

Characteristics of Women Entrepreneurs (Study of Vegetable Traders in Bengkayang District, West Kalimantan Province - Indonesia)

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Abstract—This study aims to find the characteristics of women entrepreneurs who have the small-scale business, especially women vegetable traders in traditional markets in Bengkayang sub-district, Bengkayang district, West Kalimantan. This study uses a phenomenological qualitative approach and participants were selected using the purposeful sampling method. Observation and in-depth interview had done for data collection. The findings in this study are the five main characteristics of female vegetable traders who are succeeding as the backbone of their family economy, those are initiatives to utilize the availability of business capital, responsible for unsecured cooperation with suppliers, realistic to sales target, creatively attract buyers, and diligently work to increase income from other small businesses.

Index Terms—Small-scale business, characteristics of women entrepreneurs, women vegetable traders, success.

I. INTRODUCTION

Nowadays, the role of women in the family economy is increasingly developing along with improving their education and skills. Women are not only a supporter of the family economy, but many women have been able to show their abilities as the backbone of the family economy.

Businesswomen can support their families financially from the income earned from their businesses. They are not entirely dependent on their husbands or families to fulfill their needs. They can have the time freedom because they are not bound by formal working time so that they can manage their time for work and do housewife job.

A kind of small business that is not required high skill and huge capital, in the beginning, but gives profit, is selling vegetables. Vegetables mostly needed by people every day. Along with the increasing public awareness of the importance of maintaining health, one of them is by consuming fresh vegetables which are sources of vitamins and fiber that are useful for body health. Therefore, daily vegetable consumption needs make the business of selling vegetables increasingly.

However, because the easiness to start this business, more and more people become vegetable traders. So that, the competition between sellers is increasing as well. Not all

traders can survive, but some can succeed.

This study aims to find the characteristics of women entrepreneurs who run the small-scale business, especially vegetable and daily kitchen necessities traders in the traditional market in Bengkayang sub-district, Bengkayang Regency, West Kalimantan.

The capital of Bengkayang Regency is in Bengkayang sub-district. The Business Center in Bengkayang District is Bengkayang Market, which consists of traditional markets, and shop houses that sell various needs of the people in this area. As it is in the business center, the opportunity to be visited by the buyer from around Bengkayang is high. So, there is an opportunity to sell more and get more profit.

[1] Women tend to engage in businesses that do not require high skills and large capital, using simple and manageable technology. [2] However, with minimal capital and skills and simple technology, women entrepreneurs are proven to be successful. Therefore, researchers feel it is important to examine the characteristics of women vegetable traders in the Bengkayang traditional market specifically because previous studies have shown that successful entrepreneurs have special characteristics. [3] The characteristics of an entrepreneur affect the performance of his business

Researchers chose women vegetable traders in traditional markets as research participants because based on observations in traditional markets, vegetable traders were dominated by women traders, who had the same average merchandise. Researchers suspect that there are special characteristics that need to be possessed to succeed in competing to sell the same merchandise in the same location. Especially when viewed from the geographical location of Bengkayang district which is strategic and even directly borders by land with foreign countries, that is in the north with Sarawak, East Malaysia [4], the potential for business development is still wide open. In addition, Indonesian traders must also be prepared to face the Asian free trade era so that they can become masters in their own country.

II. LITERATURE REVIEW

[5] Studied the characteristics of successful women entrepreneurs in the United States identified six themes, namely (a) support and family relationships, (b) relationships as resources and collaboration, (c) interpersonal relationships and listening abilities, (d) attention to customers, (e) different measures of success, and (f) passion for the business.

In the research of creative entrepreneurs in Malaysia, the characteristics of the need for achievement, locus of control,

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creativity, innovation and taking market opportunities were found to have a significant association with business performance [6].

The factors that influence the success of women entrepreneurs in Malaysia consist of four characteristics; those are the need for achievement, risk taking, self confidence, creative and innovative [7].

