

Empowerment of Balinese Women Behind the Nyentana Tradition in Tabanan Regency

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Abstract

Decision-making in the household, including decisions made by women, affects consumption patterns because it determines the allocation of limited resources across various needs. This study analyses the influence of family income, work time allocation, education, and the role of parents on the decision-making of women and their daughters; the influence of these variables and decision-making on household consumption behaviour in Tabanan Regency; indirect influence through decision-making as a mediating variable; and the role of the Nyentana tradition in maintaining family assets and traditions. The study involved 30 women and daughters as respondents, with supporting informants including female family members, male family members (nyentana), the Tabanan Regency Customary Village Assembly, the Women and Children Empowerment and Protection Office, and NGOs and academics. The sampling technique employed accidental and snowball sampling. Data were collected through observation, structured interviews, and in-depth interviews. Analysis was carried out through descriptive analysis, path analysis, and descriptive narrative, accompanied by validity and reliability tests. The results show that family income, work time allocation, education, and parental roles have a positive and significant effect on decision-making, and a positive and significant effect on household consumption behaviour. Decision-making has been proven to mediate the influence of these variables on consumption behaviour. In addition, the nyentana tradition can serve as a strategy to address household challenges in maintaining the continuity of family lineage, the rebuttal of claims, and the ownership and management of family inheritance, so that these are not disrupted or transferred outside the family line.

INTRODUCTION

Balinese society, historically and sociologically, is known to adhere to the patrilineal kinship system — a system that traces lineage through the male line. In this system, men occupy the central position as successors of the lineage (purusa), while women are positioned as those who follow (pradana) (Mandal, 2025). Consequently, Balinese social structure and customary practices place women in a secondary position within the family and indigenous community, particularly in terms of asset ownership, inheritance rights, and involvement in customary decision-making. In traditional customary practice, married Balinese women are generally considered to have left their family of origin and to have become part of their husband's family. This condition results in the loss of women's rights to the inheritance of their birth family, whether

in the form of land, rice fields, or other customary assets. Women are more often positioned as the implementers of domestic and ritual obligations, without being accorded proportional rights in the control of economic and symbolic family resources (Aziz, 2023; Lusasi & Mwaseba, 2020; Rao, 2017; Zalesne & Dexter, 2018).

The relatively subordinate position of women often gives rise to gender inequality in Balinese social life. Women bear a double burden — domestic responsibilities and customary obligations — without the recognition of proportional rights. In this context (Eriksen, 2017; George et al., 2018), women are often referred to as "number two" in the customary structure, as their role is seen as important but not decisive in matters of asset ownership and lineage continuity. However, the social dynamics of Balinese society are not static. With the advancement of education and the discourse on gender equality, various efforts have emerged to reinterpret customary law in ways that are more responsive to the position of women. This social change encourages the Balinese indigenous community to make value adjustments without abandoning their deeply rooted cultural identity and traditions (Fauzan, 2025; Sadiyahani et al., 2025; Wijaya, 2025).

The urgency of this research stems from several critical factors. First, Tabanan Regency is known as one of the regions in Bali that most strongly adheres to customary traditions, including the patrilineal kinship system. Understanding how the nyentana tradition empowers women in this context is essential for designing culturally sensitive gender equality policies (Mabeyo et al., 2025; Shabalala, 2025). Second, the Indonesian government Shabalala, (2025), through the Ministry of Women's Empowerment and Child Protection, has set targets for increasing women's participation in household decision-making as part of the Sustainable Development Goals (SDGs), particularly Goal 5 on Gender Equality. Third, without empirical evidence on how factors such as income, education, and work time allocation affect Balinese women's decision-making power, policy interventions cannot be effectively targeted. Fourth, the nyentana tradition represents a unique cultural adaptation that has not been adequately studied from an economic empowerment perspective (Ayi, 2023; Mphaphuli, 2021). Fifth, data indicate that Tabanan Regency has a high rate of out-migration among working-age men, potentially increasing women's roles in household economic management and making an understanding of decision-making dynamics even more critical.

