

Work Behavior of Female Workers in the Informal Sector in Kupang, East Nusa Tenggara

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ABSTRACT

Background: Work behavior refers to an individual's actions while working, whether or not following procedure. Work behavior following the procedure will prevent accidents. Workers in the informal sector pay less attention to proper work behavior, which may lead to accidents in the workplace. The theory planned behavior (TPB) maintains that three core components, namely attitude, subjective norm, and perceived behavioral control, together shape an individual's behavioral intention. In turn, behavioral intention determines human behavior. This study aimed to analyze factors that influence work behavior in female workers in the informal sector, using TPB.

Subjects and Method: This was a cross-sectional study conducted in Kupang, East Nusa Tenggara, from April to July 2019. A sample of 548 female workers in the informal sector was selected at random. The dependent variable was work behavior. The independent variables were subjective norm, perceived behavior control, and attitude toward behavior. The data were collected through interview using questionnaire. Bivariate analysis was performed by simple linear regression.

Results: Proper work behavior increased with strong intention ($b = 1.03$; 95% CI= 5.20 to 7.26; $p < 0.001$), positive attitude ($b = 0.54$; 95% CI= 6.30 to 7.40; $p < 0.001$), favorable subjective norm ($b = 1.11$; 95% CI= 5.68 to 7.90; $p < 0.001$), and strong perceived behavior control ($b = 1.17$; 95% CI= 5.75 to 8.09; $p < 0.001$).

Conclusion: Proper work behavior increases with strong intention, positive attitude, favorable subjective norm, and strong perceived behavior control.

Keywords: attitude, subjective norm, perceived behavioral control, intention, work behavior, female workers.

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BACKGROUND

The informal sector in Indonesia includes a variety of jobs, ranging from home industries, housemaids, construction workers, rickshaw drivers, agriculture and day laborers. The number of informal sectors workers in NTT in 2017 was 25% of the

total workforce or 34,250 workers (Central Bureau of Statistics, 2017). The type of employment in the informal sector in Kupang City is a home industry with various types of sales ranging from cakes to ready-to-eat food, housemaid jobs, shop

assistants, farm laborers, construction workers, and various other jobs.

The informal sector has many limitations, both from the work factor and from the worker factor. In terms of work factors, informal sector workers are often exposed to potential hazards due to a bad working environment, irregular working hours, too heavy a workload, not covered by regulations, and not getting adequate occupational health services. Meanwhile, from the worker factor, low awareness and knowledge about hazards in the workplace and safe working conditions make them more at risk of work accidents (Ramdan, 2012).

A work accident is an unwanted event that results in injury to humans and damage to property (Ramli, 2010). The number of work accidents in Indonesia is still high. Work accidents nationally from 2015 to 2017 reached 334.794 cases (BPJS Employment RI, 2017). Meanwhile in NTT Province there was an increase in work accident cases in 2017 which increased by 4 times compared to the previous year. In 2018 it decreased to 71 cases (BPJS Employment of NTT Province, 2019). In addition, work accident data on workers registered as members of BPJS Ketenagakerjaan, which amounts to around 60% of all formal sector workers (Ramdan, 2012).

Work accident data in the informal sector is still very difficult to obtain, because informal sector workers who receive health protection only reach 1% of the total existing informal sector workers, so if there is a work accident among unprotected workers, there is no record related to this. In addition, if a fatal work accident occurs in the informal sector and is treated at a hospital, the data is recorded by the hospital as a general accident (Ramdan, 2012).

Work accidents are caused by 88% of unsafe actions, 10% are caused by unsafe conditions, and 2% are caused by other fac-

tors that cannot be taken into account (FT UNY K3 Team, 2014). Unsafe acts of workers are influenced by various factors. Putu et al., (2015) explains that unsafe acts of workers are influenced by what workers feel, control behavior and work attitudes (Putu et al., 2015). Other factors that influence unsafe acts are project management, supervision, contractors, individual factors (attitude, perception, experience, age, drug use, competence, ability, psychological condition and competition), workplace conditions, work groups, organization, and community (Bancin, 2017).

Unsafe actions of workers need to be studied using a behavioral model, because these unsafe acts are part of worker behavior. This study uses the theory of planned behavior (TPB). TPB is one theory that explains the factors that influence a person's behavior. Based on the TPB model by Ajzen in Alleyne in 2017, it can be explained that a person's intention to behave safely is influenced by motivational factors such as behavioral attitudes, subjective norms, perceived behavioral control and moral obligations (Harris et al., 2017).

