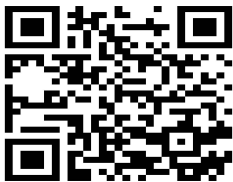




Factors Affecting Traders' Income in The Pesiapan Market Tabanan District, Bali Indonesia

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Abstract:

Economic Development has a very big influence in increasing economic growth, especially among the community, one way to increase economic growth is by trading because it can absorb labor, such as trading in traditional markets where traditional markets are markets that grow and develop with most traders being local residents in around, traditional markets have an important role because traditional markets are always an indicator of food stability such as rice, sugar and other basic necessities. This study used a sample of 53 respondents, namely traders in Pesipan Market, Tabanan District, Tabanan Regency. The method used in this study is multiple linear regression. This analysis is used to find out how the influence of business capital, working hours and length of business on the income of traders in Pesapan Market, Tabanan District, Tabanan Regency. The results obtained in this study are: 1) Business capital has a significant effect on the income of traders in the Pesipan Market, Tabanan Regency, with t count greater than t table, namely $10.178 > 1.645$ or a significance of 0.000, less than 0.05. 2) Working hours have a significant effect on the income of traders in the Tabanan Regency Pesapan Market, with t count greater than t table or $2.150 > 1.645$ or a significance of 0.035 less than 0.05. 3) The length of business has a significant effect on the income of traders in Pesipan Market, Tabanan District, Tabanan Regency, with t count greater than t table or $2.947 > 1.645$ or a significance of 0.004 less than 0.05. 4) Business Capital, Working Hours and Business Length have a significant effect simultaneously on the income of traders in the Pesipan Market, Tabanan District, Tabanan Regency, because F count is greater than F table or $66.726 > 2.60$ or a significance of 0.000 is less than 0.05

Keywords: Business Capital, working hours, length of business, and income.

Introduction:

The current era of globalization which always prioritizes development, including Indonesia, is certainly carrying out development efforts. This development is carried out in various sectors including the economic sector, political sector, socio-cultural sector and others. The aim of development is to develop the economy in Indonesia in order to improve the standard of living of the people and lead Indonesia towards development in entering the era of modernization which can be said to have been colonized by the world of globalization.

Trading is an alternative informal employment opportunity, which apparently absorbs a lot of working hours, such as traditional market traders. Economic activities from the traditional sector are still buying and selling activities that continue to survive amidst the competition in the current era of globalization. One of the economic activities of this traditional sector is buying and selling activities in the market. The market is a place where sellers and buyers meet to carry out the buying and selling process. So that later the market can be used as a trading center and place for distribution of goods between producers and consumers.

Traditional markets should receive government attention, apart from being a public facility that supports community economic activities, they also serve to maintain local culture. The existence of traditional markets must be maintained and

preserved because they contain values that are not found in modern shopping centers (Rukini, 2015). Trade is one of the pillars of the economy for the people involved in it. The income earned by traders in the form of profits is used to increase business capital or to meet daily needs (Sudrajat, 2014).

Tabanan Regency, which is one of the main tourist destinations for foreign tourists, still maintains the traditional cultural values of the local community. This is proven by the fact that you can still find traditional markets in several places in the Tabanan Regency area which are managed by the Tabanan Regency Market Regional Company. Traditional markets as the basis of the people's economy have great potential to provide employment opportunities, provide a choice of business opportunities so that they can move the wheels of the people's economy.

The emergence of investors who build modern shopping centers in the form of minimarkets, supermarkets, department stores, hypermarkets and others has certainly become competitors for people's market traders. The Tabanan Regency Government, through the Tabanan Regency Market Service, continues to strive to improve the management of people's markets by reorganizing people's markets, one of which is improving the Pesisian Market, in order to increase the competitiveness of people's markets in Tabanan Regency, especially in the Pesisian Market, so that traders have more freedom in carrying out their activities.

Table 1 Number of Traders at the Pesisian Market in Tabanan Regency in 2024

S. No.	Type of place to sell	Number of traders (person)	Percentage (100%)
1	Stall	20	17,85
2	Los	35	31,25
3	Trader in the car	57	50,89
	Total	112	100

Source: Tabanan Regency Pesiapan Market, 2024

Based on Table 1 above, it shows that the number of traders who occupy kiosks to sell is 20 traders or 17.85 percent of traders who occupy stalls to sell are 35 traders or 31.25 percent and traders in cars are 57 traders or 50.89 percent.

