

## **SOCIAL SUPPORT, HUSBAND-WIFE INTERACTION, AND SUBJECTIVE WELFARE OF WOMEN ENTREPRENEURS IN BINJAI CITY**

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### **Abstract**

Economic instability encourages women to play an active role in improving family welfare, one of which is through participation as small and medium enterprises (SMEs). This study aims to analyze the influence of family characteristics, wife characteristics, social support, and husband-wife interaction on the subjective welfare of mothers who are SME entrepreneurs. This study uses a quantitative approach with a cross-sectional design involving 101 mothers working as SME entrepreneurs. Data were analyzed using SPSS version 25.0 through descriptive analysis, correlation tests, and multiple linear regression analysis. Correlation analysis showed that the family support and love dimension in husband-wife interactions were positively associated with subjective well-being, while the hostility dimension was negatively associated with subjective well-being. Regression analysis shows that family social support has a positive and very significant effect on subjective well-being. In addition, the love dimension of husband-wife interactions has a significant positive effect on subjective well-being. On the other hand, the dimension of hostility has a significant negative effect on the subjective well-being of mothers who are SME entrepreneurs

Keywords: Husband-wife interaction, SMEs, social support, subjective well-being, entrepreneurs

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### **INTRODUCTION**

Economic instability encourages women to participate in improving family welfare, one of which is by working as Small and Medium Enterprises (SMEs). According to Lizina et al. (2020), in strategic urban areas, working women often choose the informal sector as a means to meet their living needs. Small and Medium Enterprises (SMEs) are generally categorized as informal employment sectors, especially on a micro and small scale. The term SME refers to business activities carried out by citizens, both individually and through business entities (Wilantara, 2016). SMEs play an important role in the Indonesian economy because they contribute to improving people's welfare (Polina & Fadly, 2025). SMEs are an important element in driving economic growth and facilitating income distribution in society (Aliyah, 2022). Based on data from the Central Statistics Agency (BPS) of Binjai City in 2021–2023, there are around 2,244 active SMEs operating in the region. The dominant sectors include culinary, handicrafts, and trade. These SMEs are spread throughout Binjai City sub-districts, with the highest concentration in North Binjai and West Binjai. Women play an important role in the SME sector in Binjai City. Data from the Tavip Market Cooperative and Economic Office, Binjai City, noted that in 2018, there were around 16,754 women entrepreneurs engaged in trade, culinary, fashion, and creative industries.

The increasing participation of women in the labor force indicates the increasing involvement of women in productive economic activities. This condition reflects the economic demands that encourage women, especially mothers, to contribute to family income through work and business activities (Verick 2014). In Binjai City, women have an important role in various productive economic activities, including as Micro, Small, and Medium Enterprises (MSMEs). Research by Sitepu and Herlina (2025) shows that women's involvement in business activities contributes to increasing family income and welfare. With the development of the MSME sector in Binjai City, the role of women as business actors has become increasingly strategic in supporting the family and regional economy. However, women's involvement in business activities can also raise various demands that have the potential to affect their welfare. Therefore, it is important to examine factors related to the subjective welfare of MSME actors.

In the context of the modern family, the role of a mother is no longer limited to household responsibilities but also includes active involvement in economic activities, including as an SME actor. This dual role requires the mother to simultaneously fulfill the responsibilities of wife, mother, and breadwinner. However, this high burden of roles leaves mothers vulnerable to emotional distress, especially when the balance between household and work responsibilities is disrupted. This imbalance can trigger role conflicts that negatively impact their subjective well-being (Almasitoh, 2011). One of the main causes of this conflict is difficulties in time management, as mothers often face a dilemma between completing work tasks and meeting the needs of their children and families (Hon & Chan, 2013). This condition can affect the subjective well-being of working mothers. According to Diener et al. (1985), subjective well-being is an individual's evaluation of his quality of life which includes the cognitive dimension in the form of life satisfaction and the affective dimension in the form of positive emotions and negative emotions. In the context of mothers who are SMEs, external factors such as workload, economic pressure, and time constraints are sources of stress that can reduce their quality of life.

To understand the subjective welfare of small and medium enterprises (SMEs), this study uses a structural-functional perspective that views the family as a social system consisting of interdependent roles and functions in maintaining family balance and stability (Parsons, 1951). In the system, each family member has complementary functions to achieve a common goal. The involvement of mothers in economic activities through SMEs not only expands the productive functions of the family but also increases the complexity of the roles that must be carried out as wives, mothers, and business actors. Therefore, the family's ability to maintain harmonious interaction and adaptive role sharing is an important factor in maintaining the mother's subjective well-being.

In addition to social support, husband-wife interaction also plays an important role in shaping the subjective well-being of mothers who are SME actors (Martinea & Sunarti, 2019). Healthy family interaction is characterized by open communication, emotional sensitivity, and fair division of responsibilities between spouses. This study also refers to Stress-Buffering Model which was put forward by Cohen and Wills (1985), who explained that social support serves as a psychosocial resource that can reduce the negative impact of stress on individual well-being. In the context of SME mothers, emotional, instrumental, and informational support from husbands and families is expected to help mothers face the demands of dual roles so that the psychological pressure that arises does not develop into a decline in subjective welfare. Thus, the quality of husband-wife interaction and family social support are seen as the main mechanisms that help mothers maintain a balance between domestic and economic roles.

In line with the structural-functional perspective and the Stress-Buffering Model, social support is one of the family resources that functions to maintain the balance of the family system while protecting individuals from the negative impact of role pressures. In facing the demands of being mothers, wives, and SMEs, social support from the immediate environment, especially husbands and nuclear family members, helps mothers feel appreciated, accompanied, and get the necessary assistance in carrying out their various responsibilities. According to Sarafino (1998), social support includes emotional, instrumental, informational, and reward support that individuals receive from others.