The theory of planned behavior believes that a person's behavior is based on a strong intention (Zakarija, 2010). Achmat (2010), explains that the first variable in the theory of planned behavior which is assumed to affect intention is attitude. Attitude is defined as a person's feelings that support or take sides (favorable) and feelings do not support (unfavorable) in a behavior. The second variable which is assumed to influence one's intention is subjective norm. Subjective norms are influences from other parties such as family, co-workers, friends and so on that may have an impact on one's decision making based on how the environment views the behavior. The next variable that is assumed to influence one's intentions is

perceived behavioral control. Perceived behavioral control refers to a person's perception of the difficulty of the resources and opportunities needed to realize certain behaviors (Zakarija, 2010).

This study focuses on the unsafe actions of women workers in the informal sector, especially those engaged in the employment of housemaids and maids in restaurants who in their work have almost the same risks and work hazards. In addition, these two types of work have a work environment that is not much different and uses work equipment that tends to be the same. This study will also look at the triggers of a worker working unsafely, so that preventive measures can be identified so that workers do not experience work accidents that will cause harm to themselves and others around the worker.

The formulation of the problem in this study is whether there is an influence of subjective norms, perceived behavioral control, work attitudes, and to behave on the work behavior of women in the informal sector in Kupang City? Research hypothesis: there is an influence of subjective norms, perceived behavioral control, work attitude, and intention to behave on the work behavior of women in the informal sector in Kupang City. This study aims to analyze the factors that influence the work behavior of women workers in the informal sector in Kupang City

SUBJECTS AND METHOD

1. Study Design

This cross-sectional study was conducted in Kupang, East Nusa Tenggara from April to June 2019.

2. Population and Sample

The population in this study were women workers in the informal sector, amounting to 548 workers. The sampling technique used to select workers is a random techni-

que. A total of 140 women workers in the informal sector were selected for this study.

3. Study Variables

The dependent variable is work behavior. The independent variables are subjective norms, behavioral control and work attitudes.

4. Operational Definition of Variables

Work behavior is an individual's response or reaction that arises in the form of an act or attitude as well as a person's perception of his work, the working conditions experienced in the work environment and the management's treatment of the employees themselves.

Subjective norms are workers' responses to the actions of co-workers that affect workers in carrying out their activities.

Behavioral control is something that workers feel related to the physical environment of the work location that can affect the performance of workers.

Work attitude is an unseen reaction or response from workers to safety behavior at work.

5. Instruments

The data in this study is in the form of primary and secondary data. Primary data was obtained by using a questionnaire filled out by the research subjects. Secondary data is the number of women workers in the informal sector in Kupang, East Nusa Tenggara. The instrument used in this study is a questionnaire.

6. Data Analysis

Univariate analysis was carried out to see descriptive statistics of the research variables, and bivariate analysis used simple linear regression to analyze the factors that influence the behavior of women workers in the informal sector, using TPB.

7. Research Ethics

This research has been approved and is in accordance with the code of ethics of the Faculty of Public Health, Nusa Cendana

University with the Ethical Approval Number: 2019220-KEPK Year 2019 as the basis for research ethics.

RESULTS

1. Univariate Analysis

Univariate analysis included in work behavior, namely subjective norms, Perceived

Table 1. Univariate analysis (continuous data)

Variable	n	Min.	Max.	Mean	SD
Subjective Norms	140	15	28	22.46	3.14
Perceived Behavioral Control	140	11	28	21.11	2.75
Attitude	140	33	70	53.19	6.21
Intention To Behave	140	20	28	38.86	4.23

2. Bivariate Analysis

The results of univariate analysis can be seen on table 2. Table 2 shows that intention (b= 1.03; 95% CI= 5.20 to 7.26; p<0.001), attitude (b= 0.54; 95% CI= 6.30

Table 2. Simple linear regression test results

Independent Variables	b	95% CI		p
		Lower Limit	Upper Limit	
Intention	1.03	5.20	7.26	<0.001
Attitude	0.54	6.30	7.40	<0.001
Subjective norm	1.11	5.68	7.90	<0.001
Perceived Behavioral Control	1.17	5.75	8.09	<0.001

Behavioral Control, attitudes, intentions to behave.

Table 1 shows the average subjective norms (22.46; SD = 3.14), Perceived Behavioral Control (Mean= 21.11; SD= 2.75), attitudes (Mean= 53.19; SD= 6.21), and intentions to behave (Mean= 38.86; SD= 4.23).

to 7.40; p<0.001), subjective norm m (b= 1.11; 95% CI= 5.68 to 7.90; p<0.001), and Perceived Behavioral Control (b= 1.17; 95% CI= 5.75 to 8.09; p<0.001) had a significant effect on work behavior.

