THE EFFECT OF NEEDS FOR PERFORMANCE, AFFILIATION, AND DOMINATION ON THE MOTIVATION OF COASTAL WOMEN BUSINESS IN ACEH PROVINCE

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ABSTRACT

This study aims to analyze the effect of Variables of Performance, Affiliation, and Domination on the motivation of women living in coastal areas doing business in Aceh Province. The population in this study are Coastal Women who do business in Aceh Province by selecting samples using a purposive sampling technique with the criteria Women who do business have fishermen husbands, live on the coast in Aceh Province. The hypothesis is tested using multiple regression tests to determine whether an independent variable influences the motivation of coastal women to see how the overall relationship between Performance, Affiliation, and Domination affects women's motivation to do business in Aceh Province. The results show simultaneously that the effects of the three Performance Variables (X1), Affiliation (X2) and Domination (X3) significantly influence Women's Work Motivation. Based on the regression coefficients Variable Performance (X1), Affiliation (X2) and Domination (X3) partially there is a positive and significant influence on the Motivation of Women's Business Work in Aceh Province.

Keywords: Coastal Women, Performance, Affiliation, Domination, and Women's Business.

JEL Classification: R1, O1, 015

1. INTRODUCTION

The role of women in family life is very important for the continuity of a family, women have the main duties and roles in caring for the family. Although the role of women is different from the husband, where the husband plays a role in earning a living for the family, sometimes women don't hesitate to help their husbands in fulfilling family needs in the form of food and daily necessities for the family. If the husband's income is still considered insufficient, women (mothers) generally carry out activities that can increase family income to meet family needs. There are many ways that mothers do to improve

the family economy, among others, trading, farming, laboring, becoming a tailor, becoming an employee and others.

For most women, economic problems are important reasons and important problems for structuring family integrity. According to Wilson (1993) in a society where the family as the most comprehensive unit experiences economic shortages, it is a strong reason for women to increase their economy by carrying out economic activities and increasing income. This is often urged by the inadequate income of husbands in fulfilling their daily needs.

Empowerment of women is very absolute and urgent to be realized because women who are not independent economically will not be able to play a good role as educators for the new generation, where educated women tend to encourage their children to be educated as well. This will result in a generation that is free from poverty and can even break the longstanding chain of poverty.

The condition of fishing households is one of the real examples of pre-prosperous families in the community. Fishermen households have long been known to be classified as poor, in addition to farmer households, farm laborers and craftsmen (Sayogyo, 1992). The fisherman's wife turned out to have an important role in coping with and overcoming the poverty that she experienced as an effort to improve the welfare of her household. The fishing community is generally only men who go fishing while physically weaker women don't play too much in the sea. Coastal women spend more time on land taking care of homework and managing family finances as a whole. Most economic activities in the coastal area often involve women and make the role of women the ruler of coastal economic activity. So that women who are usually only considered supporters are decisive in managing the family economy. Many coastal women who later carry out business activities, such as businesses making salted fish, becoming rattan craftsmen and processing fish products into crackers, some coastal women open a grocery business. Revenues from efforts made by coastal women will increase family income so that it can provide welfare for the family.

Fisherman households have special characteristics such as the use of common and coastal areas as a factor of production, uncertainty in income, working hours that must follow the surrounding conditions. Erratic catches coupled with poor climatic conditions cause fishermen to sometimes not bring catches, to get around fulfilling family needs the role of women fishermen is needed. Women not only act as housewives but also carry out productive activities to supplement their income. The role of women from low-income households tends to use more time for productive activities compared to the work of women from high-income households (Mulyo and Jamhari 1998).

In the Aceh Province traditional fishermen group, the role of fishermen's wives is demanded to be even greater in seeking other income options to meet household economic needs. The smaller the household income generated by the husband, the greater the role (portion) of the wife in contributing income to meet household needs (Zein, 2000). A study conducted by Anita Woolley and Thomas Malone stated that more women in a job would get better results. The study found that women are better at communicating and are good listeners than men. Also, Woolley and Malone found in their research that women tend to be stronger in inviting others to participate in conversations and better listen. This is an advantage for entrepreneurs who can know the needs of consumers and build effective work teams.