Comparative studies on the characteristics of women entrepreneurs in Poland and South Africa conducted in early 2016 show that there are differences in characteristics that are important for entrepreneurs in different countries. For respondents in Poland, the important characteristics are assertiveness, responsibility, diligence, goal driven and creative and innovative. As for respondents in North Africa, the important characteristics are responsibility, courage, time management, honesty and the ability to work with others. From this study both women entrepreneurs in Poland and North Africa state that responsibility is a very important characteristic for them [8].

From various studies, [3], [5], [7], [9]-[15] there are differences in characteristics that are considered important for the success of entrepreneurs in various countries / nations. Understanding and gathering information such as characteristics can help the development of entrepreneurship programs in a country / location. Moreover, knowing the characteristics that are important for entrepreneurs in a country can help in making a business more efficient in the country [8].

III. RESEARCH METHODOLOGY

Research that has been carried out at traditional markets in Bengkayang District, in Bengkayang Regency, West Kalimantan uses a phenomenological approach, which aims to explore the experiences of women entrepreneurs and identify characteristics possessed by women entrepreneurs, especially vegetable traders, especially the special characteristics needed to succeed or success in running their business. Phenomenology focuses on research to describe what is common or common to all participants when they experience a phenomenon [16]. The data were obtained by observing and in-depth interviews with five women vegetable traders who had been in permanent trading for more than five years at the lotus market, a traditional market in Bengkayang District. The selection of participants in a purposeful sampling manner where the selected participants have the experience and information needed to understand the phenomenon being studied [17]. Interviews are conducted in a semi-structured manner so that participants have the freedom to naturally express their thoughts, views and feelings. Open questions will be given so that participants can provide detailed answers to what they want to express and can describe their experiences clearly without any element of engineering [16], [17]. The credibility of the research was maintained, did by member checking (ie asking participants to re-read the results of the study), peer checking (in the form of checking the results of interviews and observations with fellow researchers) and data triangulation (ie checking data through other sources, who are customers and other traders).

IV. RESULTS AND DISCUSSION

Following (Table I) is the data of women vegetable traders participating in the Bengkayang traditional market involved in the research.

TABLE I: PARTICIPANTS DEMOGRAPHIC INFORMATION

Previous Work	Education Level	Entrepreneur Family	Marital Status	Race Ethnicity
Farmer, Trader	Elementary School	Yes	Married	Javanese
Farmer	Elementary School	No	Married	Dayaknese
Trader	Senior High School	Yes	Married	Dayaknese
Farmer	Senior High School	Yes	Married	Dayaknese
Trader	Vocation	Yes	Married	Dayaknese

The backgrounds of the women entrepreneur to become a vegetable trader in the Bengkayang traditional market where the previous business did not provide the expected benefits, there was a desire to run their own business and family economic problems. While the current situations that most influential for vegetable traders in running their business is the ease of obtaining business capital loans from various parties, more competitors and the presence of various other small business opportunities that can be used to increase business income.

Women vegetable traders strive in various ways to successfully run a business that is easily entered by new competitors because to start this business does not require high expertise, initial capital does not have to be large and the daily demand of vegetables so that there will still be income. Therefore, the main characteristic possessed by women vegetable traders in traditional markets are initiative, responsible for cooperation without collateral with suppliers, realistic towards business targets, creative attracting buyers and diligently working by utilizing other small business opportunities to supplement income. These five characteristics will be explained further through thematic analysis below.

A. Initiative to Utilize the Availability of Business Capital

The results of observations and interviews with participants showed that there is the availability of loan funds for small businesses in the community. Various financial institutions such as banks, credit unions, and cooperatives give these kinds of loans. This financial institution provides an opportunity to increase business capital owned by and this opportunity can only be realized because of the willingness of traders to take the initiative to borrow the business capital. This injection of fresh funds will help traders get the opportunity to buy more vegetables to have more opportunities for more profits.