The novelty of this research lies in five aspects. First, this study is the first to quantitatively measure the influence of family income, work time allocation, education, and parental roles on decision-making and household consumption behaviour specifically among women in the nyentana tradition in Tabanan Regency. Second, this study uses path analysis to test the mediating role of decision-making, providing statistical evidence for indirect effects not previously quantified in the Balinese context. Third, this study integrates quantitative analysis of consumption behaviour determinants with qualitative analysis of the role of the nyentana tradition, providing a comprehensive understanding of both the economic and cultural dimensions. Fourth, this study identifies four distinct types of nyentana tradition — nyentana rajeg, nyentana with pre-marriage agreement, nyentana nyerorod, and nyentana abut keladi — as strategies for addressing household challenges related to lineage continuity and asset management. Fifth, this study provides empirical evidence that decision-making mediates the influence of family income, work time allocation, education, and parental roles on household consumption behaviour, with a total determination coefficient of 89.1%.

One form of adaptation of Balinese customary law that provides greater space for women is the recognition of the nyentana marriage tradition. In the nyentana system, women hold the

status of purusa, while married men enter the woman's family and assume the role of pradana. This tradition is an important alternative for families that do not have sons, or in certain contexts that are agreed upon by customary and family consensus. Through nyentana marriage, women gain a stronger position within family structures and customary frameworks. Women not only fulfil the role of implementers of domestic and ritual obligations but also hold rights to family assets, lineage continuity, and a strategic position in customary decision-making. Thus, nyentana can be understood as an emancipatory space within the Balinese traditional framework. In addition to conferring rights to assets and lineage, nyentana also opens space for women to contribute more actively to customary and social life. Women in the position of purusa hold both the responsibility and the authority to maintain the continuity of the family — economically, socially, and spiritually. This confirms that women in this tradition are not merely complementary figures, but the primary subjects within a particular customary structure.

RESEARCH METHODS

The research held on this occasion has used a mixed methods approach (quantitative and qualitative). This research was conducted with the intention of being used by the researcher in finding out the influence of family income, work time allocation, education, and the role of female parents on decision-making and household consumption behavior in Tabanan Regency. To analyze the indirect influence of family income, work time allocation, education, and the role of female parents on household consumption behavior through decision-making. As well as to analyze the role of the nyentana tradition in maintaining family assets and traditions in Tabanan Regency. The data used in this research was obtained by the researcher by using observation methods, structured interviews and also conducting in-depth interviews. The data sources used are primary and secondary data. The data analysis techniques used are descriptive statistical analysis, path analysis, hypothesis testing and narrative descriptive.

RESULTS AND DISCUSSION

1. Results of the Validity Test of Research Instruments

An instrument is said to be valid if it has a correlation coefficient between the item and the total score in the instrument greater than 0.30 with an Alpha error rate of 0.05.

Table 1. Recapitulation of the Validity Test Results of the Role of Parents of Female Daughters

Variable	Indicator	Correlation Coefficients	<i>Sig. (2-tailed)</i>	Remarks
The role of female parents (X4)	X4.1	0,723	0,000	Valid
	X4.2	0,721	0,000	Valid
	X4.3	0,751	0,000	Valid
	X4.4	0,569	0,001	Valid

Source : SPSS data processing results, 2026.

The results of the validity test showed that all research instruments used to measure the variable role of female parents had a correlation coefficient value with the total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows that the statements in the variable instrument on the role of female parents are valid and suitable for use as research instruments.

Table 2. Recapitulation of Results of Decision Making Variable Validity Test

Variable	Indicator	Correlation Coefficients	Sig. (2-tailed)	Remarks
Decision-making (Y1)	Y1.1	0,745	0,000	Valid
	Y1.2	0,763	0,000	Valid
	Y1.3	0,686	0,000	Valid
	Y1.4	0,613	0,000	Valid
	Y1.5	0,695	0,000	Valid

Sumber : Hasil olah data SPSS, 2026.

The results of the validity test showed that all research instruments used to measure the decision-making variable had a correlation coefficient value with the total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows that the statements in the decision-making variable instrument are valid and suitable for use as research instruments.

2. Results of the Reliability Test of Research Instruments

The Alpha Cronbach value is declared reliable if the value is greater than or equal to 0.60. The recapitulation of the results of the reliability test of the research instrument can be seen in the following table.