Motivational factors are considered very important in all theoretical models of entrepreneurial performance and it is necessary to identify what drives a woman to start,

organize, manage a business that is challenging for her. Although women's entrepreneurship can help in economic growth, it is still little research that discusses women entrepreneurs, especially about the motivation of women entrepreneurs in their business practices in coastal areas such as in Aceh province. For this reason, a study of the factors that determine the motivation of coastal women in doing business in Aceh province is needed.

2. LITERATURE REVIEW

Motivation is a thing that cannot be seen (invisible) which becomes an impetus for individuals to achieve a goal, which consists of working towards a goal and attitude. (Satriyani, 2015). Some theories related to the motivation of someone to do business can be influenced by two aspects, as stated by Hezberg (1966), the first environmental factors, which reflect the individual work environment relating to wages, personal relationships, and other appreciation. The second factor is job satisfaction, which is related to work performance (Feriyanto and Triana, 2015). Besides, in the study of the anatomy of a sharia-based business, the business motivation factor is one part of the input (Ariyadi, 2018). The input elements also include resources that God has given to individuals given the mandate.

In Permatasari's (2015) study, mentioning Islam does not prohibit women from doing business, as long as it does not violate the rules of Shari'a, also motivation for women doing business can manage time to do business and do flexible housework. The reason is that women are permitted if they experience very forced conditions, their husband's income is not sufficient for household needs and can work according to the nature of women.

Furthermore, research, Purnomo, and Hasanah (2017) showed results in tune with other studies, that the motivation of coastal women has a major influence on increasing economic independence indirectly, by taking the role of doing husband's work and usually done at home when their husbands go home or go to sea. Just like Djunaidah and Nurmalia (2018), the role of coastal women in households contributes 32% to 80% in helping families through business or business. Besides, the business of coastal women is also a concern and determinant of the future of their families. Usually, the business done is a traditional business such as selling, weaving rattan or mats and marinating fish caught by fishermen.

The local wisdom of coastal communities is very dependent on their livelihoods, therefore coastal women are also involved and play a role in the form of local wisdom which is the culture of coastal communities. Like Maslow's theory of needs (1943), people in doing business must be oriented to physiological needs, security, performance, and others as revealed by Jati (2009), in their research using variables of performance, affiliation, autonomy, and dominance to see women's motivation to run the business. Then Djunaidah and Nurmalia (2018), use quantitative analysis to see the contribution of coastal women to their household income.

According to Feriyanto and Triana (2015), motivation can be seen from two types, first intrinsic motivation, which is related to motives that function does not need to be stimulated from the outside or already in each individual, both extrinsic motivation is active motives and functions because of an external stimulator.

Also, Fatimah's research (2015) states that women's decision to do entrepreneurship is influenced by the surrounding environment such as technological

advances, public awareness of regulation and internet use. In the sense that the motivation of women to do business can be influenced by various factors, especially environmental factors or places that become local wisdom as well as social capital demonstrated by the local community. Then local wisdom shows the patterns of coastal women in conducting entrepreneurship that varies according to local culture or tradition.

So, we can interpret local wisdom as habits, rules, and values as a result of cognitive efforts adopted by certain communities that are considered good and wise, which are carried out and obeyed by the community. (Wijayanto, 2015).

Then in the context of local wisdom, women have a dual role besides looking after their families and children. They also have to think about the economic fate of their families, such as widows or single mothers left by low-income husbands, forced to continue living with their children. domestic help, and other business activities. Besides, local wisdom on coastal women has been studied by Azani (2014), Kurniawan (2015), and Maizullaili (2018), who analyzed the contribution of female rattan craftsmen in the Aceh Besar region. But the method used is only a qualitative approach. Whereas Azani (2014) uses multiple regression analysis to see the transformation of women working in the rattan industry. The results of the research conducted show that the contribution of female rattan craftsmen can increase family income.