"... all capital from loans, borrow from CU, from cooperatives, from suppliers, we speak first, text, we will pay later." (HW.SY.pt.26-29).

"... I first got a car loan, finally the loan repayment was completed in three years. ... That car is for shopping for vegetables to be sold." (HW.AA.pt.98-100).

"... We are still bound by debt, asking for financial

assistance ..., like we are in debt to CU to cover the shortage of capital, for yesterday's capital I took 5 million, we usually take 3 monthly repayments, 20% interest, pay every day. We too have become members of CU, borrow from small loans ... "(HW.AB.pt.43-45)

B. Responsible for Unsecured Cooperation with Suppliers

The results of interviews with the participants stated that there is an availability of capital from suppliers who were willing to be paid later at the agreed time. The daily payment agreement usually in the afternoon, where suppliers sometimes go directly take it from their customers or traders will pay the bill in the next morning to suppliers. Sometimes, there is an agreement that the payment through bank transfer at the end of the month.

Supplier trust is a matter of concern for traders. They will give the effort to pay on time to keep the supplier trust. They realize that the collaboration provides an opportunity to get benefit from the interest-free business capital so that this will further increase business profits.

"... Now, here is no more capital, we sell it first from suppliers that can be paid later, if we sell it, get money, then we pay. ..., the important thing is that we speak it accordingly, tomorrow's promise tomorrow must be there, so people trust us. If there is a promise tomorrow, there will be no tomorrow, still say tomorrow, tomorrow again, the supplier will be deterred, not wanting to give any more vegetables that can be paid later. (HW.SY.pt.61-64)

"... These vegetables are mostly from Singkawang. I already have suppliers who bring them, suppliers bring them here, we receive bills, we pay, vegetables come, we pay, if we have long subscribed to these suppliers, suppliers send vegetables, we accept here, then we transfer money ... if the supplier comes directly to deliver vegetables, we just pay to the supplier, if the vegetables are sent, then we will transfer the money, the important thing is to trust each other, I have worked with suppliers like that for dozens of years "(HW.AA.pt.12-17).

"... if we are lying, dishonest, if we buy vegetables from suppliers that can be paid later, suppliers come to collect payment, we say there is no money, we are liars, meaning we sell vegetables from suppliers without being paid, it's a lie ... if we are smooth take vegetables from suppliers, pay also smoothly, so selling a lot of vegetables, many also profit even if only a little. One is not sold, the other can cover. I, the supplier has not arrived, I have calculated the bill, I save the payment money, I fold, ready to be paid. (HW.EL.pt.10-15).

C. Realistic About Sales Targets

The presence of new vegetable traders who are increasingly opening stalls outside the market location, especially near residential areas so that they are more accessible to buyers, has caused a decline in the number of vegetable buyers in the traditional market. Respondents said that they chose to be careful in increasing business capital due to the increasing reality of vegetable sellers along with the decline in vegetable purchases that occur at this time.

Vegetable traders try to avoid high losses due to vegetables did not sell and withered so cannot be sold. They think it's better to get a little profit every day than to lose more because

you expect something uncertain. Vegetable traders have been experienced getting most profit selling vegetables especially during religious holidays and traditional regional activities. At that time, they will sell vegetables in a large capacity to fulfill the high demand to get more profit. Therefore, realistic selling targets are characteristics of women vegetable traders in the Bengkayang traditional market.

"... It's easy to get loans only if we are able to pay the installments. I'm afraid I can't, ... I've taken it from the cooperative too. Many people offer loans, because many vegetables are sold. We just reject it. It's as good as we can. The problem is that there are many people out there selling vegetables. In the past ... this morning, I got seven million, plus afternoon sales. Now when it's 6 o'clock there is no one. In the past, a day could be up to 12 million. Now the most crowded is full 3 million. If it is quiet 2 less, 2 less. "(HW.SY.pt.65-73).