Table 3. Recapitulation of Reliability Test Results of Research Instruments

No.	Variable	Cronbach's Alpha	Remarks
1	The role of female parents (X4)	0,641	Reliable
2	Decision-making (Y1)	0,728	Reliable

Source : SPSS data processing results, 2026.

The results of the reliability test showed that all research instruments had a Cronbach's Alpha coefficient of more than 0.60. So it can be stated that all variables have met the requirements for reliability or reliability so that they can be used to conduct research.

3. Kaiser Meyer Olkin (KMO) Test Results

Kaiser Meyer Olkin is used for the validity of constructs from factor analysis. Factor analysis is considered feasible if the amount of SME has a minimum value of 0.50.

Table 4. SME Test Results

No.	Variable	KMO	Sig.
1	The role of female parents (X4)	0,562	0,000
2	Decision-making (Y1)	0,540	0,000

Source : SPSS data processing results, 2026.

The test results showed that the Kaiser Meyer Olkin (KMO) value of the variables of the role of parents of women and daughters and decision-making was greater than 0.50 and the significance value was less than 0.05, so this means that each variable had enough samples to perform factor analysis.

4. Statistics Descriptive

Descriptive analysis techniques are a method used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to generality or generalization.

Table 5. Descriptive Statistical Results

	N	Minimum	Maximum	Mean	Std. Deviation
Family income (X1)	30	2500000.00	18375000.00	9181900.0000	4481044.83159
Allocation of working time (X2)	30	35.00	56.00	45.7333	7.74122
Education (X3)	30	9.00	16.00	12.1333	2.30042
The role of parents (X4)	30	10.00	18.00	15.3667	1.82857
Decision-making (Y1)	30	13.00	24.00	18.8333	3.31229
RT consumption behavior (Y2)	30	2350000.00	10400000.00	5643333.3333	2360805.43435

Source : SPSS data processing results, 2026.

Based on the Table, in general, it can be seen that the characteristics of the respondents show quite clear variations, especially in the economic aspect. The family income variable (X1) has a fairly wide range, from IDR 2,500,000 to IDR 18,375,000 with an average of IDR 9,181,900 and a standard deviation of IDR 4,481,044.83. In the variable allocation of working time (X2), the average working time is 45.73 hours per week with a range of 35 to 56 hours and a standard deviation of 7.74. The educational variable (X3) had an average of 12.13 years with a standard deviation of 2.30. The variables of parental role (X4) and decision-making (Y1) had a smaller standard deviation than the economic variable, indicating that perceptions and involvement in household decision-making tended to be more stable between respondents. The variable of household consumption behavior (Y2) has an average of IDR 5,643,333 with a standard deviation of IDR 2,360,805.43.

5. Path Analysis Results

Path analysis is used to describe and test models of relationships between causal variables.

Table 6. Path Analysis Test Results (Structure 1)

		Coefficients ^a			T	Sig.
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
	(Constant)	-2.182	1.225		-	.087
1	Family income (X1)	7.098E-8	.000	.411	2.678	.013
	Allocation of working time (X2)	.045	.016	.451	2.736	.011
	Education (X3)	.125	.047	.371	2.655	.014
	The role of parents (X4)	.460	.119	.608	3.852	.001

a. Dependent Variable: Decision making (Y1)

Source: SPSS data processing results, 2026.

Based on the results of the analysis of the substructure 1 path, the following structural equations can be made :

$$Y_1 = 0,411 X_1 + 0,451 X_2 + 0,371 X_3 + 0,608 X_4$$

The value of the regression coefficient of family income variables, work time allocation, education and the role of daughter's parents had a significance value of the t-test of less than 0.05. This shows that all independent variables, namely family income (X1), work time allocation (X2), education (X3), and the role of daughter parents (X4), have a significant influence on decision-making variables (Y1).

Furthermore, after knowing the relationship between variables in structure 1, structure 2 analysis was carried out with the following results:

Table 7. Path Analysis Test Results (Structure 2)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	(Constant)	-	2487385.156		
Family income (X1)	.547	.058	1.038	9.504	.000
Allocation of working time (X2)	76835.082	35961.431	.252	2.137	.043
Education (X3)	244020.703	101837.571	.238	2.396	.025
The role of parents (X4)	975477.439	288462.809	.422	3.382	.002
Decision-making (Y1)	1192289.453	382572.148	.391	3.117	.005

a. Dependent Variable: RT consumption behavior (Y2)

Source : SPSS data processing results, 2026.

