by the seller. This revenue is still gross income that has not been reduced by total cost, so it cannot yet be considered net income or profit. Data on the respondents' vegetable sales volumes can be seen in Table 6.

Table 6 shows data on the number of vegetables sold, totaling 60.465 Kg, by respondents in August 2025. The best-selling vegetables were tomatoes, cucumbers, curly peppers, kale, spinach, and eggplant. The high sales of these vegetables were due to their lower prices, well-known flavors, and ease of preparation compared to other vegetables.

Sellers choose to sell these types of vegetables based on several considerations. The main considerations are the low price when purchased from suppliers, consistently high demand from buyers, and the uncomplicated

processing. With this combination, sellers can sell quickly and keep their businesses profitable. Based on the data and explanation

above, the average income earned by respondents at the Manonda Inpres Market in Palu City is IDR 21.968.026/month.

Table 6. Vegetable Sales by Female Vegetable Merchants at the Inpres Manonda Market in Palu City in August 2025

No	Type of Vegetable	Quantity (Kg)	Price (IDR)	Revenue (IDR)
1.	Tomatoes	17.480	9.030	157.840.000
2.	Bird's Eye Chili	3.610	39.989	144.360.000
3.	Curly Chili Peppers	5.070	26.002	131.830.000
4.	Mustard Greens	3.335	20.331	67.805.000
5.	Eggplant	4.005	1.886	7.555.000
6.	Cucumber	6.970	2.096	14.610.000
7.	Cauliflower	2.125	13.546	28.785.000
8.	Water spinach	4.615	2.009	9.270.000
9.	Long beans	3.625	2.549	9.240.000
10.	Spinach	4.510	2.000	9.020.000
11.	Red onion	2.595	59.345	15.000.000
12.	Garlic	2.525	39.790	100.470.000
<b>Total</b>		<b>60.465</b>	<b>218.573</b>	<b>834.785,000</b>

Source: Primary Data After Processing, 2025

### Total Family Income

Total Family Income is the total income earned from the overall income received by female vegetable sellers and their husbands' income, as well as other

income from family members who have monthly income. Data on the average income of vegetable seller families at Manonda Market can be seen in Table 7.

Table 7. Analysis of the Average Total Income of Female Vegetable Seller at the Manonda Inpres Market in Palu City in August 2025

No	Description	Average (IDR)
<b>I</b>	<b>Cost</b>	
	1. Total Fixed Cost	1.467.974
	2. Total Variable Cost	16.039.355
	<b>Total Cost</b>	<b>17.507.329</b>
<b>II</b>	<b>Total Revenue</b>	<b>21.968.026</b>
<b>III</b>	<b>Family Income</b>	
	1. Wife's Income	4.460.697
	2. Husband's Income	1.213.158
	3. Other Income	407.895
	<b>Total Income</b>	<b>6.081.750</b>

Source: Primary Data After Processing, 2025

Table 7 shows the average income of families where the wife works as a vegetable seller to be IDR 6.081.750/month. Of this amount, the largest contribution comes from

the wife as a vegetable seller, which is IDR 4.460.697/month (73%). Meanwhile, the husband's income contributes around IDR 1.213.158/month (20%), and other additional



income, mainly from children who work as employees, is IDR 407.895/month. However, financial assistance from other family members (such as children) is very small, with only about 10 respondents whose families provide assistance.

The role of women in family income can be seen from how much they contribute to their families to help meet daily needs. The contribution of income from vegetable seller can be seen in Table 8.

Table 8. Contribution of Women's Income Vegetable Seller at Manonda Inpres Market, Palu City, in August 2025

No	Description	Average (IDR)
1.	Wife's Income	4.460.697
2.	Total Income Family	6.081.750
<b>Contribution (%)</b>		<b>70,27%</b>

Source: Primary Data After Processing 2025.

Table 8 shows that female vegetable seller contribute 70,27% to the family income at Manonda Inpres Market in Palu City, which is a significant contribution to the family. This contribution makes the female vegetable seller business a major source of income that can help cover daily needs and finance children's education, as well as help reduce financial tensions that can cause conflict within the family.

These findings are in line with the results of research by Martiah et al. (2022),

which also confirms the significant role of female vegetable sellers in supporting the family economy. In that study, the income of female vegetable sellers at Tanjung Karang Central Market in Bandar Lampung ranged from IDR 200,000/week to IDR 400,000/week, with 70% falling into the high-income category. Meanwhile, the income of husbands who work as farm laborers was in the same range, but the majority (60%) were in the low-income category. This condition shows that the income of female vegetable sellers is actually the main pillar of the household economy.

### Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to determine whether there is an influence between several independent variables (capital, seller location, length of business, and time spent working) and the dependent variable (income of female vegetable seller). Before testing the hypothesis to measure the significance of this influence, it must first be ensured that the model formed has a linear relationship and meets the classical assumptions of regression. Based on the results of data processing using the SPSS 22 statistical program presented in Table 9, the characteristics of the regression model obtained can be identified. Furthermore, testing linearity and other basic assumptions is absolutely necessary to validate the feasibility of the model before drawing inferential conclusions.

Table 9. Multiple Linear Regression Test Data Results

Dependent Variable (Y)	Independent Variable (X)	Regression Coefficient	t <sub>calculate</sub>	Sig	Description
	Constant	5,098			Significant
Income of Female Vegetable Sellers	Capital	0,419	5,690	0,000	Significant
	seller Location	0,015	2,123	0,041	Significant
	Business Duration	0,035	2,446	0,020	Significant
	Working Hours	0,304	6,697	0,000	Significant
R Square		0,967			
Adjusted R Square		0,963			
F <sub>calculate</sub>		242,324	0,000		
F <sub>table</sub>		2,66	0,05		
t <sub>table</sub>		1,68595	0,05		
N		38			

Source: Primary Data After Processing 2025.

Based on the results of multiple linear regression tests presented in Table 9 the following regression equation was obtained

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

$$Y = 5,098 + 0,419(X_1) + 0,015(X_2) + 0,035(X_3) + 0,304(X_4) + e$$

The coefficients of the multiple linear regression equation above can be explained as follow:

1. The constant value (a) of 5,098 indicates that if all independent variables (capital, seller location, length of business, and time spent working) are zero, then the income of female vegetable seller (Y) is IDR 5,098/day.
2. The regression coefficient value for the capital variable (X<sub>1</sub>) is 0,419 with a significance value of 0,000 < 0,05, indicating that capital has a positive and significant effect on income. This means that every additional Rp.1 of business capital will increase the income of female vegetable seller by IDR 0,419/day.
3. The regression coefficient value for the seller location variable (X<sub>2</sub>) is 0,015 with a significance of 0,041 < 0,05, indicating that the seller location has a positive and significant effect on income. This means that every 1-point increase in the seller

location score will increase income by IDR 0,015/day.

4. The regression coefficient value for the length of business (X<sub>3</sub>) variable is 0,035 with a significance of 0,020 < 0,05, indicating that the length of business has a positive and significant effect on income. This means that every additional year of seller experience will increase income by IDR 0,035/day.
5. The regression coefficient for the variable of working hours (X<sub>4</sub>) is 0,304 with a significance value of 0,000 < 0,05, indicating that working hours have a positive and significant effect on income. This means that every additional hour of work per day will increase income by IDR 0,304/day.

#### The Coefficient of Determination (R<sup>2</sup>)

The Coefficient of Determination (R<sup>2</sup>) is a measure that shows how well the regression model explains the variation in the dependent variable. The R<sup>2</sup> value ranges from 0 to 1, where the higher the value, the better the model's ability to predict the dependent variable. In other words, the R<sup>2</sup> value is used to determine how much influence the independent variable has on the dependent variable in a study.

Based on the results of the coefficient of determination test presented in Table 9, an R

Square ( $R^2$ ) value of 0,967 or 96,7% was obtained. This value indicates that the independent variables consisting of capital ( $X_1$ ), seller location ( $X_2$ ), length of business ( $X_3$ ), and time spent working ( $X_4$ ) are able to explain 96,7% of the variation in the income of female vegetable seller at Manonda Inpres Market, while the remaining 3,3% is influenced by other factors outside the scope of this study. Thus, it can be concluded that these four variables have a very large contribution to the income level of female vegetable seller based on the results of surveys and interviews through questionnaires.

### **The F-test**

The F-test is a method used to determine whether all independent variables in a regression model have a combined effect on the dependent variable. In this study, the independent variables are capital ( $X_1$ ), seller location ( $X_2$ ), length of business ( $X_3$ ), and time spent working ( $X_4$ ), while the dependent variable is the income of female vegetable seller ( $Y$ ) at Manonda Inpres Market.