According to Case and Fair (2017), business capital is an important factor in doing business, because business capital has a very strong relationship with the success or failure of a business. In this way, the income that will be obtained will also be greater. However, in the people's market, the majority of traders come from the lower middle class. So, in getting business capital, most traders still rely on agricultural products and their skills alone. In fact, if market traders want to increase their business capital, the traders can borrow business capital from banks or non-bank institutions. However, many traders do not meet the requirements and the high interest that must be paid creates problems in itself. This is a problem related to Business Capital from people's market traders.

Formulation of the problem;

Based on the background above, the problem can be formulated as follows: Does business capital have a partial effect on the income of traders at the Pesian Market, Tabanan Regency? business, working hours and length of business, simultaneously influence the income of traders at the Pesian Market, Tabanan Regency?

Conceptual framework:

The conceptual framework is a logical relationship from the theoretical basis and previous empirical studies as a guide in conducting research. Based on existing theories and previous empirical studies, a conceptual framework can be created in this research which describes the independent variables, namely capital, working hours and length of business which are thought to influence the dependent variable, namely the income of traders in the preparation market in Tabanan Regency.

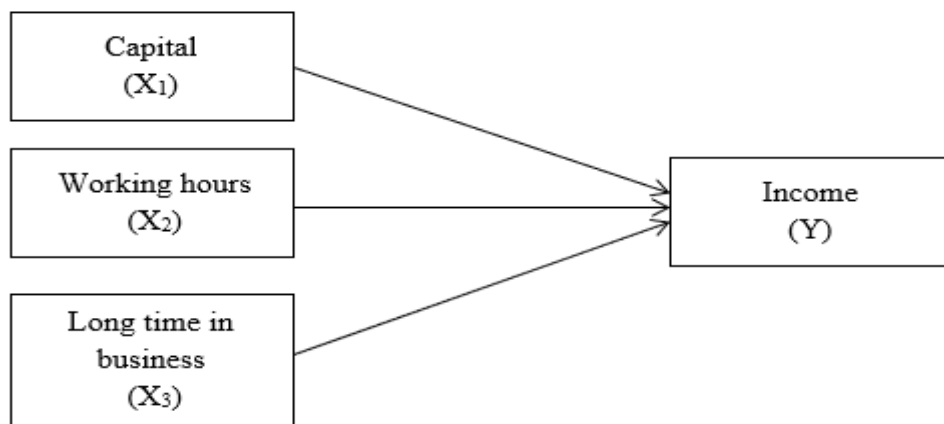


Figure 2.2 Conceptual Framework

Based on Figure 2.2, it can be seen how the conceptual framework in this research is described. In this research, the influence of capital (X1), working hours (X2), and length of business (X3) will be examined both partially and simultaneously on income in the preparation market (Y).

Research Methods:

The research was conducted at the Pesiapan Market, Tabanan District, Tabanan Regency. According to (Sugiyono, 2016), the definition of a

research object is an attribute, characteristic or value of a person, object or activity that has certain variations which is applied by the researcher to study and then draw conclusions. The object of this research is the influence of business capital, working hours and length of business on the income of traders at the Pesiapan Market, Tabanan Regency.

Population is a generalized area consisting of objects or subjects that have certain qualities and

characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016). In this study, the population taken was all traders who traded at the Pesisian Market, Tabanan Regency, totaling 112 traders.

The sample is part of the number and characteristics that the population has (Sugiyono, 2016). The sampling technique in this research is a probability sampling technique, namely proportional sampling of traders who coincidentally or incidentally meet the researcher, which can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source. This method is used because members are homogeneous. The population of traders based on data obtained at the Pesisian Market, Tabanan Regency is 112 people. The number of samples in this study was determined based on the Slovin Formula, from calculations using this formula, the sample result was 52.8 (rounded to 53), so the total sample in this study was 53 respondents.

Research Results and Discussion:

Analysis is used to determine the magnitude of the influence of the independent variables, namely business capital (X1), working hours (X2), and length of business (X3) on the dependent variable, namely the income of traders at the Pesisian Market, Tabanan Regency (Y).

Based on Table 7 above, one multiple linear regression model equation can be created as follows:

$$Y = 3,696,581.409 + 0.119 X1 + 12,587.391 X2 + 165,291.114$$

1. The constant value (α) is 3,696,581.409, meaning that the average income of traders at the Pesisian Market, Tabanan Regency is IDR 3,696,581.409 with the assumption that the variables of business capital (X1), working hours (X2), and length of business (X3) are the same as zero.
2. The value of the coefficient β_1 on capital is 0.119, meaning that if the amount of capital increases by one million rupiah, the income of traders at the Pesisian Market, Tabanan Regency

will increase by IDR 119,000 assuming other variables are constant.