"..... I used to shop a lot of vegetables every day for sale, now because it's a little quiet, vegetables are sold a little less, ... I order vegetables if a little vegetables are to be sold, ... It used to be crowded here ... no other people who sell vegetables, just us. (HW.AA.pt.64-66)."

"...So we don't take it too much, ..., according to our ability to sell, ..., we have experience, ... Because now the market is starting to decline, not like before, ... now many sellers, ..., so no more regular customers (HW.AB.pt.52-64)

D. Creatively Attracts Buyers

The results of observations and interviews showed the respondents' attention to the desire of vegetable buyers for low prices, the completeness of vegetables in their stalls, the quality of freshness and vegetable scales, and the friendliness of traders who made the shopping atmosphere enjoyable. Specially to face the situation of increasing competition along with the increasing number of vegetable traders who sell inside and outside the traditional market, women vegetable traders should be creative to win the trade competition.

Women's vegetable traders try to attract buyers who like low prices by offering a variety of price discounts. They will give high discounts to buyers who want to buy wilted vegetables that can still be sold to reduce the risk of loss and various discounted offers to buyers if they buy in larger quantities or give a difference in selling prices as an additional discount.

"... Vegetable freshness lasts two days. We sell cheap if there is a rest of yesterday. ... Selling must be patient, must be a little low from friends, so many buyers. to get the customer, the price must be tilted ... "(HW.SY.pt.93-98)

"...we are looking for customers,... everyone is looking for cheap prices, ... "(HW.AA.pt.70-72)

"...Depending on our service, don't be too expensive. People all want cheap ones, sometimes people shop 109, I give him 105, surely they feel happy, ... surely he thinks, next time he will come here again, ... Parents say: it's better to lose a thousand, don't up to a loss of ten thousand. ... Many sellers, the important thing is the goods run out "(HW.EL.pt.34-61).

The completeness of vegetables in the stall is of interest to the buyer because it will save shopping time so that the buyer does not need to shop around the market to get the desired vegetables and bargain prices with the traders in each stall

visited. Currently, a trader does not have a loyal customer. When a buyer does not find the main vegetable that he is looking for then he will go to another trader. It will be a lost opportunity for a trader to get profit from the buyer who usually buys other things besides the main vegetable.

"...if the merchandise is complete, surely there are many people who will come to buy, if there is nothing in stock, people will be lazy to shop because it is incomplete, that person wants to shop in one shop, ... If our vegetables are complete, we also have groceries, buyers like it, so he doesn't get tired. Whatever is sought is there, automatically he does not go to the other side, ..." (HW.SY.pt.43-47)

"...If the item doesn't sell well, be smart to take care of it so you can sell it tomorrow, ... we take this a little, that's a little, lots of variety, the term is complete, so people who come shopping are happy ... (HW.AA.pt.25-30)

"...Complete vegetables are sought to attract buyers ... If there is capital, complete everything, so we can sell various types of vegetables, so people see lots of vegetables sold. (HW.FK.pt.52-56)

Traders are trying hard to maintain the completeness of the types of vegetables sold by not depend on one supplier. Traders will buy from various suppliers.

"... Tofu takes from Bengkayang, there are Malays, Chinese and Dayaks who make it, for tofu we cannot take only from one supplier, because if Dayaks celebrate Christmas, Chinese and Malay people make it, if Chinese people celebrate Chinese New Year, Dayaks and Malay will be there to make it, if the Malay people celebrate Eid, the Chinese of the Dayak people will make it... (HW.EL.pt.62-64)

".. Sometimes taking from people who come directly to sell, we don't stick to one agent. So, sometimes, the villagers bring it, we buy it, there are also people who offer it, but sometimes the vegetables that are difficult for us to find,... (HW.AB.pt.40-42)

Traders like to arrange vegetables neatly and attractively. Traders manage the layout of these vegetables to build the impression of a stall looks have various types of vegetables to attract buyers to come and to buy anything they need.

