

## THE FACTORS THAT MOTIVATE BALINESE WOMEN WORKING ON CRUISE SHIPS

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### ABSTRACT

The aim of this article is to understand the economic, social, and cultural factors that motivate Balinese women to work on cruise ships. This research employed qualitative and quantitative methods. The data collection was done through distributed questionnaires and deep interview to Balinese women who have worked or currently working on cruise ships. The data suggested that the three aforementioned factors (economic, social, and cultural) significantly influences Balinese women to work on the cruise ships. The statistical analysis suggested that the economic factor is more dominant in motivating Balinese women to work on cruise ships, then followed by cultural and social factors. This means that the economic factor is the main reason for the Balinese women to choose the job vacancies on the cruise ships. In the light of the above finding, this study suggests, firstly a more proactive role from the government, specifically in the form of Balinese women empowerment to work on cruise ships. The empowerment can be done through the provision of proper training and education to Balinese women, so that they can compete in fillinf the job vacancies in the cruise ships. Secondly, the study also suggests for the Balinese women to prepare themselves for cruise ship opportunities by improving and developing their knowledge and skill, so they can compete in global cruise ship career competition.

Keywords: factors, motivation, Balinese women, cruise ships.

### INTRODUCTION

Balinese women empowerment on cruise ships is interesting because culturally, the tourism sector is in the public sector, where based on the traditional division of labor (gender), the public sector is the working area of men. Women's working areas are in the domestic sector, such as managing households, washing and cooking. Sukeni (2006) stated that although conventionally there is such a division of labor, but in reality, especially for Balinese women, the situation is much different since since modern tourism was developed in Bali. Balinese women have been involved in the public sector such as working in the tourism industry.

Balinese women choose to work in the public sector because of the increasing access for women in the global era, as well as the increasingly open and progressive views of society, and the high motivation of Balinese women for change. The everyday

economic, social and cultural conditions influence them to be more realistic in making career choices, such as working on cruise ships. Balinese women participation on working on cruise ships are influenced by social factors as well as economic factors. Social factors for example, age group, marital status, and education. Economic factors are, for example some Balinese women who are forced to work because of their family's economic situation or they want to help their husband to supplement his family income.

Working on cruise ships requires work competence qualifications, both hard and soft skills. Work competence is the ability of individual that includes aspects of knowledge, skills, and work attitude in accordance with predetermined standards. Nowadays, Balinese women workforce has been able to fulfill the required cruise ship work competence qualification, both hard and soft skill. This is evidenced by the success of Balinese women in fillinf up the available job opportunities on cruise ships, which steadily increases with the average growth of 33.84% (BP3TKI, 2014). Hasibuan (2005: 216) stated that the motivation of labor to work in industry is often defined through the term of encouragement, which moves people to behave, and in their actions for a particular purpose. To this end, this article examines the factors that motivate Balinese women to work on cruises.

## METHODS

The allocated sample for this study is 200 female respondents from a pool of Balinese women who work on cruise ships population. The number of samples are determined following Solimun (2002) proposal, i.e. the sample which is fit to be investigated through factor analysis is at least as much as five times the number of variables. This study employs 21 variables; hence to be more representative, the number of allocated samples is 200 respondents. Taking the number of samples using accidental (non-purposive) sampling method is only recruiting the respondents who are coincidentally encountered at the time of research (Kusmayadi and Sugiarto, 2000: 141). In analyzing the factors that motivate Balinese women to work on cruise ships Confirmatory Factor Analysis (CFA) is used. The motivations of Balinese women to work on cruise ships, are translated into variables X1 to X21. With the establishment of three common factors, namely economic (F1), social (F2), and culture (F3) resulted in some

confirmation test results. Through factor analysis, factors and variables that affect the motivation of Balinese women to work on cruise ships can be discovered.

## DISCUSSION

Factors that motivate Balinese women to work on cruise ships, can be seen from the interrelationship between factors (economic, social, cultural) and between variables. These three factors are used to measure the influence of Balinese women's motivation to work on cruise ships, which are further elaborated in research variables that numbers are determined by 21 indicators. The twenty-one variables are measurable indicators, allegedly affecting the motivation of Balinese women to work on cruise ships. To discover the presence of correlation, some tests were performed, one of the tests is (a) Kaiser Meyer Olkin (KMO) Test to determine the feasibility of the sample. Factor analysis is considered feasible if the magnitude of  $KMO > 0.05$ . The other test is (b) Barlett's test of Sphericity, that is used to test whether the variables in the sample vary.

In the correlation matrix, interrelated relationships between factors (economic, social, cultural) and between variables can be identified through the model accuracy test by using Kaeser Meiyer Olkin (KMO) test and bartlett test on all factors and research variables. Simultaneously, the accuracy of the model used to obtain the result of 0.836 with bartlett test yielded a significance value of 0.000. Furthermore, the partial test of the accuracy of the model used of each factor. The KMO test performed on each economic factor-forming variable yielded a gain of 0.862. The bartlett test yielded a significant value of 0.000. The social factor-forming variables resulted in a KMO test of 0.715 and in the bartlett test obtaining a significance value of 0.000. On cultural factors, the results obtained are from the KMO test is 0.744 and with a significance value of 0.000. The value generated from the KMO test on each of these factors illustrates that the result is  $> 0.05$ . This value illustrates that all three factors have model precision to the analysis used, meaning that each factor influences the motivation of Balinese women to work on cruise ships. Furthermore, interpretation of the test results are done. The interpretation done in this study is based on the values emerging from the analysis after the factors studied are considered feasible to enter into the model accuracy test. The interpretation

of the analysis also described other information obtained from qualitative data sources, such as information from Balinese women who had worked on cruise ships.