DISCUSSION

The Influence of Subjective Norms on Work Behavior

Subjective norms are individual perceptions of perceived social pressure to perform or not to perform a behavior (Ajzen, 2010). Subjective norms are influenced by beliefs and motivations in which other people are involved (Suprapti, 2010).

The results showed that subjective norms have an influence on work behavior in women workers in the informal sector in Kupang City. The results of this study are in accordance with the research of Prakoso et al, 2018, finding that subjective norms simultaneously significantly influence the intention to behave. The more subjective

norms increase, the more workers' intentions to behave. People intend to perform a behavior when they consider a positive action and believe that others important to them think they should do it. Subjective norms are also assumed to be a function of a belief, namely a person's belief in another person or a group of other people who perceive that he or she must perform (or not perform) a behavioral action (Prakoso and Fatah, 2018).

Subjective norms in this study were seen from social support from the surrounding environment so that they behaved safely at work. One form of social support in question is the opinion of coworkers to always work in accordance

with the work rules given by the boss (business owner), maintain cleanliness and tidiness of the workplace, always obey the rules set by the boss (business owner) boss (business owner), always reminded to work with safe behavior such as turning off the stove when going to lower the food, using sharp objects with care and family support who always reminded to work well and according to the rules.

In general, a person will perform a certain behavior that is believed to give a positive result (a favorable attitude), compared to a behavior that is believed to have a negative result (an unfavorable attitude). Based on the theory, subjective norm is a person's perception or view of the beliefs of others that will affect the intention to do or not to perform the behavior under consideration (Jogiyanto, 2007). An individual will perform a certain behavior if his behavior can be supported by the surrounding environment in his life.

Ajzen (2010) defines attitude as the amount of affection (feeling) that a person feels to accept or reject an object or behavior and is measured by placing the individual on a two-pole evaluative scale, for example good or bad, agree or reject, and so on (Ajzen). , 2010). In addition to subjective norms and attitudes on behavior, in Theory of Planned Behavior there is a perception of behavioral control which is how a person understands that the behavior he will show is the result of control carried out by himself. These three concepts can make a predictor in carrying out a behavior based on the consequences that have been considered and evaluated previously (Sweeney and Trongmateerut, 2012). Based on this concept, it is concluded that subjective norms, attitudes towards behavior, and perceptions of behavioral control simultaneously affect work behavior.

The results of this study are in line with Suryono's research (2016) finding that subjective norms have a positive effect on the attitudes and intentions of civil servants to report fraud (Suryono and Erwan, 2016). Attitudes to behavior that are considered positive will later be chosen to behave in their lives.

The Effect of Perceived Behavioral Control on Work Behavior

Perceived behavioral control describes the feeling of an individual's ability to perform a behavior. Perceived behavioral control refers to the perceived ease or difficulty in carrying out the behavior and a number of controls to achieve the goal of the behavior (Teo, 2010).

The results showed that perceived behavioral control had an influence on unsafe behavior in women workers in the informal sector of Kupang City. The results of this study are in accordance with the theory proposed by Ajzen (2010) that perceived behavioral control can affect a person's behavior. The lower a person's perceived behavioral control, the higher one's intention to behave (Ajzen, 2010).

Perceived behavioral control refers to a person's perception of the difficulty of carrying out the desired behavior related to the belief that the resources and opportunities needed to realize certain behaviors will be available by reflecting past experiences and anticipation of obstacles and obstacles. (Ajzen, 1991) explains that a person's behavior is not only controlled by himself, but also requires control. Perceived behavioral control has two aspects, namely how much a person has control over the behavior and how a person feels confident about the ability to perform or not perform the behavior.

The factors used to see the perceived workforce in this study are the support of infrastructure and policies that regulate

such as working according to the rules, doing work not under pressure from the boss (business owner), never having problems with co-workers, and being satisfied with the income they get. there is.

This study is in line with research (Putu et al., 2015) which found that there was a relationship between perceived Behavioral Control by workers and workers' intention to comply with safety programs with a significant value ($p < 0.001$).

Influence of Attitude on Work Behavior

According to the theory of planned behavior Theory of Planned Behavior (PPB) attitudes toward behavior are formed from a person's collection of beliefs (belief) about a behavior. Based on the Theory of Planned Behavior, someone who believes that displaying certain behaviors will lead to positive results will have a favorable attitude towards behavior, while people who believe that displaying certain behaviors will lead to negative results will have an unfavorable attitude (Ajzen). , 2010).