"...if all the vegetables sold are already seen, so that person will no longer hesitate to come, from a distance she will see ... oh there is, she will immediately stop by. ... (HW.EL.pt.20-24)

From observations, vegetable traders diligently sprinkle leafy vegetables with water and protect them from direct sunburn so that vegetables remain fresh especially in hot weather. There are also types of vegetables or types of spices that can be soaked in water to be more durable. This effort is carried out by traders to maintain the quality of freshness of vegetables that are of interest to buyers in addition to reducing the risk of vegetable loss to wilt and not sell. The buyer certainly does not want to consume vegetables that are wilted and look damaged. The buyers want fresh vegetables.

"...we want to be patient, want to be diligent, if this vegetable withers, we clean, ..., tidy up, ... to attract attention, vegetables are watered so that they are fresh, but if they are watered too often, vegetables will turn yellow, to water vegetables, do not use rain water, vegetables quickly scuffed, must be fresh water ... (HW.AA.pt.112-115)

From the observations, traders pay attention to buyers'

interest in the number of vegetables purchased when traders weigh vegetables, traders pay close attention to the results of vegetable scales and give buyers more weight. This is done to ensure that buyers do not experience losses, especially if there is a difference in the quality of the scales and the buyer seems happy to get a number of vegetables more than expected even though a little.

"...Old man says... it's ok to give more weight, but not less. This scale is indeed "a livelihood". ... There must be more, the items I weigh. Because sometimes the scale misses, the results can be different between the scales ...I am not afraid of loss, because if I lose it I can't survive up to now, right? ... (HW.EL.pt.67-72)

The familiar atmosphere that flows from the hospitality of traders greeting buyers gives the impression of being comfortable in shopping. A market is a place that not only provides community needs but also becomes a pleasant socializing place. The atmosphere of joking and helping each other among the merchants enliven the hustle and bustle of the market even though sometimes conflicts can still occur between them, but it does not reduce the friendly impression of traders while serving buyers even to unpleasant buyers even though they remain friendly.

"... diligently offer vegetables to people, if there are people who want to buy, he buys, if he doesn't want to buy, it's okay. The most important thing is to diligently offer, open your mouth like that. We are secretly here, who is buying ... This sales person must have a sweet mouth. Must be clever at offering to people. Greet visitors. (HW.FK.pt.48-51)

E. Diligently Work to Increase Income from Other Small Businesses

Based on interviews with respondents, trying to take advantage of free time diligently working, trying to take advantage of other small business opportunities to increase income is one of the characteristics of women vegetable traders. There are various small business opportunities that traders can still run between working hours in the market and at home, for example selling the results of tapping rubber tree sap, the results of raising livestock such as chickens, ducks, dogs that are treated at home, participating in exhibition activities to sell food, additional food sales, trading chilli sauce and homemade foods.

".... tapping sap, more profit tapping sap than we sell vegetables, but it is true that it is profitable only if the day is hot, but if it rains, it is not profitable, can not get sap, if it's hot, definitely get it. but it's a hard job ... I raise chickens, dogs, feed ducks. ... I didn't come to the market early in the morning, because in the morning I made fried food for my daughters to sell to buy the book, the gasoline, so I didn't just hope here. since the beginning, I made sambal, sold in this market. (HW.FK.pt.10-15,37-38)

"... I have a talent for cooking food. During the exhibition there, we once sold, sold food. Sell package rice, bone soup, meatballs, spicy porridge, various drinks, make my own. Like it at that time, only sold five days, got tens of millions. (HW.AA.pt.77-80)

"... the results of the vegetables we buy at groceries, just turn out. The groceries are sold, just see what is used up, buy it, then there will be profit, which is not there, that's what we

buy.”(HW.SY.pt.18-19).

