

# The Identification of Female Workers in Handcraft Embroidery Industry Based on The Factors Shaping Their Work Behavior

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**Abstract**— Female workers are important assets of an industry. Every female worker has a different work behavior, and good work behavior can positively impact on the productivity and performance of the workers. Hence, companies must be able to identify how certain behavior can affect the performance of the female workers and what factors shape the behavior. This is a case study conducted on UKM (small medium enterprise) Fath Bordir running handcraft embroidery industry. Using descriptive method with the quantitative approach, this study aims to identify and describe the work behavior of female workers in Fath Bordir and what factors are shaping the behavior. The participants of this study are female workers working in the UKM Fath Bordir handcraft embroidery industry. The results of this study indicate that there are three factors that shape the work behavior of female workers working in Fath Bordir, namely work environment, conflict and communication. (1) working environment accounts for 62,5% of the whole factors affecting the work behavior of the female workers, which means that Fath Bordir has a good working environment for these workers; (2) conflict makes up 50 % of the total factors, which shows that conflict rarely happens in Fath embroidery (3) communication accounts for 87,5% and it means that female workers of Fath Bordir have a good communication with one another.

**Keywords**— Identification; Female Workers; Factors; Work Behavior; Handcraft Embroidery

## I. INTRODUCTION

In this globalization era, there has been more and more competition in businesses. Therefore, good management is important, including the management of human resource (e.g. female workers). Female workers are the most important aspect of a business, because they act as a driving force in all production activities and at the same time help achieve the company goal. Thus, the working behavior of female workers greatly determines the success of an industry, not to mention the industry of handcraft embroidery. Indeed, working behavior plays a pivotal role in a successful business. Besides possessing decent skills and knowledge, female workers are expected to display good work behavior in the form of increased productivity. Otherwise, it will be difficult to achieve optimum results.

Work behavior is neither static nor irrevocable as female workers are human beings who constantly grow and change.

Therefore, it is very important to understand the work behavior of the female workers and the factors influencing it. By understanding these factors, it will be easier to find a solution if problems occur. In other words, good skills and knowledge without good work behavior will negatively affect the work. There are many problems related to work behavior

of female workers. Some of these problems include the mismatch between work assignments and the job description that has been previously set, the delay in doing the work, the violation of the rules in the workplace, conflicts between co-workers, and lack of communication resulting in erroneous work.

There are several factors that can shape the behavior of female workers, including genetic, environmental, age, education, conflict, communication and many other factors. Likewise, the work behavior of female workers working in handcraft embroidery bussines is influenced by some of the aforementioned factors, especially environmental, conflict and communication factors. This study aims to identify and describe the work behavior of female workers in the handcraft embroidery industry.

Several studies on the work behavior of female workers have been previously carried out. [1] found that the work behavior of female workers was influenced by some factors, namely work motivation, expertise, work quality, work habits, self-confidence, social relationships, and self-control. The study also revealed that each female worker had a different personality, basic skills, as well as family and educational background. Another study was conducted [2], who examined the work behavior of female workers with aging diseases. It was found that the good work behavior of these workers was influenced by both work-related and non work-related factors. The former include the availability of facilities and infrastructure, while the latter include age, knowledge, family support, co-workers, and health workers. In a similar fashion, [3] conducted a study on individual factors and organizational culture as factors influencing the work behavior of female workers and their effects on their work performance. The study shows that individual factors and organizational culture shaped the behavior of the female workers and greatly impacted on the performance of the female workers.

Work behavior is an individuals' response or reaction that comes in the form of actions or attitudes, as well as assumptions about their work, their working environment, and the treatment of the employers towards them [4]. Behavior can be categorized into two types, namely positive and negative behavior. Positive behavior is a behavior that leads to the achievement of the organization goals with a high level of efficiency, effectiveness and productivity. On the contrary, negative behavior is a behavior that stems from the action of prioritizing self-interest, at the expense of the interests of the group or the organization [5].

Stated that those who have good work behavior are capable of carrying out 8 main work paradigms, namely working sincerely (working with a sincere heart), working thoroughly (carrying out the tasks from the beginning to the end optimally), working properly (doing the tasks correctly and avoiding errors while working), working hard (showing enthusiasm and striving to achieve maximum results), working seriously, working creatively (having the ability to create something new and different, either in the form of ideas or real actions), working excellently (showing the best performance at work), and working perfectly (doing the task perfectly and minimizing errors) [6].

Added that a factor that can shape work behavior in the workplace is the work environment, which comprises everything around the female workers that have the ability to influence them in carrying out their tasks [7]. A conducive work environment will provide a sense of security and enable female workers to work optimally. Therefore, it is important for female workers to work in a safe environment.

Conflict is a situation in which a person is faced with expectations of different roles. In [8] words: "conflict is an expression of quarrels between individuals or groups caused by various reasons".

Communication is one of the most important factors in delivering message and understanding meaning. [9] Explains that communication is the process of delivering a message through meaningful symbols. In other words, it is a process of expressing thoughts and feelings in the form of ideas, information, beliefs, hopes, suggestions, or guides by one person to another, which is often done either directly (face to face) or indirectly (with the help of a media).