Experts state that motivation variables can be viewed through a combination of functions of motives, expectations, and incentives reflected in behavior (Feriyanto and Triana, 2015). Therefore this paper tries to analyze how the influence of local wisdom of residents on the motivation of coastal women in conducting entrepreneurship.

The limitation of this research was focused on the business motivation of coastal women in Aceh by using variable needs for achievement, affiliation, and dominance on the motivation of coastal women in doing business. So far what affects and causes a coastal woman to do business, whether because of family encouragement or personal will when doing business. Therefore some of the literature reviews above, the authors enter and re-analyze under the interests of this study.

Thus, the variables used in this study refer to the research of Djunaidah and Nurmalia (2018), and Jati (2009) using variables of performance, affiliation and dominance as independent variables, and work motivation of coastal women as dependent variables. Then analyze how much the contribution of coastal women in terms of income in the welfare of the household.

From the literature review above, the hypothesis proposed and tested in this paper is as follows:

H1: The Need for Performance has a positive and significant effect on the work motivation of coastal women.

H2: Affiliate needs to have a positive and significant effect on the work motivation of coastal women.

H3: Domination Needs have a positive and significant effect on the work the motivation of coastal women.

3. METHODS

Types of research

This study uses a quantitative approach and uses descriptive statistical estimates, on the influence of local wisdom on the business of coastal women in Aceh. the dependent

variable used is the work motivation of coastal women (Y), while the independent variables used, are performance needs (X1), the need for affiliation (X2), the need for dominance (X3). The form of the regression equation can be formulated as follows:

$Y = \beta 0 + \beta 1X1 + \beta 1X2 + \beta 1X3 + e$

Explanation:

Y = Work motivation

X1 = Need for Performance

X2 = Affiliate Needs

X3 = Need for Domination

$\beta 0$ = Constant

$\beta 1$ = Regression Coefficient

e = Error variable

$\beta 1$, $\beta 2$, and $\beta 3$ are regression coefficients for x1, x2, and x3 which indicate the influence of one of the independent variables on the dependent variable, if the other independent variables are constant. To observe the data collected, it will be statistically tested using multiple regression analysis with the help of the SPSS program.

Population and Sample

The study population was all coastal women and communities in the coastal areas of Aceh. The sample selection technique uses a purposive sampling technique with the criteria that women who do business have fisherman husbands, live on the coast in Nagan Raya, Lhokseumawe and Aceh Besar districts. The sampling technique used the convenience sampling method, which is through direct distribution of questionnaires to existing respondents. To get data easily. The locations of the research samples taken were Nagan Raya, Lhokseumawe and Aceh Besar districts. Then the data source in this study, the data sources used are primary data and secondary data. Primary data were obtained from the results of interviews and questionnaires with coastal women and communities in the local area as 90 coastal women were doing business. While secondary data was obtained from the agency of the Central Statistics Agency (BPS), the district community empowerment agency (BPM), and the internet.

Data Analysis Technique

The results of this data processing are used to answer the problems that have been formulated. This analysis is used to show the relationship between the independent variable (X) with the dependent variable (Y). The analysis first uses the validity and reliability test then the hypothesis is tested using multiple regression tests to determine whether an independent variable influences the motivation of coastal women. (Jati, 2009). This test is conducted to see the effect of independent variables on the dependent variable simultaneously. This test is done to compare the level of the sig value with a value of α (5%) at the 5% degree level. The conclusion is to look at the Sig α value (5%). Then a partial test is carried out, this significance test is carried out using statistical tests t. This test is conducted to see the effect of the independent variables on the dependent variable partially with a validity degree of 5%. The conclusion is to look at the sig value compared to the value of α (5%).

4. RESULTS

Analysis

Validity Test

Significance testing is done using r-table. The value of r-table for sample 90 with a significance level of 5% shows the r-table of 0.207. R-table = 0.207 (df = n-2 = 90-2 = 88, α = 5%). If r-count is greater than r-table and the value of r is positive, the question is said to be valid. The following are the results of the validity test.