From a structural-functional perspective, husband-wife interaction is an integration mechanism that maintains the stability and sustainability of family functions. Healthy family interactions are characterized by open communication, emotional sensitivity, and a fair division of responsibilities between spouses. According to Herawati et al. (2018), the quality of family interaction remains important even though time together is limited due to work commitments. Harmonious interactions can create a positive emotional environment, prevent misunderstandings, and strengthen bonds between family members. Conversely, disharmonious husband-wife interactions, such as a lack of communication, limited empathy, or minimal involvement of the husband in domestic affairs, can result in significant psychological distress. This directly affects the emotional state of the mother and ultimately lowers her subjective level of well-being. Selvarajan et al. (2013) shows that the quality of emotional support provided by a couple determines how comfortable and psychologically fulfilled a person is in family life. Therefore, research examining the role of social support and husband-wife interactions in the subjective well-being of mothers working as SMEs is important, as these two aspects serve as the main buffers that allow mothers to manage their dual roles more balanced and emotionally healthy. Understanding the extent to which social support and marital interactions affect subjective well-being can be helpful in designing family-based interventions and social policies that strengthen maternal resilience as SMEs.

Based on these problems, this study seeks to analyze the influence of social support and husband and wife interaction on the subjective welfare of small and medium business mothers in Binjai City. Previous research has shown that subjective well-being is an important indicator in assessing the quality of life of individuals, including mothers who work as Small and Medium Enterprises (SMEs) (Yulyanti et al., 2024). The dual role of business manager as well as housekeeper makes SMEs face various demands that can affect their psychological condition and subjective welfare. From the perspective of functional structural theory, the family is seen as a social system that consists of interdependent parts and has a specific function to maintain family balance. Husbands and wives have complementary roles in carrying out economic functions, affection, nurturing, and family maintenance. If these functions run in harmony, family stability can be maintained and the welfare of family members will increase. Various studies show that social support plays a role in helping individuals cope with stress through emotional, informational, and instrumental help (Nazwirman et al., 2019; Kimura & Masykur, 2017). Meanwhile, positive husband-wife interaction can strengthen cooperation in the family, improve communication, and support the implementation of family functions more effectively (Yulianto et al., 2016; Pratama & Sulismandi, 2024).

In a functional structural framework, both factors are resources that help families maintain balance and reduce potential dysfunctions that can decrease the well-being of family members. However, previous research has generally examined social support and husband-wife interactions separately on various aspects of well-being. There is still limited research that analyzes the influence of these two factors simultaneously on the subjective welfare of mothers of SMEs, especially in the context of families in Indonesia. In fact, mothers of SMEs face a dual role that demands the ability to maintain economic functions as well as family domestic functions. Based on this description, this research is important because it can provide an understanding of how social support and husband-wife interaction contribute to maintaining a balance of family functions and improving the subjective welfare of mothers of SMEs. The results of the research are expected to be the basis for the development of family empowerment programs and the strengthening of social support for women business actors.

## METHODS

This study uses a cross-sectional research design conducted at a specific point in time, with the main focus on examining the influence of social support and husband-wife interaction on the subjective welfare of mothers who are Small and Medium Enterprises (SMEs) actors in Binjai City. The research was conducted in Binjai City which consists of five sub-districts: Binjai Kota, South Binjai, North Binjai, West Binjai, and East Binjai. The research location was deliberately chosen based on data from the Central Statistics Agency (BPS) of Binjai City for 2021–2023, which reported that around 2,244 SMEs were actively operating in the area, making Binjai City a strategic location for this research. Data collection will be carried out in July 2025.

The population of this study consists of families with mothers who own and manage Small and Medium Enterprises (SMEs) in Binjai City. The sample was selected using a purposive sampling technique based on inclusion criteria, namely the mother is the owner or manager of an SME, is legally married, and has children. Through coordination with the Binjai City Cooperatives and SMEs Office, respondents who met the research criteria were obtained. A total of 101 mothers of SMEs were successfully recruited and filled out a complete questionnaire, so that all data was used in the analysis.

Social support variables were measured from the wife's perspective using an instrument adapted from the Multidimensional Scale of Perceived Social Support (MSPSS) developed by Zimet et al. (1988), which assessed an individual's perception of social support received from three main sources: family, friends, and important people. The instrument consists of 12 items and is characterized by its brevity, clarity, and multidimensional nature. The Alpha Cronbach value of this instrument is 0.876. The variables of husband-wife interaction were measured using an instrument adapted from the Interpersonal Behavior Scale developed by Chuang (2005). Based on interpersonal theory, this instrument is designed to assess the quality of marital relationships through six dimensions of interpersonal behavior: love (affection), directing (controlling behavior towards a partner), dominance (dominance in the relationship), hostility (hostile attitude), submission (obedience or submission), and respect. The instrument consists of 24 items, with an Alpha Cronbach value of 0.834.

The subjective well-being variable was measured using instruments developed by Diener et al. (1985; 2010), namely the Satisfaction With Life Scale (SWLS) and the Scale of Positive and Negative Experience (SPANE). These instruments were used to assess the cognitive and affective aspects of subjective well-being. The SWLS consists of five statements covering evaluations of various life domains, such as life achievements,

living conditions, and feelings about the future. Each item is measured using a 7-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Neutral, 5 = Slightly Agree, 6 = Agree, and 7 = Strongly Agree. The Cronbach's Alpha value of this instrument was 0.645. The SPANE consists of 12 items (6 positive and 6 negative) that measure the intensity and frequency of positive and negative emotional experiences in a broad and general manner. Each item is measured using a 5-point Likert scale: 1 = Very Rarely, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Very Often. The Cronbach's Alpha value of this instrument was 0.909.

## RESULTS

### Characteristics of the Wife

The characteristics of the respondents' wives in this study include several aspects, namely age, education level, occupation, income, business sector, business ownership, length of business, working hours, and the number of employees owned (Table 1). This study involved 101 mothers, all of whom are Small and Medium Enterprises (SMEs) owners. By age, respondents were dominated by the middle adult age group (41–50 years) at 56.4%, followed by young adults (30–40 years) at 34.7%, and late adults (51–60 years) at 8.9%. Regarding formal education, almost half of wives have completed junior or senior secondary school (11–12 years of education) at 40.6%. This is followed by those with a diploma (13–15 years of education) at 26.7%, and those holding an undergraduate or postgraduate degree (16–19 years of education) at 32.7%. The wife's job is dominated by entrepreneurs (91.1%). A smaller proportion work as private employees (5.0%), lecturers/teachers (3.0%), and are unemployed or retired (1.0%). In terms of income, most wives earn between IDR 3,000,001 and IDR 6,000,000 per month (49.5%), followed by wives who earn between IDR 6,000,001 and IDR 10,000,000 (29.7%). Meanwhile, 17.8% earned between IDR 500,000 and IDR 3,000,000, and only 3.0% earned more than IDR 10,000,001. The majority of wives run businesses in the culinary sector (93.1%), while a small percentage are engaged in services (4.0%) and trade (3.0%). Most respondents (99.0%) own their businesses independently, while only a small percentage (1.0%) run their businesses in partnership with their husbands or family members. Regarding the length of business ownership, 63.4% have been running their business for 1–5 years, 31.7% for 6–10 years, and 5.0% for 11–16 years. In terms of daily working hours, the majority of wives work 6–10 hours per day (57.4%), followed by those who work 11–15 hours per day (37.6%), and only 5.0% who work 2–5 hours per day. Finally, most respondents employed 0–2 employees (95.0%), followed by those who employed 3–6 employees (4.0%), and only 1.0% employed 7–10 employees