Considering the importance of work behavior, the writers wish to discuss the work behavior of female workers working in handcraft embroidery industry by examining the work behavior of the female workers and the factors that shape the behavior. The study was conducted in UD. Fath Bordir, which focuses on handcraft embroidery. The choice of this place is also to fill in the gap in previous studies on work behavior, in which none of them is examining the handcraft embroidery industry. Historically, UD Fath Bordir was established in 1976 under the same name. Located in the residential area of Kalirejo block 15-16 Bangil, Fath Bordir runs a business of handcraft embroidery, including clothing, prayer gowns, and even home decoration. Fath Bordir is one of the members of the Embroidery Entrepreneurs Association (Aspendir) as well as the founder of the association that consistently maintains the business of manual embroidery and the empowerment of female workers and disabled ones.

The production system applied in Fath Bordir is a per-section work system, in which every female worker has a different work assignment according to the work structure set by the company. [10] States that per-section production

system is a production carried out individually in every department using the equipment provided by the respective department. As for the production strategy, Fath Bordir uses the *make to stock* and *engineering to order* strategies. In the *make to stock* production, the items produced are to be stored or for collection, while in the *engineering to order* production, the items are produced based on customer orders, starting from designing to the production process, hence it has a longer lead time than *make to order* production. Nowadays, the business world requires employees with high performance in order to develop the company and catching up with the more challenging business competition. One of the important aspects to consider in improving the employee's work performance is work behavior. [4] Work behavior is "one's response or reaction manifested in his actions, attitudes, or assumptions toward his work". Furthermore, [6] States those who have good work behavior are capable of carrying out 8 main work paradigms, namely working sincerely, working thoroughly, working properly, working hard, working seriously, working creatively, working excellently, and working perfectly. Based on the observations, the problems of employee behavior that occurred in Fath Bordir and some other embroidery businesses in Aspendir include: (1) employees having multiple tasks outside of their work, namely domestic work (2) employees delaying their work because of social activities (3) employees violating the rules (4) employees being jealous of their co-workers (5) the occurrence of errors in doing tasks due to unclear communication (6) employees being reluctant to do some works that were considered difficult.

## II. RESEARCH METHODS

This study used the descriptive method with quantitative analysis. The participants were 8 workers of Fath Bordir, which were selected using saturation sampling. The data were collected through questionnaires, which were designed based on questions from sub-variables and indicators as outlined in the statement.

Item validity test was used in this study. The instrument test was carried out at Norisa Miliarta Bordir since it had a population similar to that of Fath Bordir. Besides, there were also some similarities in their production- such as the manufacture of clothing, prayer gown, and home decoration, in their history (both were pioneered by individuals as designers), in their work structure, in the problems and in the number of female workers. The formula used to measure the validity of instruments in this study is the Rank Spearman formula [11].

The data shows that all items have fulfilled the instrument validity requirements, with the provisions of  $r \geq 0.754$  and a significance below 0.05. It means that all items are valid. To test the reliability of the questionnaire, the researchers used the Split Half technique.

Based on the results of the reliability test, it was found that the value generated in this study was 0.835, which belongs to the "reliable" category. It means that the research instrument used in this study is reliable. The data were analyzed using percentage data analysis starting from scoring, counting the percentages and interpreting the data.

### III. RESULTS AND DISCUSSIONS

The score for each item was counted and entered into the interval class that had been created, so the frequency of each category was obtained. The overall results of the frequency calculation and the percentage can be seen below:

**Table 1. Frequency Distribution of Working Environment Sub-Variable Measurement**

<b>Interval</b>	<b>F</b>	<b>Percentage</b>	<b>Description</b>
49 – 53	1	12.5%	Very good
44 – 48	3	37.5%	Good
39 – 43	3	37.5 %	Fair
34 – 38	1	12.5 %	Poor
	8	100%	

The results showed that the work environment sub-variable as one of the factors shaping work behavior is categorized as "good", with a percentage of 37.5%. This means that 37.5% of the female workers said that Fath Bordir had a good work environment.

**Table 2. Frequency Distribution of Conflict Sub-Variable Measurement**

<b>Interval</b>	<b>F</b>	<b>Percentage</b>	<b>Description</b>
20 – 24	1	12.5 %	Very good
15 – 19	4	50.0 %	Good
10 – 14	2	25 %	Fair
9 – 5	1	12.5 %	Poor
	8	100.00%	

The table shows that conflict sub-variables as one of the factors influencing work behavior are categorized as "good" with a percentage of 50.0%. It means that 50% of the female workers stated that conflict rarely happened in Fath Bordir, and was often solved properly when it happened.