Based on Table 9 regarding the results of simultaneous regression analysis (F test), the conclusions can be explained as follows:

1. Based on the results of simultaneous regression analysis (F test), the Fcount value obtained is 242,324. With four independent variables,  $df1 = k = 4$  and  $df2 = n - k - 1 = 38 - 4 - 1 = 33$ . At a significance level of  $\alpha = 0.05$ , the Ftable value is 2.66. Because  $F_{calculate} > F_{table}$  ( $242,324 > 2,66$ ), it can be concluded that the variables of capital, seller location, length of business, and time spent working simultaneously have a significant effect on the income of female vegetable seller at Manonda Inpres Market.
2. Based on the significance value, the Sig. value is  $0,000 < 0,05$ , which reinforces the conclusion that all independent variables together have a significant effect on income.

Thus, the regression model used can be declared feasible and valid, and shows a strong relationship between the independent variables and the dependent variable in this study.

### **The t-test**

The t-test is a method used to test the partial effect of each independent variable, including capital ( $X_1$ ), seller location ( $X_2$ ), length of business ( $X_3$ ), and time spent working ( $X_4$ ), on the dependent variable, namely the income of female vegetable seller ( $Y$ ). This test aims to determine the significance of each independent variable individually in influencing income levels.

Based on the results of the partial test, it can be concluded that of the four independent variables studied, all variables of capital, seller location, length of business, and time spent have a significant effect on the income of female vegetable seller, because each has a significance value  $< 0,05$ .

### **The Effect of Capital on the Income of Female Vegetable Seller**

The Effect of Capital on the Income of Female Vegetable Seller the results of the analysis show that the capital variable ( $X_1$ ) has a significant effect on the income of female vegetable seller ( $Y$ ). The  $t_{calculate}$  of 5,690 is greater than the  $t_{table}$  of 1,68595 with a significance level of  $0,000 < 0,05$ . This means that business capital has a real contribution in increasing the income of seller.

This finding is in line with Hidayati's (2020), which confirms that business capital has a positive and significant effect on the income of traditional market seller. Adequate capital enables seller to maintain continuity of supply, anticipate price fluctuations, and increase competitiveness compared to other seller.

### **The Effect of Seller Location on the Income of Female Vegetable Seller**

The Effect of Seller Location on the Income of Female Vegetable Seller the results of the analysis show that the seller location variable ( $X_2$ ) has a significant effect on the income of female vegetable seller. This can be seen from the  $t_{\text{calculate}}$  of 2,123, which is greater than the  $t_{\text{table}}$  of 1,68595 with a significance value of  $0,041 < 0,05$ . Thus,  $H_2$  is accepted and it can be concluded that seller location has a real effect on the income of vegetable seller at Manonda Inpres Market.

These findings are in line with research by Putri and Hartono (2019), which found that business location has a significant effect on the income of traditional market seller in Yogyakarta. The results show that choosing the right location can increase business visibility and consumer accessibility, which ultimately has a positive impact on seller' income. A strategic location allows seller to reach more potential customers and facilitates the distribution of goods.

### **The Effect of Business Duration on the Income of Female Vegetable Seller**

The Effect of Business Duration on the Income of Female Vegetable Seller the analysis shows that the business duration variable ( $X_3$ ) has a significant effect on income. The  $t_{\text{calculate}}$  of 2,446 is greater than the  $t_{\text{table}}$  of 1,68595 with a significance value of  $0,020 < 0,05$ . This confirms that the longer seller run their businesses, the greater the opportunity to increase their income.

This finding is in line with Sari's (2021), which found that the length of time a business has been operating has a significant effect on the income of small seller in traditional markets. The longer a business has been operating, the higher the level of consumer trust, and the more extensive the social and economic networks formed by seller.

### **The Effect of Working Hours on the Income of Female Vegetable Seller**

The Effect of Working Hours on the Income of Female Vegetable Seller the analysis shows that the variable of working hours ( $X_4$ ) has a significant effect on the income of female vegetable seller. The  $t_{\text{calculate}}$  of 6,697 is greater than the  $t_{\text{table}}$  of 1,68595, and the significance value of  $0,000 < 0,05$ . This means that the more time seller devote to work, the greater their income.

This finding is in line with Ramadhan's (2018), which confirms a positive and significant relationship between working hours and income among informal sector workers. The implication of these results is that the higher the working hours, the greater the potential income that can be earned. However, this increase needs to be balanced with efficient business management to avoid the risk of diminishing returns.