Table 1. Characteristics of Wives

Features	Category	n	%	
Wife's Age	Young adults (30–40 years old)	35	34.7	
	Medium adult (41–50 years)	57	56.4	
	Late adults (51–60 years)	9	8.9	
Formal Education	Junior High School (11–12 years old)	41	40.6	
	Diploma (13–15 years)	27	26.7	
	Undergraduate/Postgraduate (16–19 years old)	33	32.7	
Wife's Job	Entrepreneurship	92	91.1	
	Private employees	5	5.0	
	Lecturer/Teacher	3	3.0	
	Not working/Retiring	1	1.0	
Revenue per Month	IDR 500.000–IDR 3.000.000	18	17.8	
	IDR 3.000.001–IDR 6.000.000	50	49.5	
	IDR 6.000.001–IDR 10.000.000	30	29.7	
	>Rp10.000.001	3	3.0	
Business Field	Culinary	94	93.1	
	Services	4	4.0	
	Trade	3	3.0	
Business Status	Ownership	Own	100	99.0

Features	Category	n	%
	Partnership with husband/family	1	1.0
Long Running Business	1-5 years	64	63.4
	6-10 years	32	31.7
	11-16 years old	5	5.0
Working Hours per Day	2-5 jam	5	5.0
	6-10 jam	58	57.4
	11-15 jam	38	37.6
Number of Employees	0-2 orang	96	95.0
	3-6 orang	4	4.0
	7-10 orang	1	1.0

### Family Characteristics

The characteristics of the respondents' husbands in this study include several aspects, namely age, education level, occupation, income, age at marriage, number of children, and length of marriage (Table 2). By age, most husbands were in the 40-49 age group (58.4%), followed by those aged 50-69 (30.7%), while the 30-39 age group represented the smallest proportion (10.9%). Regarding educational achievement, the majority of husbands hold a bachelor's or postgraduate degree (16-18 years of education) at 58.4%, followed by those who have completed junior high school or high school (9-12 years of education) at 37.6%. Diploma-level education (13-15 years of education) accounts for the smallest proportion of 4.0%. Based on the type of work, husbands are dominated by private sector employees (31.7%), followed by civil servants (16.8%), and laborers (13.9%). Other professions include police/military and lecturers/teachers (8.9% each), businessmen and farmers (6.9% each), unemployed/retired (4.0%), and state-owned employees (2.0%). The majority of husbands earn between IDR 3,000,001 and IDR 6,000,000 per month (46.5%), followed by husbands who earn IDR 6,000,001-IDR 10,000,000 (26.7%). Meanwhile, 19.8% earned between IDR 500,000 and IDR 3,000,000, 4.0% earned less than IDR 500,000, and only 3.0% earned more than IDR 10,000,000. Regarding the age at marriage, most husbands were 26-35 years old at the time of marriage (81.2%), followed by those aged 21-25 years (16.8%), and only 2.0% were married at the age of 36-48 years. In terms of the number of children, the majority of respondents (86.1%) had 2-3 children, 8.9% had 4-5 children, and only 5.0% had one child. In addition, nearly half of the respondents (51.5%) had been married for 11-20 years, followed by those who had been married for 21-35 years (40.6%), and 7.9% had been married for 4-10 years.

Table 2. Family Characteristics

Features	Category	n	%
Husband's Age	30-39 years old	11	10.9
	40-49 years old	59	58.4
	50-69 years old	31	30.7
Formal Education	Junior High School (9-12 years old)	38	37.6
	Diploma (13-15 years)	4	4.0
	Undergraduate/Postgraduate (16-18 years)	59	58.4
Husband's Job	Private employees	32	31.7
	PNS	17	16.8
	Labor	14	13.9
	Police/Military	9	8.9
	Lecturer/Teacher	9	8.9
	Entrepreneurship	7	6.9
	Farmer	7	6.9
	Not working/Retiring	4	4.0
	SOE Employees	2	2.0
Revenue per Month	< IDR 500.000	4	4.0

Features	Category	n	%
	IDR 500.000–IDR 3.000,000	20	19.8
	IDR 3.000.001–IDR 6.000.000	47	46.5
	IDR 6.000,001–IDR 10.000,000	27	26.7
	> Rp10.000.000	3	3.0
Age at Marriage	21–25 years old	17	16.8
	26–35 years old	82	81.2
	36–48 years old	2	2.0
Number of Children	1 child	5	5.0
	2–3 children	87	86.1
	4–5 children	9	8.9
Long Marriage	4–10 years	8	7.9
	11–20 years	52	51.5
	21–35 years old	41	40.6

**Social support for women who are small and medium business actors**

Social support is a source of assistance that individuals receive from the surrounding environment, whether family, friends, or colleagues or communities. For SMEs, social support is important in helping to face the demands of dual roles as business managers and family members. Therefore, the level of social support received needs to be known to understand their welfare conditions. Based on Table 3, the social support of women who are Small and Medium Enterprises (SMEs) in Binjai City is generally still dominated by the low to medium category. Family support showed an average score of 70.09 and was in the highest category (42.6%). Support from friends was mostly categorized as low (63.4%) with an average score of 53.18, while support from colleagues or the business community was the lowest source of support (81.2%) with an average score of 47.03. Overall, more than half of respondents (57.4%) reported low levels of social support, with an overall average score of 56.76.