**Table 3. Frequency Distribution of Communication Sub-Variable Measurement**

<b>Interval</b>	<b>F</b>	<b>Percentage</b>	<b>Description</b>
32 – 34	4	50.0 %	Very good
29 – 31	2	25.0 %	Good
26 – 28	1	12.5 %	Fair
23 – 25	1	12.5 %	Poor
	8	100 %	

The table shows that communication sub-variable as one of the factors shaping work behavior is in "very good" category, with a percentage of 50.0%. This means that 50.0% of female workers mentioned that there was very good communication in Fath Bordir industry.

### IV. DISCUSSION

A good work environment has implications for female workers by increasing their motivation to complete the tasks given to them. In other words, good work environment leads to higher work performance. This is in line with the results of [12] study, which found that a good work environment increased the work motivation of the female workers. In a similar vein, Nuryasin et al. (2016) state that a comfortable and conducive work environment improve the performance of female workers. Likewise, if a company has a bad work environment, it will reduce the performance of the female workers. They add that a good work environment can help

female workers increase their concentration at work. It is also supported [13], who found that a comfortable work environment improves the concentration of female workers at work, that later lead to increased work productivity.

In this study, work environment refers to work structure, responsibility, employer support, honesty, politeness and disciplinary. The results of the study show that overall, the work environment is considered good. However, sometimes the tasks given are not based on the work description that has been previously set. In addition, the female workers need to be more responsible for their work by completing their work on time, as the work structure and responsibilities of the female workers influence both work performance and productivity. In terms of support for female workers, it is very good, in which the female workers feel motivated. As for individual attitudes, some female workers have not been very honest, disciplined or obedient in following the rules. This situation can affect the female worker, because by acting dishonestly and undisciplined, it will be difficult to be trusted by superiors and co-workers, and even worse, it may bring losses to the industry. Conflict can also delay the completion of tasks. In their study, [14] found that the higher the conflict experienced by female workers, the less work would be accomplished. Female workers who are often involved in the conflict will be affected in their work and find it harder to show optimum performance. It is because the work system in Fath Bordir requires teamwork, hence good teamwork is needed so the work will run smoothly and effectively. Conflict can also make female workers hate each other, lose trust in each other, inhibit communication, interfere with the flow of production and reduce work productivity. [15] states that work conflicts can affect productivity, the higher the conflict, the lower the productivity will be. As a result, the tasks cannot be completed on time, customers feel dissatisfied and disappointed, and even complain and request for the return of purchased items, that later ruin the image of the fashion industry and lowering the number of customers.

The aspects of conflict in this study include individual differences, competition and personal problems. Individual differences refer to differences in opinion, position, or thought. Differences of opinion, if not managed properly, can cause conflict, while competition happens when some people fight for something limited or want something more than the others. Personal problems refer to problems of an individual that are not related to the working environment, such as problems at home brought to work. The conflicts that occur among female workers in Fath Bordir are mostly caused by the personal problems outside the work environment. Personal problems often make female workers become more sensitive and easily ignited by conflict.

Good communication can minimize errors in work. [16] the previous study found that good communication in the organization will produce the same understanding between the sender and recipient of information so as to minimize the occurrence of conflict. Good communication can also build strong teamwork, as supported [17], which indicates that the better and the more effective the communication, the stronger the team relationship will be.

The communication in Fath Bordir is divided into two. The first is the communication carried out by superiors when assigning the workers to do tasks, when giving orders, and when giving information related to work assignments. The second one is the communication that happens between

female workers in terms of the work flow of each section. In this case, each production task is done together even though each worker has her respective duty. Therefore, good communication is essential. For example, if the workers in the design and pattern section do not have good communication, there will be errors in the patterns making. The pattern will not match the design, and the final product will be different from what the customer expects. As a result, the customer will be disappointed and lose their trust in the industry and will not make a subsequent order. Clearly, this will affect the image of the handcraft fashion industry and lead to a decline in the performance of the female workers.

Communication aspects include openness, empathy and equality. All aspects of communication belong to good categories. The female workers think that the employers and co-workers are always open-minded in sharing the knowledge needed to do the tasks at work, willing to listen to opinions and finding solutions when an error occurs. In addition, the female workers show their empathy to the fellow workers by helping them when needed without discriminating.

## V. CONCLUSION

Based on the results of the analysis and discussion of the factors that shape the work behavior of female workers in Fath Bordir, it can be concluded that work environment, conflict and communication are the factors influencing the work behavior of the female workers. All the factors are classified into good and very good, with the highest percentage belong to the communication factor.

Based on the results of the study, there are several things that the writers would like to suggest, especially those related to the factors shaping the work behavior of female workers in Fath Bordir. First, the owner of Fath Bordir should not ask the female workers to do tasks outside the job description, which makes the workers difficult to concentrate and confused with the job priority. Secondly, the owner should invite the female workers to get together more often, so they will be closer and able to build good team work. Also, it is important to listen to complaints and input from the female workers for evaluation and to get solutions to the problems to happen in Fath Bordir. Lastly, the female workers are expected to be more responsible for their work by not procrastinating work, being honest, obeying the work regulations, and being more disciplined so that it can increase their productivity.

## VI. ACKNOWLEDGMENT

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## VII. REFERENCES

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