The results of statistical data analysis showed that there was a positive and significant influence between worker attitudes and unsafe behavior on female workers in the informal sector of Kupang. The results of this study indicate that the hypothesis is accepted and it is proven that the attitude of workers has a positive and significant effect on unsafe behavior. Assessment of the attitude of the workforce is measured by the attitude of the workforce when working in accordance with safety rules such as working in accordance with existing work rules, as well as attitudes about behavioral outcomes such as work accidents that can occur if bad work behavior, carelessness, lack of attention. To reduce work accidents, it is expected to work in accordance with work rules so as to help workers avoid work accidents and a good attitude will make the

risk of work accidents low, because workers have good work attitudes.

Attitudes will manifest in an action depending on certain situations, the experiences of others and their own experiences, as well as the values prevailing in society. Behaving can be taught in several ways such as giving examples, role models, persuading or convincing someone with a cognitive basis, this is regardless of the emotional aspect of one's behavior, set through rules and others. Knowing someone's attitude does not mean that we can predict their behavior with high accuracy. However, attitudes still underlie the forms of behavior that are consistently shown by a person towards social objects in a certain period of time

The results of this study are in line with the theory (Notoatmodjo, 2013), explaining that in the context of attitudes towards behavior, the strongest silent beliefs link behavior to achieving valuable results, both positive and negative. In general, a person will perform a certain behavior that is believed to give a positive result (a favorable attitude), compared to a behavior that is believed to have a negative result (an unfavorable attitude).

The results of this study are in accordance with (Zainal, 2017), finding that there is a meaningful relationship between attitudes and work behavior ($OR = 11.48$; $p < 0.001$) meaning workers with bad attitude have 11.48 times the opportunity to behave unsafely compared to workers with good attitudes The results of the study (Cheng and Shih, 2011), found that attitudes positively affect behavior.

Influence of Intentions on Work Behavior

Behavior change in the workforce is something that is very difficult to change. The behavior of the workforce is influenced by the intention of the workforce itself, becau-

se the intention is a real thought from the reflection of the plan to determine behavior in the workforce (Izdihar, 2012). To change or find out what factors can create safety behavior in the workforce, the theory of planned behavior is used.

The Theory of Planned Behavior states that a person can perform a behavior if he has the intention, because the intention makes a person perform a behavior. The theory of planned behavior has several factors that can influence behavioral changes in a person or workforce, namely attitude, subjective norm, and perceived (Ajzen, 2005). If the behavior of the workforce cannot be changed into safety at work, the number of work accidents in Indonesia will be higher every year.

The results of statistical data analysis show that there is a positive and significant effect between the intention to behave in workers with unsafe behavior in women workers in the informal sector of Kupang City. The results of this study indicate that the hypothesis is accepted and it is proven that the intention to behave in workers has a positive and significant effect on work behavior. Assessment of the intention of the workforce to behave is measured when workers behave safely at work, work according to the rules, maintain cleanliness and neatness of the workplace, work carefully, especially when using sharp objects to avoid work accidents, behave safely when working with burning stove fires, and power tools.

The concept of intention is the desire of a person to perform or not perform a behavior and intention is a direct determinant of behavior. Individuals will act according to their own intentions (Hartono, 2007). In the context of work behavior, this desire can be interpreted as a desire to accept and implement safe behavior when working.

The concept of behavior means the real action taken by the individual because the individual has the intention or desire to perform the behavior and the behavioral intention will determine the real action of the individual himself (Ajzen et al., 1980; Hartono, 2007) states that if intention is believed to be a direct determinant of behavior then it should be strongly correlated with behavior compared to other determinants. Associated with safe behavior at work, individuals will implement or apply it after the individual has the intention to behave safely while working.

Subjective norms have a positive and significant effect on work behavior. This shows that if the subjective norm is increasing or high, it will increase the worker's intention to behave safely at work. Perceived behavioral has a positive and significant effect on work behavior so that the higher the behavior of workers to behave safely in the workplace. Attitude has a positive and significant effect on work behavior. The better and more positive the view of workers' attitudes towards unsafe behavior, the more workers will intend to comply with work behavior procedures such as following the work rules that have been set by the business owner.

Intention to behave has a positive and significant effect on work behavior. Suggestions given by researchers to improve work behavior are the need to provide training for all workers, consistent application of SOPs, evaluation and monitoring of worker behavior.

AUTHOR CONTRIBUTION

Noorce Christiani Berek: Responsible for research, data quality and manuscript, Luh-Putu Ruliati responsible for research instruments and manuscripts, Helga JN Ndun Responsible for data collection; Diana Juni-

ati Nabuasa: Responsible for processing and analyzing data.

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CONFLICT OF INTEREST

There is no conflict of interest in this study.

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