Therefore, the social support received by mothers who are SMEs in Binjai City still shows limitations, especially the support obtained from friends and colleagues/community partners. This condition shows that social networks outside the family have not been optimally utilized as a source of emotional or instrumental support. Although family support was relatively stronger, it was not experienced equally by all respondents and thus did not fully compensate for the dual pressures they faced. However, the findings suggest that family-based social support contributes more meaningfully to the well-being of mothers who are SMEs compared to support from outside the family, highlighting the importance of relational closeness and emotional bonding.

Table 3. Distribution of Social Support Categories among Small and Medium Enterprises in Binjai City

Dimensions	Category						Min±Max	Average±SD
	Low (<60)		Medium (60–80)		Height (>80)			
	n	%	n	%	n	%		
Family Support	39	38.6	19	18.8	43	42.6	25.0±100	70.09±22.11
Friend Support	64	63.4	30	29.7	7	6.9	12.5±100	53.18±17.99
Peer support/community peer	82	81.2	16	15.8	3	3.0	0±100	47.03±17.92
<b>Overall Social Support</b>	58	57.4	36	35.6	7	6.9	22.22±94.44	56.76±14.59

Note: n = number, % = percentage, SD = standard deviation.

**Husband-Wife Interaction Between Mothers Who Are Small and Medium Business Actors**

Husband-wife interaction is a process of reciprocal relationships between husband and wife which is reflected in communication, affection, respect, and the way couples solve problems in daily life. Good quality interaction can create harmonious relationships and support the well-being of individuals and families. Based on Table 4, the dimension of husband-wife interaction with the highest average score was respect, with an average of 74.75, which was in the high category (51.5%). The love dimension also showed a

relatively high average score of 74.76 and was categorized as high (52.5%). Meanwhile, the directing dimension is included in the medium category (49.5%). In contrast, the negative interaction dimension indicates a low score. The hostility dimension has an average of 5.28 and is categorized as low (99.0%). Similarly, the dominant dimension falls into the low category (99.0%) with an average score of 11.48. In addition, the submission dimension was also categorized as low (76.2%), with an average score of 43.72. Overall, the distribution of partner interaction categories showed that the majority of mothers (57.4%) fell into the moderate interaction category, with an overall average score of 75.84. This shows that most respondents already have a fairly good quality of interaction with their partner.

Table 4. Division of Husband-Wife Interaction Categories Between Small and Medium Business Owners in Binjai City

Dimensions	Category						Min±Max	Average±SD
	Low (<60)		Medium (60-80)		Height (>80)			
	n	%	n	%	n	%		
Love	27	26,7	21	20,8	53	52,5	16,67±100	74,67±21,98
Directing	32	31,7	50	49,5	19	18,8	11,11±100	66,11±20,32
Dominate	100	99,0	1	1,0	0	0	.00±66,67	11,48±12,72
Hostility	100	99,0	1	1,0	0	0	.00±75,00	5,28±10,45
Submission	77	76,2	17	16,8	7	6,9	00±100	43,72±22,89
Respect	31	30,7	18	17,8	52	51,5	16,67±100	74,75±23,84
<b>Overall Husband-Wife Interaction</b>	6	5,9	58	57,4	37	36,6	42,96±97,22	75,84±9,80

Note: n = number, % = percentage, SD = standard deviation.

**Subjective Well-Being of Mothers Who Are Small and Medium Business Actors**

The results of the distribution of subjective welfare data in Table 5 show that the subjective welfare of mothers who are SMEs in Binjai City is at a moderate level, as shown by 47.5% of respondents included in this category, with a total average score of 64.74. In the affective aspect, the majority of respondents were in the medium category (60.4%) with an average score of 68.38. This suggests that their emotional state tends to be relatively stable. In the cognitive aspect, namely life satisfaction, a considerable proportion is included in the low category (44.6%) with an average score of 61.08. Overall, these findings suggest that mothers have a fairly good level of subjective well-being, although they have not fully reached the high category.

Table 5. Socialization of Subjective Welfare Categories for Women who are Small and Medium Businesses in Binjai City

Dimensions	Category						Min±Max	Average±SD
	Low (<60)		Medium (60-80)		Height (>80)			
	n	%	n	%	n	%		
Subjective (Affective) Well-Being	22	21,8	61	60,4	18	17,8	27,08±100,00	68,38±13,46
Subjective (Cognitive) Well-being	45	44,6	40	39,6	16	15,8	13,33±30,00	61,08±20,04
<b>Overall Subjective well-being</b>	36	35,6	48	47,5	17	16,8	20,21±98,33	64,74±15,85

Note: n = number, % = percentage, SD = standard deviation.

**Characteristics of Wife's Relationships, Family Characteristics, Social Support, Husband-Wife Interaction, and Subjective Well-Being**

Correlation analysis was conducted to examine the relationship between wife's characteristics, years of education, and income—as well as family characteristics, including husband's age, husband's income, length of marriage, and number of children, with social support, husband-wife interaction, and subjective well-being. Based on Table 6, the results of correlation analysis showed that among the characteristics of the wife, the year of education was positively correlated with the dimension of subordination of husband-wife interaction ( $r = 0.237$ ;  $p < 0.05$ ). This means that the higher the wife's level of education, the greater her tendency to be obedient, yielding, and adaptive in her interactions with her husband. In addition, the wife's income was negatively correlated with the direction dimension ( $r = -0.218$ ;  $p < 0.05$ ) and dominance ( $r = -0.223$ ;  $p < 0.05$ ) dimension of husband-wife interaction. This shows that the higher the wife's income, the

lower the likelihood of controlling, directing, or dominating behavior towards her husband in daily interactions. Meanwhile, regarding family characteristics, the husband's age was positively correlated with the guiding dimension of husband-wife interaction ( $r = 0.233$ ;  $p < 0.05$ ). This suggests that as the husband ages, he tends to show a greater tendency to direct or make decisions in his interactions with his wife.