TABLE 1

Test the Validity of Business Motivation

Variable	Indicator	Corrected Item-Total Correlation (r count)	><	r-table	Result
Performance (XI)	Indicator 1	0.674	>	0.207	Valid
	Indicator 2	0.724	>	0.207	Valid
Affiliation (X2)	Indicator 1	0.580	>	0.207	Valid
	Indicator 2	0.630	>	0.207	Valid
Domination (X3)	Indicator 1	0.729	>	0.207	Valid
	Indicator 2	0.586	>	0.207	Valid

Source: Primary data processed

Based on the validity test shows that the calculated r-value is greater than the r-table value. With these results, the questionnaire used by disciplinary variables, work environment, training, competence, and employee performance is declared valid as a variable measuring instrument.

Reliability Test

Reliability is a measuring instrument for measuring a questionnaire which is an indicator of variables or boarding. A constructed variable is said to be reliable if it gives the Cronbach Alpha value> 0.7. The following are the results of the reliability test:

TABLE 2

Instrument Reliability Test

Variable	Alpha (α)	Result
Performance (X1)	0.7104	Reliable
Affiliation (X2)	0.7108	Reliable
Domination (X3)	0.7507	Reliable

Source: Primary data processed

From the data above, it can be seen that each variable is reliable because it has an alpha value greater than 0.7.

Simultaneous Test

TABLE 3

Simultaneous Test Results

t	Significance	Result
37365073.57	0.0000	Accepted

Source: Primary data processed

The F-test results in Table 3 obtained F-count a = 37365073.57 with a p-value = 0,000 <0.05, so it can be concluded that there is a simultaneous effect of Achievement (X1), Affiliation (X2) and Domination (X3) on Business Work Motivation Significant woman. Partial Test

TABLE 4

Partial Test Results

Variable	T	Significance	Result
Performance (X1)	5819.50	0.000	H1 Accepted
Affiliation (X2)	5809.35	0.000	H2 Accepted
Domination (X3)	6238.89	0.000	H3 Accepted

Source: Primary data processed

Based on the results of the partial test of the effect of Achievement (X1) on Women's Business Work Motivation using the SPSS program obtained t-count of 5819.50 with a p-value of 0.000. The H1 hypothesis that is built on this variable is the Need for Achievement positive and significant effect on changes in stock prices. Because the p-value of 0.000 <0.05 can be concluded H1 is accepted. This shows that there is a positive and significant influence on the effect of Achievement (X1) on the Motivation of Women's Business Work.

The results of the partial test of the effect of Affiliation (X2) on Women's Business Work Motivation using the SPSS program obtained at-count of 5809.35 with a p-value of 0.000. The H2 hypothesis that is built on this variable is Affiliate Needs that have a positive and significant effect on changes in stock prices. Because of the p-value of 0.000 <0.05, H2 can be concluded. This shows that there is a positive and significant influence of Affiliate influence (X2) on the Motivation of Women's Business Work.

The results of partial testing of the influence of Domination (X3) on Women's Business Work Motivation using the SPSS program obtained at-count of 6238.89 with a p-value of 0.000. The H3 hypothesis built on this variable is Domination Needs that have a positive and significant effect on changes in stock prices. Because the p-value of 0.000 <0.05 can be concluded that H3 is accepted. This shows that there is a positive and significant influence of Domination (X3) on the Motivation of Women's Business Work.

5. DISCUSSION

a. Effect of Needs for Achievement on Work Motivation

Based on the results of partial testing of the effect of variable Achievement (X1) on Women's Business Work Motivation using the SPSS program obtained at-count of 5819.50 with a p-value of 0.000. The H1 hypothesis which is built on this variable is Achievement (X1) has a positive and significant effect on Work Motivation. Because the p-value of 0.000 <0.05 can be concluded H1 is accepted. This shows that Achievement (X1) affects Work Motivation. With the increase in Work Achievement followed by increased Work the motivation for coastal women in Aceh province.