## **CONCLUSION AND SUGGESTIONS**

Based on the results and discussion, it can be concluded that the average income of female vegetable sellers at Manonda Inpres Market in Palu City is IDR 4.460.697/month, which is much higher than their husbands' income of IDR 1.213.158/month and the contribution of other family members of IDR 407.895/month. Thus, the total family income reaches IDR 6.081.750/month, where the contribution of female vegetable seller' income reaches 70,27% of the total family income. This shows that the vegetable seller business is the main source of income for their families. The results of multiple linear regression analysis also seller show that the variables of capital, location, length of business, and time spent working have a positive and significant effect on income, with a coefficient of determination ( $R^2$ ) of 0,967. Among these variables, capital is the most dominant factor with a regression coefficient of 0,419, while

seller location has the lowest influence with a coefficient of 0,015.

Based on the results of the study, it is recommended that female vegetable seller at Manonda Market in Palu City keep accurate, correct, and regular financial records. Neat and systematic record keeping will help in evaluating operational costs, accurately determining income, and facilitating capital management, expenditure control, and business strategy planning. With the implementation of good financial management, it is hoped that business performance will be more effective, efficient, and sustainable, thereby increasing income and economic stability for families in the future.

## REFERENCES

- Anisa Martiah, Heditaumi Ismulyani, Saddam Husein Inonu., (2022). *Kontribusi Pendapatan Wanita Pedagang Sayur Terhadap Pendapatan Keluarga*. Jurnal Pendidikan Dan Konsuling, 4 (3), 2112-2117.
- Firdausa, R, A., Dan Fitri A., (2013). *Pengaruh Modal Awal, Lama Usaha Dan Jam Kerja Terhadap Pendapatan Pedagang Kios Di Pusat Bintaro Demak. Diponegoro*. Journal Of Economics, 2 (1), 1-6.
- Herni., (2019). *Kontribusi Pendapatan Pedagang Sayur Terhadap Pendapatan Rumah Tangga Di Kota Palu*, Agribisnis, Fakultas Pertanian, Universitas Tadulako, 3 (1), 45-60.
- Hidayati, N., (2020). *Pengaruh Modal Usaha Terhadap Pendapatan Pedagang Pasar Tradisional Di Kota Semarang*. Jurnal Ekonomi dan Bisnis, 15 (2), 112-120.
- Mulyadi., (2010). *Akuntansi Biaya*. (Edisi Ke-5) : UPP STIM YKPN. Jakarta.
- Norfahmi, F., Kusnadi, N., Nurmalina, R. Dan Winandi, R., (2017). *Analisis Curahan Kerja Rumah Tangga Dan Dampaknya Terhadap Pendapatan Rumah Tangga*. Jurnal Informatika Pertanian, 26 (1), 13-22.
- Putri, A. R., Dan Hartono, B.,(2019) *Pengaruh Lokasi Dan Strategi Pemasaran Terhadap Pendapatan Pedagang Pasar Tradisional Di Yogyakarta*. Jurnal Ilmu Ekonomi, 8 (1), 45-56.
- Ramadhan, F., (2018). *Pengaruh Curahan Waktu Kerja Terhadap Pendapatan Pekerja Sektor Informal Di Kota Medan*. Jurnal Ekonomi Pembangunan, 16 (1), 73-82.
- Rosni., (2017). *Analisis Tingkat Kesejahteraan Masyarakat Nelayan Di Desa Dahari Selebar Kecamatan Talawi Kabupaten Batubara*. Jurnal Geografi, 9 (1), 53-66.
- Sari, S., Edy, H., Dan Irma, L., (2014). *Kontribusi Pendapatan Ibu Rumah Tangga Penjahit Kain Perca Terhadap Pendapatan Total Keluarga*. Fakultas Keguruan Dan Ilmu Pendidikan. Universitas Lampung. Jurnal Penelitian Geografi, 2 (3), 1-10.
- Sari, D. P., (2021). *Pengaruh Lama Usaha Dan Modal Terhadap Pendapatan Pedagang Kecil Di Pasar Tradisional Kota Bandung*. Jurnal Manajemen Dan Kewirausahaan, 10 (2), 88-97.
- Soekartawi., (2022). *Analisis Usahatani*. Universitas Indonesia, Jakarta.

Suharto, E., (2018). *Perempuan Pedagang Pasar: Kontribusi Ekonomi Dan Strategi Bertahan Hidup*. Pustaka Pelajar : Yogyakarta.