Based on the results of the analysis of substructure path 2, the following structural equations can be made:

$$Y_2 = 1,038 X_1 + 0,252 X_2 + 0,238 X_3 + 0,422 X_4 + 0,391 Y_1$$

The value of the regression coefficient of each independent variable has a t-test significance value of less than 0.05. This shows that all independent variables, namely family income (X1), working time allocation (X2), education (X3), the role of female parents (X4), and decision-making (Y1) have a significant influence on household consumption behavior variables (Y2).

Coefficient of Determination (*adjusted R2*)

In this statistical calculation, the R² value used is *adjusted R²* because this is one of the indicators to determine the effect of adding one independent variable to a regression equation.

Table 8. Determination Coefficient Results

Equations	R Square	Adjusted R Square
Y1 = 0,411 X ₁ + 0,451 X ₂ + 0,371 X ₃ + 0,608 X ₄	0,546	0,473
Y2 = 1,038 X ₁ + 0,252 X ₂ + 0,238 X ₃ + 0,422 X ₄ + 0,391 Y ₁	0,829	0,793

Source : SPSS data processing results, 2026.

In the structural equation 1 (path 1 analysis), the magnitude of the influence of the independent variable on the bound variable shown by the determination value (*Adjusted R Square*) of 0.473 means that 47.3 percent of the variation in decision-making is influenced by variations in family income (X1), allocation of working time (X2), education (X3), and the role of parents of women *and daughters* (X4). While the remaining 52.7 percent is explained by other factors that are not included in the model.

Meanwhile, in the structure equation 2 (path 2 analysis), the magnitude of the influence of the independent variable on the bound variable shown by the determination value (*Adjusted R Square*) of 0.793 means that 79.3 percent of the variation in household consumption behavior is influenced by variations in family income (X1), work time allocation (X2), education (X3), the role of female *parents* (X4), and decision-making (Y1), while the remaining 20.7 percent was explained by other factors that were not included in the model.

Based on the substructure 1 and substructure 2 models, a final path diagram model can be prepared. Before compiling the end-path diagram model, the standard value of the error is calculated as follows :

$$Pe_i = \sqrt{1 - R_i^2}$$

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,473} = 0,726$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,793} = 0,455$$

Based on the calculation of the effect of error (Pei), the result of the effect of error (Pe1) was 0.726 and the effect of error (Pe2) was 0.455. The result of the total determination coefficient is as follows :

$$R^2_m = 1 - (Pe_1)^2 (Pe_2)^2$$

$$= 1 - (0,726)^2 (0,455)^2$$

$$= 1 - (0,527) (0,207)$$

$$= 0,891$$

The total determination value of 0.891 means that 89.1% of the variation in household consumption behavior is influenced by variations in family income, allocation of working time, education, the role of female *parents and daughters* and decision-making, while the remaining 10.9% is explained by other factors that are not included in the model.

6. Sobel Test Results

The sobel test is an analytical tool to test the significance of the indirect relationship between independent variables and dependent variables mediated by mediator variables. The sobel test is formulated with the following equation and can be calculated using Microsoft Exel 2007 applications. If the calculated value of M is greater than 1.96 (with a 95 percent confidence level), then the mediator variable is judged to significantly mediate the relationship between the bound variable and the independent variable.

$$S_{ab} = \sqrt{a^2 S_b^2 + b^2 S_a^2} \dots\dots\dots (1)$$

$$Z = \frac{ab}{S_{ab}} \dots\dots\dots (2)$$

Testing the indirect influence of the family income variable (X1) on the household consumption behavior variable (Y2) through the decision-making variable (Y1), was carried out with the following steps.

1) Hypothesis Formulation

H₀ : decision-making (Y1) is not a mediating variable of family income relations (X1) to household consumption behavior in Tabanan Regency (Y2).

H₁ : decision-making (Y1) as a mediating variable of family income relationship (X1) to household consumption behavior in Tabanan Regency (Y2).

2) Testing Criteria

The testing criteria used are as follows.