The influence of achievement needs can influence work motivation based on the nature of someone who often has high achievement has a strong desire to succeed in work. It takes support to achieve success must always be given, for example through the award

of either monetary or non-monetary, giving opportunities from sponsors for activities that can stimulate female entrepreneurs. This can provide logical consequences for the world of entrepreneurs themselves to be able to provide facilities and infrastructure that can spur female entrepreneurs to improve their performance and achievements. (Laksmi, 2015). Coastal women in Aceh must be properly empowered by providing training programs to open up decent employment and following the conditions of coastal women in Aceh. Products born from the program can be a hope for the sustainability of the family's economic needs in coastal communities. Coastal women who can make their business as a solution to fulfill their family's economic needs must be seen as a real achievement, where such achievements must be given appropriate royalties as motivation for other women, such as those carried out by coastal women in Nagan Raya who use time spare it to take care of the household to dry the fish that are used as salted fish, this, if it is supported by the government, will seriously make other coastal women motivated to do business like this. Of course, recognized achievements will increase motivation for coastal women to do business for the economic progress of coastal areas in Aceh.

 b. Effect of Affiliate Needs on Work Motivation

Based on the results of the partial test of the influence of the Affiliate variable (X2) on the Work Motivation of the Women's Business using the SPSS program obtained t-count of 5809.35 with a p-value of 0.000. The H2 hypothesis built on this variable is Affiliation (X2) has a positive and significant effect on Work Motivation. Because of the p-value of 0.000 <0.05, H2 can be concluded. This shows that Affiliation (X2) affects Work Motivation. With the increase in Affiliation followed by an increase in Work Motivation for coastal women in Aceh province.

Coastal women who have a high need for affiliation prefer to gather with other people. Therefore the need for more entrepreneurial efforts to establish a friendship, create relationships and a warm and friendly environment, a good communication system and pleasant relationships with other people and employees themselves. (Laksmi, 2015). Gathering with neighbors is a habit carried out by coastal women if there is no work they will only talk, even though the time spent can be used for other productive activities that will bring economic benefits to their families. This social capital is very useful if it can be used as a basis for the business of coastal women. Business can be done Together with fishing activities for coastal women in Nagan Raya district, there is a clear practice of affiliation where there is a strong relationship between coastal women who practice fish drying, plus a trusting relationship between the owner of a trusting vessel the catch is given to the women to be dried in the sun and then sold, without being bought in advance by the women. Capital will be returned when the processed results have been sold and made a profit.

Besides that, the motivation of coastal women in improving family welfare is manifested in their roles in the household environment, in the economic field, and society. The role of the family is ranging from washing, sweeping, cooking and cleaning to taking care of their children. This work is not valued by the value of money, but it has a large effect on the achievement of family welfare. They did this activity before carrying out activities outside their homes, even though this activity was carried out together with family members, but the activities still had a high portion (Purnomo & Hasanah, 2017).

 c. Effect of Domination Needs on Work Motivation

Based on the results of partial testing the influence of the variable Domination (X3) on the Work Motivation of Women's Business using the SPSS program obtained at-count of

6238.89 with a p-value of 0.000. The H3 hypothesis built on this variable is Domination (X3) has a positive and significant effect on Work Motivation. Because of the p-value of 0.000 <, 0.05 can be concluded that H3 is accepted. This shows that Domination (X3) affects Work Motivation. With the increase in Affiliation followed by an increase in Work Motivation for coastal women in Aceh province.

Coastal women who have high dominance in their business because of their authority. This has implications for the creation of a situation in carrying out its business which provides opportunities for women to be able to express their leadership style as they feel right and can show the importance of important contributions to the group.

Good dominance certainly remains in their nature as women, namely wives and mothers for their children especially in the field of business will help penetration of the development of business run by women. This is what greatly affects the motivation of women to run and do business, women must be given space to express freely, many activities will be better if done by women compared to men. If women have sufficient capital, they will certainly be managed very carefully because women also have to maintain household needs when they want to do business, family needs must be prioritized if they have to be compared with other needs such as business capital. For the government, it is hoped that there will be capital that can be accessed easily and cheaply so that it is not too burdensome and also not too difficult to access. So that coastal women who run businesses can ensure the sustainability of economic needs for their families.