Regarding social support variables, family support was positively correlated with subjective cognitive well-being ( $r = 0.735$ ;  $p < 0.01$ ) and subjective affective well-being ( $r = 0.689$ ;  $p < 0.01$ ). This suggests that higher levels of family support are associated with greater life satisfaction and more positive emotions among mothers who are SMEs. Family support was also positively associated with the dimensions of love partner interaction ( $r = 0.663$ ;  $p < 0.01$ ), directing ( $r = 0.509$ ;  $p < 0.01$ ), and respect ( $r = 0.603$ ;  $p < 0.01$ ), which means that greater family support was associated with higher levels of affection (love), guiding (directing), and mutual respect (respect) in marital interactions. In addition, family support was negatively correlated with the hostility dimension ( $r = -0.267$ ;  $p < 0.01$ ), suggesting that higher levels of family support were associated with lower levels of hostile behavior in husband-wife interactions. Peer support was positively correlated with subjective cognitive well-being ( $r = 0.352$ ;  $p < 0.01$ ), suggesting that the support received from friends was associated with higher life satisfaction among mothers who were SMEs. Friendship support was also positively associated with dimensions of husband-wife interaction such as love ( $r = 0.292$ ;  $p < 0.01$ ), direction ( $r = 0.305$ ;  $p < 0.01$ ), and respect ( $r = 0.211$ ;  $p < 0.05$ ). This means that higher levels of friendship support are associated with greater affection (love), guiding (directing) behavior, and mutual respect (respect) in marital interactions. In addition, friendship support was negatively correlated with the hostile dimension ( $r = -0.240$ ;  $p < 0.01$ ), suggesting that higher support from friends was associated with lower levels of hostile behavior in husband-wife interactions. Support from co-workers/community partners was positively correlated with subjective cognitive well-being ( $r = 0.302$ ;  $p < 0.01$ ), meaning that greater support from colleagues or the community was associated with higher life satisfaction among mothers who were SMEs. Supportive co-workers/community partners also showed positive associations with the dimensions of love partner interaction ( $r = 0.366$ ;  $p < 0.01$ ), directing ( $r = 0.402$ ;  $p < 0.01$ ), and respect ( $r = 0.258$ ;  $p < 0.01$ ). This suggests that higher levels of peer or community support are associated with increased affection (love), guidance (direction), and mutual respect (respect) in marital interactions. In addition, support from co-workers/community partners was significantly negatively correlated with the hostility dimension ( $r = -0.256$ ;  $p < 0.01$ ), meaning that greater peer or community support was associated with lower levels of hostile behavior in husband-wife interactions.

In the variables of husband-wife interaction, the *dimension of love* was significantly positively related to the subjective well-being of the cognitive ( $r=0.581$ ;  $p<0.01$ ), and affective ( $r=0.614$ ;  $p<0.01$ ) dimensions, which means that the higher the dimension of affection in the interaction between husband and wife, the higher the level of subjective well-being of both dimensions (affective and cognitive). Then, the direction dimension was positively related to the subjective well-being of the affective ( $r=0.328$ ;  $p<0.01$ ), and cognitive ( $r=0.422$ ;  $p<0.01$ ) dimensions, which means that the higher *the directing* behavior, the higher the subjective well-being of SME actors from the two dimensions. Then, the hostility dimension was significantly negatively related to affective ( $r = -0.450$ ;  $p<0.01$ ) and cognitive ( $r = -0.457$ ;  $p<0.01$ ) subjective well-being. This means that the higher the hostility behavior, the lower the subjective welfare of SMEs from both dimensions. The respectful dimensions were positively associated with subjective, affective ( $r = 0.505$ ;  $p<0.01$ ) and cognitive ( $r = 0.603$ ;  $p<0.01$ ). This means that the higher the behavior of mutual respect, the higher the subjective welfare felt by SME mothers from both dimensions.

Regarding the variables of husband-wife interaction, the dimension of love was significantly positively correlated with subjective cognitive well-being ( $r = 0.581$ ;  $p < 0.01$ ) and subjective affective well-being ( $r = 0.614$ ;  $p < 0.01$ ). This means that the higher the level of affection in the husband-wife interaction, the higher the mother's subjective well-being in both the cognitive and affective dimensions. The director's dimension was also significantly positively correlated with affective ( $r = 0.328$ ;  $p < 0.01$ ) and cognitive ( $r = 0.422$ ;  $p < 0.01$ ). This suggests that higher levels of guiding or directing behaviors in marital interactions are associated with higher subjective well-being among mothers who are SME actors in both dimensions. In contrast, the hostility dimension showed a significant negative correlation with affective ( $r = -0.450$ ;  $p < 0.01$ ) and cognitive ( $r = -0.457$ ;  $p < 0.01$ ) well-being. This suggests that higher levels of hostile behavior in husband-wife interactions are associated with lower subjective well-being in both affective and cognitive aspects. Finally, the respectful dimension was significantly positively correlated with affective ( $r = 0.505$ ;  $p < 0.01$ ) and cognitive ( $r = 0.603$ ;  $p < 0.01$ ) well-being. This means that higher levels of mutual respect in husband-wife interactions are associated with higher levels of subjective well-being experienced by mothers who are SME actors in both dimensions.

In the subjective well-being variable, the affective dimension was significantly positively correlated with the dimensions of husband-wife interaction of love ( $r = 0.581$ ;  $p < 0.01$ ), directing ( $r = 0.328$ ;  $p < 0.01$ ), and respect ( $r = 0.505$ ;  $p < 0.01$ ). This means that the higher the subjective affective well-being of mothers who are SMEs, the higher the level of affection, guiding behavior, obedient behavior, and mutual respect felt in marital interactions. The affective dimension was also significantly negatively correlated with the hostile dimension of husband-wife interaction ( $r = -0.450$ ;  $p < 0.01$ ). This suggests that higher affective subjective well-being is associated with lower levels of hostile behavior perceived by mothers who are SME actors. In addition, the cognitive dimensions of subjective well-being were significantly positively correlated with the dimensions of husband-wife interactions of love ( $r = 0.614$ ;  $p < 0.01$ ), directing ( $r = 0.422$ ;  $p < 0.01$ ), and respect ( $r = 0.603$ ;  $p < 0.01$ ). This means that the higher the cognitive subjective well-being, the higher the level of affection, guiding behavior, and mutual respect felt by mothers who are SMEs. In addition, cognitive subjective well-being was significantly negatively correlated with hostility ( $r = -0.457$ ;  $p < 0.01$ ), suggesting that higher cognitive subjective well-being was associated with lower levels of hostile behavior perceived by mothers who were SME actors.