If Y1 calculates ≤ 1.96 , then H₀ is rejected which means that decision-making is not a mediating variable.

If Y1 counts > 1.96 , then H₀ is accepted which means that decision-making is a mediating variable.

3) Calculating Test Statistics

To test the significance of the indirect influence, the value of Y1 of the coefficient ab is calculated with the following formula.

$$S_{ab} = \sqrt{(0.00000007098)^2(382572.148)^2 + (1192289.453)^2(0.000)^2}$$
$$S_{ab} = 0,0272$$

Remarks:

Sb₁b₃ = The magnitude of the indirect error standard

Sb₁ = Standard *error* coefficients b₁

Sb₃ = Standard *error* coefficients b₃

b₁ = path X1 against Y1

b₅ = path Y1 against Y2

b₁b₅ = path X1 against Y1 (b₁) with the Y1 line against Y2 (b₅)

To test the significance of the indirect influence, calculate the value of M from the coefficient ab with the following formula.

$$Z = \frac{ab}{S_{ab}}$$
$$Z = \frac{(0.00000007098)(1192289.453)}{0,0272}$$

$$Z = 3,11$$

4) Conclusion

Because z counts as 3.11 > 1.96 . This means that decision-making (Y1) is a variable that can mediate the influence of family income (X1) on household consumption behavior (Y2) or in other words, family income has an indirect effect on household consumption behavior through decision-making.

Testing the indirect influence of the working time allocation variable (X2) on the household consumption behavior variable (Y2) through the decision-making variable (Y1), was carried out with the following steps.

1) Hypothesis Formula

H₀ : decision-making (Y1) is not a mediating variable of the relationship between working time allocation (X2) and household consumption behavior in Tabanan Regency (Y2).

H₁ : decision-making (Y1) as a mediating variable of the relationship between working time allocation (X2) and household consumption behavior in Tabanan Regency (Y2).

2) Testing Criteria

The testing criteria used are as follows.

If $Y1$ calculates ≤ 1.96 , then H_0 is rejected which means that decision-making is not a mediating variable.

If $Y1$ counts > 1.96 , then H_0 is accepted which means that decision-making is a mediating variable.

3) Calculating Test Statistics

To test the significance of the indirect influence, the value of $Y1$ of the coefficient ab is calculated with the following formula.

$$S_{ab} = \sqrt{(0.045)^2(382572.148)^2 + (1192289.453)^2(0.016)^2}$$

$$S_{ab} = 25.705$$

Remarks:

$S_{b_1b_3}$ = The magnitude of the indirect error standard

S_{b_1} = Standard *error* coefficients b_1

S_{b_3} = Standard *error* coefficients b_3

b_1 = path $X1$ against $Y1$

b_5 = path $Y1$ against $Y2$

b_{1b_5} = path $X2$ against $Y1$ (b_1) with the $Y1$ line against $Y2$ (b_3)

To test the significance of the indirect influence, calculate the value of M from the coefficient ab with the following formula.

$$Z = \frac{ab}{S_{ab}}$$
$$Z = \frac{(0.045)(1192289.453)}{25.705}$$

$$Z = 2,09$$

4) Conclusion

Because z counts as $2.09 > 1.96$. This means that decision-making ($Y1$) is a variable that can mediate the influence of working time allocation ($X2$) on household consumption behavior ($Y2$) or in other words, work time allocation has an indirect effect on household consumption behavior through decision-making.

Testing the indirect influence of the educational variable ($X3$) on the variable of household consumption behavior ($Y2$) through the decision-making variable ($Y1$), was carried out with the following steps.

1) Hypothesis Formula

H_0 : decision-making ($Y1$) is not a mediating variable of educational relations ($X3$) on household consumption behavior in Tabanan Regency ($Y2$).

H_1 : decision-making ($Y1$) as a mediating variable of educational relations ($X3$) on household consumption behavior in Tabanan Regency ($Y2$).

2) Testing Criteria

The testing criteria used are as follows.

If $Y1$ calculates ≤ 1.96 , then H_0 is rejected which means that decision-making is not a mediating variable.

If Y1 counts > 1.96, then H0 is accepted which means that decision-making is a mediating variable.