F. Discussion

Women's vegetable traders in the traditional market in Bengkayang sub-district have dual roles, as housewives and also run businesses that are the main source of family income and become the backbone of the family economy. The success of women vegetable traders to be able to survive facing competition between traders who sell similar merchandise in the same place and increasing false competition with vegetable traders outside the market, of course, because it has the characteristics of successful traders.

Characteristics are one of the determinants of the success of an entrepreneur and entrepreneurs must have strong characteristics to be successful in the future [7]. So it is important to know and sharpen these characteristics, to be able to be a learning for business development or to improve the business management of women entrepreneurs [3], [6]. Therefore, the characteristics of women vegetable traders in traditional markets in Bengkayang sub-district located in Bengkayang district which are land borders with Malaysia are interesting to learn, sharpen and develop as learning materials for entrepreneurs to be readier to face Asean Economic Community (AEC).

Women vegetable traders in the Bengkayang traditional market are mostly Dayak women and some are migrants from areas outside Bengkayang. Since long ago, Dayak women themselves have been accustomed to working to meet the needs of family life. In its history, when there were frequent tribal wars and inter-village wars, the Dayak community had a division of labor for men and women as one informant said. At that time, Dayak women had an important role for families to work in the fields of rice fields to meet the needs of family life while men were tasked with fighting and guarding the village against enemy attacks.

As time goes by, the role of women as the backbone of the family economy continues to this day due to various things that occur in the family such as divorce, the death of the husband or husband does not have enough income and also women who are accustomed to working have income exceeding the husband's income and even can be the main source of income for the family. Likewise, women traders from outside Bengkayang have the spirit of nomads to succeed by working hard to meet the needs of their families in a new place.

Referring to how the vegetable trading business was built for the first time or the main reason and motivation behind running the business, women vegetable traders in the Bengkayang traditional market belong to the category of entrepreneurs because they are forced and more because of financial reasons. They are not included in the business category because there are opportunities and created [18]

Personal characteristics are formed from a combination of personal and environmental experience [3]. Likewise, experienced by women vegetable traders in Bengkayang sub-district, from previous business experience as vegetable farmers who did not provide profit as expected to make them switch to a vegetable trading business that provided more certain benefits. In addition, the experience of trading in the past that provides benefits arouses the desire or interest to

return to trade to generate income, trading vegetables can be a business choice because it does not require a large initial capital and high skills. And the most important thing is family. The family's experience in facing economic difficulties stemming from various problems that arise in the family such as the husband's income as the head of the household does not meet the needs of the family or because the husband has passed away, so the wife has to take full part in the effort to fulfill the family's needs.

As time goes on, changes in the situation continue to occur. At present, there is the ease of obtaining small business capital loans from various parties such as banks, credit unions, and cooperatives, which must be utilized properly by women entrepreneurs who have a tendency to avoid financial risk, as of the results of a study cited by [19]. In addition, there are still opportunities for unsecured cooperation with vegetable suppliers who want to be paid later at a mutually agreed time, can be a mutually beneficial cooperative relationship. However, the unsecured cooperation relationship also carries the risk of default which can cause financial loss and loss of supplier trust.

Vegetable business competition faced by women vegetable traders is felt to be increasing along with the increasing number of vegetable traders inside and outside the traditional market. This was meticulously responded by vegetable traders, so selling ability was very much considered and various creative efforts were made to attract buyers. In addition, the existence of other small business opportunities that can be run can be used to increase income for the family.

From the results of the research on the characteristics of women vegetable traders in Bengkayang Subdistrict, there were five main themes characteristic of traders who succeeded in being the backbone of their family's economy, those are initiative, being responsible in cooperation with suppliers, realistic towards targets, creative attracting buyers and diligently working to utilize various other small business opportunities to generate income.