Table 6. Relationship Between Characteristics of Heads of Households, Family Characteristics, Social Support, Husband-wife Interaction, and Subjective Well-Being of Small and Medium Business Mothers in Binjai City

Variabel	Subjective Well-Being		Husband-Wife Interaction					
	SWB-A	SWB-C	L	DT	DM	HT	SM	RP
<b>Characteristics of the Wife</b>								
Wife's Age (Years)	0.008	-0.057	0.147	0.183	0.130	-0.134	0.106	0.060
Wife's Length of Education (Years)	0.100	0.032	0.172	0.119	-0.008	-0.090	<b>0.237*</b>	0.016
Wife's Income (Rupiah)	-0.107	0.031	-0.072	<b>-0.218*</b>	-	-0.036	0.051	0.026
					<b>0.223*</b>			
<b>Characteristics of Husband</b>								
Husband's Age (Years)	0.058	-0.133	0.142	<b>0.233**</b>	0.138	-0.102	0.049	0.042
Husband's Length of Education (Years)	-0.010	-0.028	0.067	-0.001	0.019	0.015	0.133	0.016
Husband's Income (Rupiah)	0.021	0.053	-0.012	-0.043	0.051	-0.011	0.134	0.090
Length of Marriage (Years)	0.033	-0.030	0.104	0.162	0.069	-0.128	0.063	0.078
Number of Children (People)	0.054	0.101	0.051	0.126	-0.070	-0.010	0.019	0.147
<b>Social Support</b>								
Family Support	<b>0.735**</b>	<b>0.689**</b>	<b>0.663**</b>	<b>0.509**</b>	0.153	-	0.118	<b>0.603**</b>
						<b>0.267**</b>		
Friend Support	0.192	<b>0.352**</b>	<b>0.292**</b>	<b>0.305**</b>	0.112	-	0.056	<b>0.211*</b>
						<b>0.240**</b>		
Community Partner Support	0.191	<b>0.302**</b>	<b>0.366**</b>	<b>0.402**</b>	-0.101	-	0.173	<b>0.258**</b>
						<b>0.256**</b>		
<b>Husband-Wife Interaction</b>								
Love	<b>0.581**</b>	<b>0.614**</b>						
Directing	<b>0.328**</b>	<b>0.422**</b>						
Dominate	-0.096	-0.084						
Hostility	-	-						
	<b>0.450**</b>	<b>0.457**</b>						
Submission	0.016	0.133						
Respect	<b>0.505**</b>	<b>0.603**</b>						
<b>Subjective Well-Being</b>								
Affective			<b>0.581**</b>	<b>0.328**</b>	0.096	-	<b>0.016*</b>	<b>0.505**</b>
						<b>0.450**</b>		

Variabel	Subjective Well-Being		Husband-Wife Interaction					
	SWB-A	SWB-C	L	DT	DM	HT	SM	RP
Cognitive			<b>0.614**</b>	<b>0.422**</b>	-0.084	-	0.133	<b>0.603**</b>
						<b>0.457**</b>		

Note: \*\* significant at  $p < 0.01$  (2 heads); \* significant at  $p < 0.05$  (2 heads). SWB-A = Affective Subjective Well-Being; SWB-C = Subjective Cognitive Well-Being; L = Love; DT = Direct; DM = Dominate; HT = Hostility; SM = Obey; RP = Yours sincerely

Table 7 shows that the number of children correlates positively with social support in the peer support dimension ( $r = 0.206$ ;  $p < 0.05$ ). This means that the more children, the higher the level of colleague/community support felt by mothers engaged in SMEs. The dimension of love was significantly positively correlated with family support ( $r = 0.663$ ;  $p < 0.01$ ), friend support ( $r = 0.292$ ;  $p < 0.01$ ), and community support ( $r = 0.366$ ;  $p < 0.01$ ). This shows that the higher the level of affection (love) in husband-wife interactions, the higher the social support received by mothers involved in SMEs in these three dimensions. The directional dimension was also positively correlated significantly with family support ( $r = 0.509$ ;  $p < 0.01$ ), friend support ( $r = 0.305$ ;  $p < 0.01$ ), and community support ( $r = 0.402$ ;  $p < 0.01$ ). This means that higher levels of directing behavior are associated with higher levels of social support in all three dimensions. In contrast, the hostility dimension was significantly negatively correlated with family support ( $r = -0.267$ ;  $p < 0.01$ ), peer support ( $r = -0.240$ ;  $p < 0.01$ ), and community support ( $r = -0.256$ ;  $p < 0.01$ ). This suggests that higher levels of hostile behavior are associated with lower levels of social support in all three dimensions. Finally, the respect dimension was significantly positively correlated with family support ( $r = 0.603$ ;  $p < 0.01$ ), peer support ( $r = 0.211$ ;  $p < 0.05$ ), and community support ( $r = 0.258$ ;  $p < 0.01$ ). This means that higher levels of mutual respect in husband-wife interactions are associated with higher levels of social support received by mothers involved in SMEs in all three dimensions.

The affective dimension of subjective well-being was significantly positively correlated with family support ( $r = 0.735$ ;  $p < 0.01$ ). This means that the higher the subjective effective well-being, the higher the level of family support felt by mothers involved in SMEs. The cognitive dimension of subjective well-being was significantly correlated positively with family support ( $r = 0.689$ ;  $p < 0.01$ ), peer support ( $r = 0.352$ ;  $p < 0.01$ ), and community support ( $r = 0.302$ ;  $p < 0.01$ ). This shows that the higher subjective cognitive well-being, the higher the level of social support felt by mothers involved in SMEs in these three dimensions.