3) Calculating Test Statistics

To test the significance of the indirect influence, the value of Y1 of the coefficient ab is calculated with the following formula.

$$S_{ab} = \sqrt{(0.125)^2(382572.148)^2 + (1192289.453)^2(0.047)^2}$$

$$S_{ab} = 73.660$$

Remarks:

$S_{b_1b_3}$ = The magnitude of the indirect error standard

S_{b_1} = Standard *error* coefficients b_1

S_{b_3} = Standard *error* coefficients b_3

b_1 = path X3 against Y1

b_5 = path Y1 against Y2

b_1b_5 = path X3 against Y1 (b_1) with the Y1 line against Y2 (b_3)

To test the significance of the indirect influence, calculate the value of M from the coefficient ab with the following formula.

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0.125)(1192289.453)}{73.660}$$

$$Z = 2,02$$

4) Conclusion

Because z counts as 2.02 > 1.96. This means that decision-making (Y1) is a variable that can mediate the influence of education (X3) on household consumption behavior (Y2) or in other words education has an indirect effect on household consumption behavior through decision-making.

Testing the indirect influence of the parental role variable of female and *female* parents (X4) on the variable of household consumption behavior (Y2) through the decision-making variable (Y1), was carried out with the following steps.

1) Hypothesis Formula

H_0 : decision-making (Y1) is not a mediating variable in the relationship between the role of female parents *and daughters* (X4) on household consumption behavior in Tabanan Regency (Y2).

H_1 : decision-making (Y1) as a mediating variable of the relationship between the role of parents of women *and daughters* (X4) on household consumption behavior in Tabanan Regency (Y2).

2) Testing Criteria

The testing criteria used are as follows.

If Y1 calculates ≤ 1.96 , then H0 is rejected which means that decision-making is not a mediating variable.

If Y1 counts > 1.96, then H0 is accepted which means that decision-making is a mediating variable.

3) Calculating Test Statistics

To test the significance of the indirect influence, the value of S_{ab} of the coefficient ab is calculated using the following formula.

$$S_{ab} = \sqrt{(0.460)^2(382572.148)^2 + (1192289.453)^2(0.119)^2}$$
$$S_{ab} = 226.062$$

Remarks:

$S_{b_1b_3}$ = The magnitude of the indirect error standard

S_{b_1} = Standard *error* coefficients b_1

S_{b_3} = Standard *error* coefficients b_3

b_1 = path X4 against Y1

b_5 = path Y1 against Y2

b_1b_5 = path X4 against Y1 (b_1) with the Y1 line against Y2 (b_5)

To test the significance of the indirect influence, calculate the value of Z from the coefficient ab with the following formula.

$$Z = \frac{ab}{S_{ab}}$$
$$Z = \frac{(0.460)(1192289.453)}{226.062}$$

$$Z = 2,43$$

4) Conclusion

Therefore, z counts as $2.43 > 1.96$. This means that decision-making (Y1) is a variable that can mediate the influence of the role of female *parents* (X4) on household consumption behavior (Y2) or in other words, the role of female *parents* indirectly affects household consumption behavior through decision-making.

Decision-Making Mediates the Influence of Family Income on Household Consumption Behavior

Based on the results of the hypothesis test, the results show that family income has a positive and significant effect on decision-making in household decision-making. The results of the hypothesis testing in this study are in line with research from Sultanpur (2021), that women's income has a positive effect on women's involvement in household decisions, asset ownership and savings increases women's autonomy, making women more empowered in managing family finances. Hypothesis testing showed results that family income had a positive and significant effect on household consumption behavior and decision-making mediated the influence of family income on household consumption behavior. The results of testing this hypothesis are in line with research from Yanti & Murtala (2019), which found that income has a significant and positive effect on household consumption. Research from Aprianti and Yunita (2023) that has been described shows that women as workers have a positive impact on their family needs even though they have to divide their time between work and household.

Decision-Making Mediates the Influence of Working Time Allocation on Household Consumption Behavior

Decision-making mediates the influence of working time allocation on household consumption behavior. Based on the test results, the results show that the allocation of working

time has a positive and significant effect on household consumption behavior. This is in line with research from Dewi and Dewi in 2022 and research from Rosiana & Saskara (2020), which obtained results that working hours have a positive and significant influence on household expenses. So it can be assumed that the more time the head of the household allocates to work, the more expenses are spent by the head of the family to meet the needs of his family. This happens because the more productive a person is at work, the more his life needs will be met so that his expenses will also increase.