The results of all statistical analysis and frequency data of all variables are more clearly described in the verbal narrative in the interpretation of each factor in table 1.

Table 1  
Factors that motivate Balinese women to work on cruises

F	Variable Indicator	Correlation Coefficient	Determined	Remarks
Economic	The people of Bali have dependence on tourism industry activity (X1)	0,723	>0,600	Significant
	Cruise tourism industry contributes significantly to the economy of Balinese society (X2)	0,735	>0,600	Significant
	The opening of employment opportunities on cruises means opening new job opportunities for Balinese women (X3)	0,755	>0,600	Significant
	The economic pressure of the family has forced Balinese women to participate in making a living such as working on cruise ships (X4)	0,838	>0,600	Significant
	By working on cruise ships Balinese women have been able to increase their family income (X5)	0,789	>0,600	Significant
	Women work on cruises because they want to be independent (have their own income) (X6)	0,751	>0,600	Significant
	Balinese women feel proud / more valuable if they can help make a living for the family (X7).	0,751	>0,600	Significant
Social	The era of globalization has resulted in increasing access for women working in the public sector (X8)	0,616	>0,600	Significant
	The presence of positive attitudes of society towards women working in cruise tourism industry (X9)	0,613	>0,600	Significant
	The influence of friends (social interaction) encourages women to work on cruises (X10)	0,767	>0,600	Significant
	Working in the cruise ship tourism industry is able to improve the status (prestige) of women (X11)	0,662	>0,600	Significant

	The quality of self / education of Balinese women has been able to anticipate the negative impact of working on cruise ships (X12)	0,611	>0,600	Significant
	The public still considers women to work in the public sector such as on cruise ships as taboo (X13)	0,533	<0,600	Not Significant
	The role of government in empowering women is still lacking in tourism industry especially cruises (X14).	0,748	>0,600	Significant
C u l t u r a l	The positive impact of working on a cruise ship is able to raise awareness of Balinese women in preserving local culture (X15)	0,729	>0,600	Significant
	Women working on cruises are able to open insights into their own culture (X16)	0,659	>0,600	Significant
	So far culturally women feel marginalized because they are not given the same opportunities as men on cruise ships (X17)	0,875	>0,600	Significant
	The strong cultural customs of Balinese society prevent women from working on cruise ships (X18)	0,762	>0,600	Significant
	Balinese women want to fight against customs and cultures that are too binding / limiting women's space (X19)	0,594	<0,600	Not Significant
	Working on cruise ships may undermine women's cultural morale and lead to negative behaviors such as prostitution (X20)	0,473	<0,600	Not Significant
	Activities on cruise ships loaded with Western culture that is inconsistent with Balinese culture (X21).	0,596	<0,600	Not Significant

### Economic Factor

The results of the data of the seven variables (X1, ... X7) determined in economic factors can be seen that each variable on economic factors give a significant influence on the motivation of Balinese women to work on cruise ships. The cumulative value contribution of all variables on economic factor is 58.358. This shows that the eigen value of each variable shown through the contribution of value of each component in cumulative economic factor gives significant influence to the motivation of Balinese women to work on cruise ship. Balinese female respondents stated that Balinese society is predominantly dependent on tourism activities. Cole (2012) also revealed that Balinese society life is dominantly (80%) depended on tourism activity. Therefore, the

sustainability of tourism activities in Bali must be maintained in order to improve the welfare for the life of Balinese people. Sutrisna (2011) mentioned that the tourism sector has been able to create employment opportunities for the community through the opening of various types of tourism-related businesses. It is recognized that the economic pressure of the family has forced Balinese women to join in to earn a living by working on cruise ships. This is confirmed by Balinese women workers who claim that they work on cruise ships because of the state of the economy. The economic situation of their families forced them to work on cruise ships to be able to improve the family economy in the future. Sadia and Oka (2012) also stated that the work motivation of Bali workforce in Cruise Ship Mediterranean Shipping Cruise (MSC) is economic motivation 91.58% and non-economic motivation of 8.42%. However Balinese women still feel more proud / valuable if they are able to help the family in earning a living. In addition, Oka (2017) mentioned that the workforce of Bali working on cruise ships is able to improve the economy, and improve the social insight among nations as they mingle and adapt to various characteristics of the workforce in the world.