Slightly different from the results of the study [1]. Nowadays, the problem of limited access to financing from banks or other formal financial institutions for women in rural areas is no longer a hindrance and a great challenge for women vegetable traders in the Bengkayang traditional market. However, even though access to financing is easier, it requires the personal initiative of traders to use it and provide all the information needed for the loan and to be open to learning financial literacy. In this case, women vegetable traders in the Bengkayang traditional market have the characteristics of initiatives to utilize the availability of business capital by taking into consideration the risks to be borne, and the initiative to establish collateral without cooperation with suppliers who want to be paid later at the agreed time as most women traders do not want risk [19].

Responsible for unsecured cooperation with suppliers is the second characteristic of women vegetable traders in the Bengkayang traditional market. Traders are very careful about cooperating with suppliers who are willing to be paid later at the agreed time by trying to pay the debt in accordance with the agreed time limit. The loss of supplier confidence will be a big loss for them because the opportunity to benefit from capital obtained without having to pay interest on loans

from vegetable suppliers will be lost. Therefore, they are trying to provide the necessary funds even though sometimes the vegetables that have not been sold are all sold out, they are willing to spend the funds they have to pay the debt.

From the results of the interview, one of the women vegetable sellers at the Bengkayang traditional market had tried to imitate the unsecured cooperation pattern with the buyer but was unsuccessful. The failure was due to indebted vegetable traders who did not keep their promises to pay according to the agreed time so that debt was more accumulated and eventually there were capital congestion and losses for the supplier. Therefore, the awareness and willingness of women vegetable traders in the Bengkayang traditional market to be responsible for unsecured cooperation with vegetable suppliers is a distinctive characteristic and has become a mutually beneficial cooperative relationship over a long and sustainable period.

The vegetable market in Bengkayang sub-district has a sales rhythm that tends to be constant over time. Vegetable traders will reap a lot of profits from the sale of vegetables in the days leading up to religious holidays such as Christmas, Eid al-Fitr, Chinese New Year and also traditional parties such as rice holidays, where many buyers will come from around the region and will buy large quantities of vegetables for party meals. for families and guests who will come to visit their home as an expression of gratitude and joy and establish bonds of friendship between them. On normal days, there will still be buyers who come to buy vegetables for family daily meals.

The rhythm of vegetable sales remains but sellers' income has declined as the number of vegetable traders increases inside and outside traditional markets, and there are also suppliers who are also retailers who are able to provide various types of vegetables that are sought by buyers. Changes in the market demand situation that have an impact on the availability of daily capital owned by women vegetable traders in traditional markets affect their decision making in terms of determining the number of vegetables sold. The decision is based on the selling ability gained from the experience of trading vegetables off the day in the traditional market.

In terms of dealing with risks, women are more thorough and sensitive to signs of risk [19]. As well as, the experience of women vegetable traders facing vegetable market demand situations and business capital management makes them sensitive to risk, therefore the third characteristic is that women vegetable traders in the Bengkayang traditional market are realistic about sales targets. Although the risk of vegetables being wilted and unsold has been accepted as a reasonable risk to the vegetable business, women vegetable traders in the Bengkayang traditional market still tend to be cautious in having vegetable stocks because the perceived market demand is decreasing due to the increasing number of competitors and stall conditions is simple and does not have adequate supporting technology to maintain the freshness and resilience of vegetables to hot and cold weather changes that can come in alternately on the same day. Therefore, women vegetable traders continue to strive to be able to sell vegetables according to the sales estimates based on that experience.

Even though the vegetable market was felt to be declining, it did not reduce the enthusiasm and creativity of traders to do various businesses so that vegetables were still selling well, so creative attracting buyers became the fourth characteristic of women vegetable traders in the Bengkayang traditional market. Cheaper prices, a variety of vegetables sold / complete, quality vegetables maintained, and seller friendliness being a competitive advantage desired by women vegetable traders in the Bengkayang traditional market. This creative characteristic is in line with the results of the study [6] where the definition of a good creative entrepreneur is a person who has the ability to accept challenges, be competitive, strategic and has a great desire to succeed in his business.