Table 7 Relationship of Wives Characteristics, Family Characteristics, Social Support, Husband-Husband Interaction, and Subjective Welfare of Mothers Engaged in Small and Medium Enterprises in Binjai City

Variabel	Social support		
	FS	FRS	CS
<b>Characteristics of the Wife</b>			
Wife's Age (Years)	0,081	-0,022	-0,105
Wife's Length of Education (Years)	0,159	0,073	0,109
Wife's Income (Rupiah)	-0,159	0,019	-0,031
<b>Characteristics of Husband</b>			
Husband's Age (Years)	0,095	0,032	-0,027
Husband's Length of Education (Years)	0,045	0,058	0,038
Husband's Income (Rupiah)	-0,018	-0,072	-0,025
Length of Marriage (Years)	0,017	0,060	-0,068
Number of Children (People)	0,004	0,183	<b>0,206*</b>
<b>Social Support</b>			
Family Support			
Friend Support			
Community Partner Support			
<b>Husband-Wife Interaction</b>			
Love	<b>0,663**</b>	<b>0,292**</b>	<b>0,366**</b>
Directing	<b>0,509**</b>	<b>0,305**</b>	<b>0,402**</b>
Dominate	0,153	-0,112	-0,101
Hostility	<b>-0,267**</b>	<b>-0,240*</b>	<b>-0,256**</b>

Variabel	Social support		
	FS	FRS	CS
Submission	0,118	0,056	0,173
Respect	<b>0,603**</b>	<b>0,211*</b>	<b>0,258**</b>
<b>Subjective Well-Being</b>			
Affective	<b>0,735**</b>	0,192	0,191
Cognitive	<b>0,689**</b>	<b>0,352**</b>	<b>0,302**</b>

Note: \*\* significant at  $p < 0.01$  (2 heads); \* significant at  $P < 0.05$  (2-tailed). FS = Family Support; FRS = Friend Support; CS = Co-worker/Community Partner Support

**The Influence of Head of Household Characteristics, Family Characteristics, Social Support, and Husband-Wife Interaction on Subjective Well-Being**

After the regression model was confirmed to meet all classical assumptions, namely residual normality, homoscedastic, the absence of multicollinearity, and the absence of autocorrelation, multiple linear regression analysis was performed to examine the influence of individual characteristics, family characteristics, social support, and husband-wife interaction on subjective well-being. Table 8 on the following page presents the results of multiple linear regression analysis that examines the effects of individual characteristics, family characteristics, social support, and husband-wife interactions on subjective well-being. The results of multiple linear regression analysis showed a value of R Squared 0.761 and Squared Adjusted R 0.712. This shows that 71.2% of the subjective welfare variance of mothers engaged in small and medium enterprises (SMEs) can be explained by the variables of wife and family characteristics, social support, and husband-wife interaction included in the model. Meanwhile, the remaining 28.8% were influenced by other variables that were not studied in this study. The results of the analysis showed that the husband's age had a negative and significant influence on the subjective welfare of mothers engaged in SMEs ( $\beta = -0.645$ ; Sig. = 0.001). This means that as the husband ages, the mother's subjective level of well-being tends to decrease. Furthermore, the number of children had a positive and significant effect on subjective well-being ( $\beta = 0.155$ ; Sig. = 0.027). These findings show that the larger the number of children, the higher the subjective well-being of mothers involved in SMEs. Conversely, the wife's age, the wife's education, the wife's income, the husband's education, the husband's income, and the length of marriage did not show a significant influence on subjective well-being. Regarding the social support variable, family support has a positive and very significant influence on the subjective welfare of mothers engaged in SMEs ( $B = 0.540$ ;  $p = 0.000$ ). This means that the higher the level of support received from the family, the higher the level of subjective well-being experienced by the mother. This variable is one of the strongest predictors in regression models. Meanwhile, social support from friends and professional colleagues did not show a significant influence on the subjective well-being of mothers engaged in SMEs ( $p > 0.05$ ). This analysis also shows that several dimensions of husband-wife interaction significantly affect the subjective well-being of mothers engaged in SMEs. The dimension of love had a positive and significant effect ( $B = 0.248$ ;  $p = 0.009$ ), suggesting that higher levels of affection and warmth in marital relationships were associated with higher subjective well-being. In contrast, the hostility dimension had a negative and significant effect on subjective well-being ( $B = -0.239$ ;  $p = 0.002$ ). This suggests that higher levels of conflict, anger, or hostility in marital interactions are associated with lower subjective well-being among mothers involved in SMEs. Meanwhile, other interaction dimensions i.e., directing, dominating, and respecting did not show a significant influence on the subjective well-being of mothers engaged in SMEs ( $p > 0.05$ ).

Table 8. The Influence of Wives Characteristics, Family Characteristics, Social Support, and Husband-Wife Interaction on the Subjective Welfare of Mothers Engaged in Small and Medium Enterprises (SMEs) in Binjai City

Variable	Subjective Well-Being			
	Non-Standard Coefficient (B)	Std. Error	Standard Coefficient of Beta ( $\beta$ )	Let's say.
(Constan)	60,932	14,984		0,000
<b>Features</b>				
Wife's Age (Years)	1,0422	0,540	0,387	0,057
Wife's Length of Education (Years)	0,271	0,654	0,032	0,680
Wife's Income (Rupiah)	-0,486	1,303	-0,023	0,710
Husband's Age (Years)	-1,732	0,483	-0,645	<b>0,001**</b>

Variable	Subjective Well-Being			
	Non-Standard Coefficient (B)	Std. Error	Standard Coefficient of Beta ( $\beta$ )	Let's say.
Husband's Length of Education (Years)	-0,340	0,542	-0,045	0,532
Husband's Income (Rupiah)	1,287	1,269	0,070	0,313
Length of Marriage (Years)	0,280	0,361	0,106	0,440
Number of Children (People)	3,164	1,401	0,155	<b>0,027*</b>
<b>Social Support</b>				
Family Support	0,387	0,059	0,540	<b>0,000***</b>
Friend Support	0,048	0,062	0,054	0,445
Community Partner Support	-0,013	0,068	-0,015	0,849
<b>Husband-Wife Interaction</b>				
Love	1,492	0,559	0,248	<b>0,009*</b>
Directing	-0,779	0,715	-0,090	0,279
Dominate	-0,352	0,588	-0,042	0,552
Hostility	-3,022	0,933	-0,239	<b>0,002**</b>
Submission	-0,749	0,385	-0,130	0,055
Respect	0,541	0,517	0,098	0,299
R Square		0,761		
Customized R Box		0,712		
F		15,532		
Sig.		0.000 billion		

Description: \*=significant  $p < 0.05$ ; \*\*= significant  $p < 0.01$ ; \*\*\*= significant  $p < 0.001$ .