3. The value of the coefficient β_2 on working hours is 12,587.391, meaning that if the number of working hours increases by one hour, the total income of traders at the Pesisian Market, Tabanan Regency will increase by IDR 12,587.391 assuming other variables are constant.
4. The value of the coefficient β_3 on length of business is 165,291.114, meaning that if the length of business increases by one year, the income of traders at the Pesisian Market, Tabanan Regency will increase by IDR 165,291.114 assuming other variables are constant.

Partial influence of capital on traders' income at the Pesisian Market, Tabanan District, Tabanan Regency

The results of the research show that capital partially has a positive and real effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency. Thus, the first hypothesis which states that capital partially has a positive and real effect on traders in the Pesisian Market, Tabanan District, Tabanan Regency is proven.

The results of this research are supported by research by Astuti (2016) in her research entitled: The Influence of Capital, Working Hours and Length of Business on the Income of Traders Who Recipient of the Integrated Poverty Alleviation Movement Program in Lembengan Village, Ledokomdo District, Jember Regency. The results of his research concluded that the capital variable partially had a positive and significant influence on the income of Traders Recipient of the Integrated Poverty Alleviation Movement Program in Lembengan Village, Ledokomdo District, Jember Regency.

The results of Laksmi's (2014) research entitled: Factors that Influence Traders' Income at the Pesisian Market, Tabanan District in Tabanan Regency also support the results of this research.

The conclusion of Laksmi's research is that capital partially has a positive and significant effect on the income of traders at the Pesisian Market, Tabanan District in Tabanan Regency.

Partial influence of working hours on traders' income at the Pesisian Market, Tabanan District, Tabanan RegencyThe results of the research show that working hours partially have a positive and real effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency. Thus, the second hypothesis which states that working hours partially have a positive and real effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency is proven.

The results of this research are supported by research by Astuti (2016) in her research entitled: The Effect of Capital, Working Hours and Business Length on the Income of Traders Who Recipient of the Integrated Poverty Alleviation Movement Program in Lembengan Village, Ledokomdo District, Jember Regency. The results of his research concluded that the variable working hours partially had a positive and significant influence on the income of Traders Recipient of the Integrated Poverty Alleviation Movement Program in Lembengan Village, Ledokomdo District, Jember Regency.

Partial influence of length of business on traders' income at the Pesisian Market, Tabanan District in Tabanan Regency

The results of the research show that the length of business partially has a positive effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency. Thus, the third hypothesis which states that the length of business partially has a positive and real effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency is proven.

Arianti's (2015) research results entitled: Factors that Influence Market Traders' Income in Karangasem Regency. also supports the results of this study. The conclusion of Arianti's research is

that the length of business partially has a positive and significant effect on the income of market traders in Karangasem Regency

Simultaneous influence of capital, working hours and length of business on traders' income at the Pesisian Market, Tabanan District, Tabanan Regency

The results of the research show that capital, working hours and length of business simultaneously have a significant effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency. Thus, the fourth hypothesis which states that capital, working hours and length of business simultaneously have a significant effect on the income of traders at the Pesisian Market, Tabanan District, Tabanan Regency is proven.

Conclusion:

Based on the results of the data analysis found above, it can be concluded as follows:

1. Business capital (X1) has a partially positive and real influence on the income of traders at the Pesisian Market, Tabanan Regency, because t calculated is greater than t table or $10.178 > 1.645$, or its significance is smaller than 0.05 or $(0.000 < 0.05)$. So the first hypothesis which states that business capital has a positive effect on the income of traders in the Preparation market in Tabanan Regency is proven.
2. Working hours (X2) have a partial positive and real influence on traders' income at the Pesisian Market, Tabanan Regency, because t calculated is greater than t table or $2.150 > 1.645$ or its significance is smaller than 0.05 or $(0.035 < 0, 05)$. So the second hypothesis states that working hours have a real effect on the income of traders at the Pesisian Market, Tabanan Regency.
3. Length of business (X3) has a partially positive and real influence on traders' income at the Pesisian Market, Tabanan Regency because t calculated is greater than t table or $2.947 > 1.645$ or its significance is smaller than 0.05 or $(0.004 < 0.05)$. So the third hypothesis which states that

the length of business has a positive effect on the income of traders at the Pesisian Market, Tabanan Regency is proven.

4. Business capital, working hours and length of business simultaneously influence the income of traders at the Pesisian Market, Tabanan Regency. Because calculated F is greater than table F ($66.726 > 2.60$). So the hypothesis which states that business capital, working hours and length of business have a real effect together on the total income of traders at the Pesisian Market, Tabanan Regency is proven.

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