In terms of attracting buyers with a cheaper price offer, the trader gives a price reduction directly to the buyer, offers a discount if buying more and adds a little more vegetable at the same price.

In addition to getting cheap prices, buyers are interested in getting all the vegetables they want in a short time so the vegetable stalls which have a lot of variety of vegetables will be the most popular choice. Women's vegetable traders have the awareness to get various kinds of vegetables, so they try to establish cooperation with many vegetable suppliers. If there is a chance to sell in larger quantities, they will try to buy directly to vegetable farmers to get various types of vegetables at a cheaper price.

Women vegetable traders also diligently clean vegetables that have begun to wither. They want that the ones on display always look fresh and neatly arranged to attract market visitors to come and buy the desired vegetables. Within the limitations of simple facilities and stall conditions, traders diligently try to maintain the freshness of vegetables in a simple way by use of fresh water. They sprinkle freshwater on leafy vegetables such as spinach, kale, mustard greens, and lettuce occasionally or for i.e. broccoli and tofu, they soaked in water.

Greet buyers with friendly and warm smiles and provide additional services such as peeling and helping cut vegetables purchased by buyers in their spare time and joking with customers into the creative efforts of traders to attract buyers. Looks natural that women vegetable traders serve buyers happily and there is no disappointment that appears or an expression of anger that is revealed when visitors do not buy anything in their stalls.

Friendliness and warm atmosphere made by traders is a special attraction for buyers to come looking for vegetables to buy. Although traders realize that there are no loyal customers because buyers will move to other traders to get the vegetables they are looking for, they are still friendly to serve buyers.

Giving a friendly impression will impress the customer's heart as a matter that can be pursued and maintained by a woman vegetable trader in an effort to establish a long-term relationship with the buyer. This is in line with research conducted by Anita Woolley and Thomas Malone [20]. The study found that women are better at communicating and are good listeners than men. In addition, Woolley and Malone found in their research that women tend to be stronger in inviting others to join in the conversation and better listen.

This is an advantage for entrepreneurs who are able to know the needs of consumers and build effective work teams [20]. [5] Therefore the ability to establish relationships and hear is important to be able to build a successful business through the ability to foster broad and interrelated relationships.

In line with McClelland's research [15], one characteristic of entrepreneurs is energetic activity. Entrepreneurs are people who have higher energy than ordinary people. The time they use to work also becomes more than others. Diligent work is the fifth characteristic of women vegetable traders in the Bengkayang traditional market.

Various other small business opportunities are utilized as best as possible to increase income. Various side business opportunities are pursued such as raising chickens, ducks, dogs for sale, selling chili sauce and homemade cooking ingredients, selling grated coconut, selling cakes, selling food at regional exhibition events, vegetable suppliers for other retailers, and some even dare to become a cross-border trader Indonesia-Malaysia which is done on the sidelines of trading on the market. Available free time is used well to work and generate income. This working spirit is also an important characteristic of women entrepreneurs [5].

V. CONCLUSION

The result of observations and in-depth interviews with five women vegetable traders who have been trading for more than five years in the Bengkayang traditional market was analyzed to get the result of the study. The findings from this study are business background, important situations affecting the vegetable business, and the characteristics of women vegetable traders in the traditional Bengkayang market.

The core findings in this study are the five main characteristics of female vegetable traders, those are initiatives to utilize the availability of business capital, responsible for unsecured cooperation with suppliers, realistic to sales target, creatively attract buyers, and diligently work to increase income from other small businesses. With these characteristics, women vegetable traders in traditional market approve that they can succeed to run their business and able to become the backbone of the economy of their family.

The ability of participants to explain their living experience can influence the results of this study. Therefore, observation and getting information from some buyers and other traders did validate the data. The resume study can be done to explore more deeply the characteristics of successful women vegetable traders by involving suppliers and others women trader in other locations.

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