6. CONCLUSION

Simultaneously the influence of the three Achievement Variables (X1), Affiliation (X2) and Domination (X3) influence the Women's Work Motivation significantly. From the results of the F test obtained F-count = 37365073.57 with a p-value = 0,000 <0.05 so it can be concluded that H1 is accepted, which means there is an effect simultaneously Achievement (X1), Affiliation (X2) and Domination (X3) on Work Motivation Women's Business.

Based on the regression coefficients Variable Achievement (X1), Affiliation (X2) and Domination (X3) partially there is a positive and significant influence on the Motivation of Women's Business Work in Aceh Province. The influence of the needs of achievement on the motivation of women's business work is based on the nature of someone who often has high achievement has a strong desire and motivation to succeed in work so that there is a strong influence. The next variable is the high need for affiliation owned by women, making women prefer to gather with other people. Therefore the need for more entrepreneurial efforts to establish a friendship, create relationships and a warm and friendly environment, a good communication system and pleasant relationships with other people and employees themselves. The third variable is the high dominance of women in their business due to their authority. This has implications for the creation of a situation in carrying out its business which allows women to express their leadership style as they feel right and can show the importance of important contributions to the group so that women who have high dominance will have high motivation in their business.

7. LIMITATIONS

This study has several limits, the first only focusing on the business motivation of Coastal Women in Aceh by using achievement, affiliation, and dominance needs variables, limited to only three variables that are considered to be following the dependent variable, other variables are considered less suitable if they want to see the business in women doing business in coastal areas. Secondly, in the selection of research locations, only in the three districts sampled, namely Nagan Raya District, Aceh Besar District, and Lhokseumawe City, these three districts were considered appropriate if they saw the business of coastal women in Aceh Province, supported by areas directly in coastal areas Aceh Province. The third in this study specifically looks at how business motivation in Coastal women has fisherman husbands and lives in areas close to the coastline. This is to show directly about the business activities carried out by women living in the Coastal Region of Aceh Province. So far what affects and causes a Coastal woman to do business, whether driven by family or personal will when doing business.

8. ACKNOWLEDGMENTS

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APPENDIX

TABLES AND FIGURES

Table 1. Test the Validity of Business Motivation

Variable	Indicator	Corrected Item-Total Correlation (r count)	><	r-table	Result
Performance (XI)	Indicator 1	0.674	>	0.207	Valid
	Indicator 2	0.724	>	0.207	Valid
Affiliation (X2)	Indicator 1	0.580	>	0.207	Valid
	Indicator 2	0.630	>	0.207	Valid
Domination (X3)	Indicator 1	0.729	>	0.207	Valid
	Indicator 2	0.586	>	0.207	Valid

Table 2. Instrument Reliability Test

Variable	Alpha (α)	Result
Performance (X1)	0.7104	Reliable
Affiliation (X2)	0.7108	Reliable
Domination (X3)	0.7507	Reliable

Table 3. Simultaneous Test Results

t	Significance	Result
37365073.57	0.0000	Accepted

SPSS Simultaneous Test Result:

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	796.784	3	265.595	37365073.570	.000b
	Residual	.001	86	.000		
	Total	796.784	89			
a. Dependent Variable: Y						
b. Predictors: (Constant), Dominasi_X3, Afiliasi_X2, Prestasi_X1						

Table 4. Partial Test Results

Variable	T	Significance	Result
Performance (X1)	5819.50	0.000	H1 Accepted
Affiliation (X2)	5809.35	0.000	H2 Accepted
Domination (X3)	6238.89	0.000	H3 Accepted

SPSS Partial Test Result:

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.006	.002		2.538	.013
	Prestasi_X1	.333	.000	.552	5819.500	.000
	Afiliasi_X2	.333	.000	.549	5809.350	.000
	Dominasi_X3	.333	.000	.592	6238.898	.000
a. Dependent Variable: Y						