### **Social Factor**

The results of tests conducted on social factors show that above the value set by the model of analysis used is 0.05. This value implies that social factors have statistically accurate models with a significance level of 0.000. Furthermore, the result of factor analysis on X8 variable, .... X14 obtained one social factor component (F2), with eigen value value that can explain the total diversity of 42,848%. This means that the characteristic value of social factors affects all the variables in the factor. The influence of each variable on the motivation of Balinese women to work on cruise ship is related to social factors is indicated by the value of the matrix component. In general, the matrix component of social factors obtained is greater than set (0,600), except X13, that is, the variable of Balinese still considers Balinese women working on cruise ships as taboo. This happens because the era of globalization helped contribute in motivating Balinese women to work on cruise ships. Technological advances so rapidly are unable to stem a person's desire to move forward. Now there is no longer a distance limit between one country to another country. This access opening is exploited by Balinese women

workers optimally so that Balinese women have started to work in cruise ships. In addition, the positive attitude of society towards Balinese women who work on cruise ships is one of the considerations for Balinese women to decide working on cruise ships. Changes in attitudes made by the community is natural and it should be because they are able to think realistically for the future. The positive attitude of the society towards women working in the tourism industry is also revealed in the study of Sacred and Oka (2009) which states that women are relevant and fit to work in the spa tourism industry in Kuta tourism area, with the perception rate of 75.33%. On the other hand, social interaction in society contributes to encourage Balinese women to work on cruise ships. For Balinese women, being able to work on a cruise ship can improve their status / prestige. Therefore, Balinese women seek to increase their competence in order to compete competitively in seizing the opportunities available on cruise ships. Further Sri (2013) mentions women motivations to work in the tourism industry is related to the hope for a better life in an effort to improve the status of the family or self-actualization. Oka and Pugra (2017) in a socio-cultural perspective, mentioned that the workforce of Bali on cruise ships is very pleasant. They are proud to work on cruises because they can visit different countries that they had never imagined before.

### **Cultural Factor**

The value obtained on the cultural factor is greater than 0.05 that is 0.744. This shows that the components of culture factors are statistically accurate in the model analyzed by factor analysis with a significance value of 0.000. The result of factor analysis to the seven observed variables (X15, .... X21) obtained a factor component that determines the variables included in the cultural factor with the value of eigen value which can explain the total diversity of 45.403%. Judging from the magnitude of the contribution contribution, the variables on the cultural factors as a whole gave a significant influence on the motivation of Balinese women to work on cruise ships, meaning that cultural factors play a significant role in motivating Balinese women in making decisions. Nevertheless, there are three variables that give insignificant influence, ie Balinese women want to fight against cultural customs (X19), work on cruise ships can damage women's morale (X20), and activities on cruise ships are

loaded with Western culture that is inconsistent with Balinese culture (X21).

The awareness of Balinese women to preserve their culture emerged after they mixed with various cultures from different countries on the cruise ships. The respondents also stated that working on cruise ships proved to have been able to open the insights of women in viewing their own culture. With their experience of working on cruise ship, women are able to compare their culture with other cultures, so they are more wise in looking at their own culture. Feeling marginalized is still felt by Balinese women who work on cruise ships. For women, such a condition is a challenge to prove that women are also capable of doing the same job as men. The marginalization felt by Balinese women makes them always want to try to show their competence in fighting for their rights in accordance to its function in modern society, especially to work on cruise ship. Sometimes custom and cultural issues are important things that women need to take in making decisions to work on cruises. They need to take this issue into account because they will re-socialize with the community after retiring from working on cruise ships. In Geriya (2006) study, it is also revealed that Balinese women still have a stumbling block in carrying out the dual roles of Hindu women in Bali as well as their helplessness breaking down the social system that still pressurizing them. These women's obstacles and helplessness are hegemony that is difficult to breakthrough in the life of Balinese people. According to Gramsci (in Suryandaru, 2010) that the hegemony experienced by women is the 'upper building' of society, an institution that produces its ideology in the struggle over meaning and power. In this regard, the government needs to take concrete steps to make Balinese women more open-minded and dare to decide to work in the tourism sector such as on cruise ships.

## CONCLUSION AND RECOMMENDATION

Factors that motivate Balinese women to work on cruise ships are economic factors, social factors, and cultural factors. The three factors, economic, social and cultural factors, have significant effect on the motivation of Balinese women to work in the cruise ship tourism industry. The statistical test shows that the most dominant factor that influence or motivate Balinese women to work in the cruise tourism industry is the economic factors, then followed by cultural factors, and the third is the social factors.



This indicates that the primary aim of Balinese women working on cruise ships is to meet the economic needs of themselves and their families, that is the reason that cause them to be forced to decide to choose to work on cruise ships. Of the 21 indicators of variables tested in this study, the dominant (17 variables) gave a real effect on the motivation of Balinese women to work on cruises, except the community variable which still consider female to work on cruise ships as taboo (X13), Balinese women wanted to fight to cultural customs (X19), working on cruise ships may damage women's morale (X20), and job variables on cruise ships are loaded with western cultures that are inconsistent with eastern culture (X21). It is expected that Balinese women to not to hesitate in deciding to work on cruise ships and always prepare themselves early in both hard skills and soft skills. The government is advised to pay more attention to Balinese women who are willing to work on cruise ships in terms of labor protection.

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