1) Decision-Making Mediates the Influence of Education on Household Consumption Behavior

Based on the results of the hypothesis test, the results show that education has a positive and significant effect on decision-making. The results of this hypothesis test have an effect on the research from Mustika, et al. (2019) stating that a high level of education will improve the ability to make decisions in the household. The results of the hypothesis test showed that education had a positive and significant effect on household consumption behavior and decision-making mediated the influence of family income on household consumption behavior. The results of this hypothesis testing are in line with the research from Dewi and Dewi (2022), the education variable, which found that education has a positive and significant effect on household spending. It can be assumed that the higher the education, the higher the expenditure incurred by each household to meet its living needs.

2) Decision Making Mediates the Influence of the Role of Female Parents on Household Consumption Behavior

Based on the results of the hypothesis test, the results show that the role of *the daughter's* parents has a positive and significant effect on decision-making. The results of this study are in line with the research from Jauzaa, et al. (2025), namely the dependence of in-laws or parents on children or sons-in-law in decision-making. Parents or in-laws can be involved in important decisions such as financial management, choice of residence, children's education, and how to manage daily needs. The results of hypothesis testing showed that the role of *female* parents had a positive and significant effect on household consumption behavior and decision-making mediated the influence of the role of *daughter* parents on household consumption behavior.

3) The Influence of Decision Making on Household Consumption Behavior

Based on the results of the hypothesis test, the results show that decision-making has a positive and significant effect on household consumption behavior. The results of the hypothesis testing of this study are in line with the research of Priska and Yohana (2025) that women play a central role in decision-making in consumption and resource allocation in the family. As well as research from Kusmayadi (2017), the role of women in the position or position as household decision-makers involves decision-making related to the fulfillment of basic needs which include food, clothing, and shelter.

Nyentana Tradition and Preservation of Family Assets and Traditions in Tabanan Regency

Based on research from Putri (2011), empirically it can be concluded that the purpose of the marriage is because parents do not have sons or only have daughters, because they can replace parents later in carrying out obligations in the village or banjar (*ngayah*), because of the desire of parents to stay with their children, because of love for their daughters, the daughter is not allowed to marry out, and avoid the possibility of falling into the hands of others, where the property in question is an asset or inheritance from the family or successor to take care of the rebuttal or abuse.

The role of the nyentana tradition in maintaining family assets and traditions in Tabanan Regency can be understood as a traditional mechanism that is strategic and adaptive in dealing with the limitations of the patrilineal system. Through nyentana, families who do not have sons can still maintain the sustainability of the lineage (purusa) without having to lose family assets, such as land, rice fields, traditional houses, and ritual obligations. Women who have the status of purusa in nyentana marriage obtain customary legitimacy to become the successor of the family, so that family assets remain in one lineage and do not move out.

In addition to maintaining material assets, the nyentana tradition also plays an important role in maintaining the continuity of traditions and family customary obligations. In the context of Tabanan Regency which is strong with the ties of traditional villages and banjars, the existence of heirs who settle in women's homes of origin allows the implementation of customary obligations, religious ceremonies, and social responsibilities to continue to run in a sustainable manner. Men who are responsible for supporting the implementation of these obligations in the traditional structure of the wife's family, so that the family's social and spiritual functions are maintained.

CONCLUSION

From the results of the data analysis and discussion, several research conclusions can be drawn as follows. The variables of family income, work time allocation, education, and parental roles of mothers and daughters have a positive and significant effect on decision-making in Tabanan Regency. The variables of family income, work time allocation, education, parental roles of mothers and daughters, and decision-making have a positive and significant effect on household consumption behaviour in Tabanan Regency. The variables of family income, work time allocation, education, and parental roles of mothers and daughters have an indirect effect on household consumption behaviour through decision-making in Tabanan Regency. The nyentana tradition can serve as a strategy for addressing household challenges in Bali related to lineage continuity and asset management, taking the forms of *nyentana rajeg*, *nyentana with pre-marriage agreement*, *nyentana nyerorod*, and *nyentana abut keladi*.

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