## DISCUSSION

This study shows that the subjective welfare of small and medium enterprises (SMEs) in Binjai City is more determined by factors originating from within the family than by socioeconomic characteristics and social networks outside the family. Family social support and the quality of husband-wife interactions were shown to be primary predictors of subjective well-being, whereas most demographic characteristics showed no significant influence. These findings are in line with the structural-functional perspective that views the family as a social system whose sustainability and balance depend on the performance of the functions and roles of each family member (Parsons 1951). In the context of SMEs who carry out dual roles as business actors as well as household managers, subjective welfare is not only determined by the economic resources they have, but also by the family's ability to create support, cooperation, and harmonious relationships. Most of the respondents in this study were middle-aged mothers who managed culinary businesses with relatively long working hours. These characteristics show the high demands of roles that must be carried out on a daily basis, so the existence of family support and adaptive marital relationships are important resources in maintaining their psychological well-being.

The results showed that most demographic characteristics, such as education level, income, and length of marriage, did not have a significant effect on the subjective well-being of mothers of SMEs. These findings indicate that subjective well-being is not primarily determined by the socioeconomic characteristics of the family, but rather by the quality of the interpersonal relationships that are established within the family. These results reinforce the findings of Diener et al. (1999) and Hastuti et al. (2010) who stated that demographic factors explain only a small part of the variation in subjective well-being compared to relational and psychosocial factors. However, this study found that the age of the husband had a negative effect on the subjective welfare of mothers of SMEs. The higher the husband's age, the lower the level of subjective well-being that the wife feels. In the context of Indonesian families, this finding can be explained by the tendency to strengthen traditional patterns of marital relationships in older age groups. Older husbands tend to maintain a more conventional division of roles so that involvement in domestic work and childcare is relatively lower. This condition can increase the burden of the role borne by the wife, especially when the wife is also actively involved in running a business. The accumulation of work and household demands has the potential to reduce life satisfaction and increase psychological pressure which ultimately has an impact on subjective well-being. These findings are in line with Lee and McKinnish (2018) who show

that age characteristics in marital relationships can affect the quality of life and well-being of couples. On the other hand, the number of children has a positive effect on subjective well-being, which indicates that the presence of children is not only a family responsibility, but can also provide meaning in life, emotional satisfaction, and a sense of achievement in the role of mother (Herviani 2019).

Another important finding was the difference in results between correlation and regression analysis on social support variables. In the correlation analysis, the support of family, friends, and significant others both showed a positive relationship with subjective well-being. However, when all sources of support were tested simultaneously in the regression model, only family support remained a significant predictor. These findings show that although various sources of social support contribute to subjective well-being, family support is the most decisive form of support for mothers of SMEs in Binjai City. This condition can be understood considering that the majority of respondents run a household-based culinary business, so business activities and family life take place in the same space. In such situations, emotional, instrumental, and informational support from family members is the closest, most accessible, and most relevant resource in helping mothers cope with the demands of dual roles. Support from friends and the business community still provides psychological benefits, but the effect becomes smaller when the existence of family support is taken into account simultaneously. These findings support the Stress-Buffering Model put forward by Cohen and Wills (1985), which explains that social support serves as a protector against the negative effects of stress, especially when support comes from the closest and most meaningful source to the individual.

In addition to family support, the quality of husband-wife interaction has also proven to be an important factor in determining the subjective welfare of mothers of SMEs. The results show that husband-wife interactions are mostly characterized by high dimensions of love and respect, as well as low negative dimensions such as hostility, and domineering. The pattern of interaction reflects a warm, supportive, and minimal conflict in a marital relationship. Regression analysis shows that the dimension of love has a positive effect on subjective well-being, while hostility has a negative effect. These findings indicate that a marital relationship filled with affection, acceptance, and emotional closeness can be a source of psychological strength for mothers in facing the pressure of dual roles as business actors and household managers. Conversely, the existence of interpersonal conflicts characterized by hostile attitudes has the potential to reduce emotional security, increase stress, and decrease life satisfaction. These results are in line with the research of Christina and Matulesy (2016), Dahyu et al. (2021), and Wulandari and Sunarti (2024) which show that the quality of marital relationships is one of the main predictors of subjective well-being in the family.

Overall, the results of the study show that the subjective welfare of mothers of SMEs in Binjai City is more shaped by the quality of relationships in the family than by socioeconomic characteristics and social networks outside the family. Strong family support and warm marital relationships are the main protective factors in facing the demands of dual roles as business actors and household managers. The research model that was able to explain 71.2% of the subjective welfare variation further emphasized the importance of social and relational factors in the lives of mothers of SMEs. These findings show that efforts to improve the welfare of mothers of SMEs are not enough only through strengthening business economic capacity, but also need to be directed at strengthening family functions, increasing the involvement of husbands in domestic life, and developing more supportive and harmonious marital relationships.

## CONCLUSION

This study aims to analyze the influence of social support and husband-wife interaction on the subjective welfare of mothers engaged in Small and Medium Enterprises (SMEs) in Binjai City. Based on the findings of the study, several important conclusions can be drawn. Correlation analysis shows that most of the demographic characteristics of wives and families have a weak and insignificant relationship with the subjective well-being of the wife. In contrast, the family support and love dimension in husband-wife interactions were positively associated with subjective well-being, while the hostility dimension was negatively associated with subjective well-being. Furthermore, regression analysis shows that demographic characteristics generally do not have a significant influence on the subjective well-being of the wife. Family support and the quality of husband-wife interaction—especially affection (love), as well as excessive low levels of conflict (hostility)—are the most influential factors in improving the subjective well-being of mothers involved in SMEs.

## RECOMMENDATIONS

Based on the findings of this study, the following recommendations are proposed: (1) For mothers engaged in SMEs and their families, especially husbands, it is recommended to strengthen family social support, increase the expression of affection in marital interactions, and reduce domestic conflicts. In addition, a more balanced division of roles is needed as the husband ages, so that the psychological burden on the mother can be minimized. The quality of parent-child relationships must also be maintained to ensure that children remain a source of meaning and happiness for mothers. (2) For future researchers, it is recommended to include additional psychological variables such as resilience, coping strategies, work-family balance, and the quality of marital communication in more depth. In addition, using larger sample sizes and expanding the research area will provide a more comprehensive understanding of the condition of mothers involved in SMEs in various social contexts.

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