

ANALYSIS OF INFLUENCING FACTORS STREET VENDOR INCOME IN NEW SUB-DISTRICT BAOLAN TOLITOLI REGENCY (Case Study of Arang Tampurung Business)

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Abstract

This study aims to analyze the influence of business capital, working hours, business duration, and education level. The study is a quantitative research with primary data from the results of the questionnaire on a sample of street vendors in the New Village. The number of respondents to street vendors in the new Village is 53. The data from the questionnaire is processed using a linear probability model and processed using SPSS software. The results of the test were obtained on the variable "business capital has a significant effect on the income of street vendors with an odd ratio value of 0.27". The variable "working hours have a significant effect on the income of street vendors with an odd ratio of 0.069". In this study, the R Square value is 0.180 which means that the influence of the business capital variable (X1) and the variable of working hours (X2) and business length (X3) has an effect on the income variable (Y) by 18% and the remaining 82% is influenced by other independent variables that are not referred to in the variable.

Keywords: *Business Capital, Working Hours, Length of Business*

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INTRODUCTION

Funding micro businesses is the main thing when trying to maintain the existence of MSMEs in Indonesia. There are several micro business units that are indeed having difficulties in running their businesses due to the lack of funding used to manage business units. Sustainable finance is needed to facilitate the funding of these business units. Sustainable finance has a very good role to help existing business units in Indonesia (Yanto et al, 2022).

Funding in the form of capital in this case is one of the factors that affect a trader's income. Capital is also an economic resource created by humans in the form of money or goods value. Economic activities are based more on the encouragement to create jobs for themselves than on obtaining investment opportunities in increasing income (Fitria, 2014). Capital is one of the most important factors in trading, because capital has a very close relationship with the success or failure of a business activity. A large business capital will allow a business activity to run smoothly and can achieve the goal of trading, which is a high level of income.

Trading hours are one of the factors that affect a trader's earnings. According to Adam Smith in Fitria (2014) The theory of work time allocation is based on the utility theory. Stating that a person's time allocation is faced with two choices, namely working or not working to enjoy their free time. By working, it means that it will generate wages which will further increase income, can be used to buy consumer goods that can provide satisfaction.

According to Firdausa (2012), the length of effort can give rise to experiences that can affect a person's observation of appropriate behavior. So that the longer a person, especially street vendors, pursue their work, the better they will be in managing their business. Because the length of time a business actor pursues his business field will affect his productivity level and can reduce production costs which will later be smaller than the selling price.

Based on the results of observations made, the number of street vendors in Baru Village is 102 vendors selling various types of merchandise such as food, drinks, accessories, and mixtures. The goal of street vendors in general is to earn income. To earn income, street vendors must have capital to run a business. The capital used by street vendors is generally very small, because in general they use their own capital or borrowed capital. Furthermore, income is also related to working hours, where street vendors have time to trade morning until night or only afternoon until night. So time is also an obstacle to maximize income because street vendors only sell their goods at certain times. The length of business is also one of the factors in increasing revenue where the length of business can increase experience and in assessing consumer behavior so that it can increase sales efficiency.

Based on this background, a study will be conducted related to factors that affect the income of street vendors with the title "Analysis of Factors Affecting the Income of Street Vendors in New Village, Baolan District, Toliotli Regency"

METHODOLOGY

In this study, a quantitative approach method is used. The quantitative method is numerical data and is suitable for testing hypotheses. Then the data can be analyzed

using statistics so that it is easy to predict or process with certain variables that affect other variables (Sugiyono, 2014).

RESULTS AND DISCUSSION

Test

Early Testing is carried out to prove hypotheses based on existing research. These tests include t test, F test and determinant coefficient.

Test t

The t-test was carried out to find out whether the independent variable (X) had a partial effect on the dependent variable (Y), if the Sig value. < 0.05

Variable	Sig.	Criterion	Information
Business Capital (X1)	0.001	< 0.05	Influential
Business Hours (x2)	0.002	< 0.05	Influential
Length of effort (X3)	0.000	< 0.05	Influential
Variable	t count	> T Table	Keterangan
Business Capital (X1)	3.192	2.676	Influential
Business Hours (x2)	2.700	2.676	Influential
Length of effort (X3)	3.975	2.676	Influential

Based on table 4.12, the results of the uit explain that (X1) has a partial effect on (Y), (X2) has a partial effect on (Y) and, (X3) has a partial effect on (Y).

The f test was carried out to find out whether the independent variable (X) had a simultaneous effect on the dependent variable (Y), if the Sig value. < 0.05 or f value calculate $> f$ table

Test Results f

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	84.981	3	28.327	4.586	.020 ^b
Residual	387.094	49	7.900		
Total	472.075	52			

a. Dependent Variable: income
b. Predictors: (Constant), length of business, working hours, business capital

Based on table 4.13, the results of the ujif explain that the variables of business capital (X1) and variables of working hours (X2) and length of business (X3) have a simultaneous effect on revenue (Y).

CONCLUSION

Berdasarkan hasil pembahasan penelitian tentang tingkat pendapatan pedagang kaki lima di kelurahan baru maka dapat disimpulkan sebagai berikut : 1) Terdapat pengaruh antara variabel lama usaha terhadap pendapatan di pedagang kaki lima di kelurahan baru.. Dibuktikan dengan nilai t hitung sebesar 3,192 dengan nilai signifikansi sebesar $0,001 < 0,05$ yang menunjukkan adanya hubungan searah antara variabel lama usaha (X1) dan pendapatan (Y); 2) Terdapat pengaruh antara variabel lama usaha terhadap pendapatan di pedagang kaki lima di kelurahan baru.. Dibuktikan dengan nilai t hitung sebesar 2,700 dengan nilai signifikansi sebesar $0,002 < 0,05$ yang menunjukkan adanya hubungan searah antara variabel lama usaha (X2) dan pendapatan (Y); 3) Terdapat pengaruh antara variabel lama usaha terhadap pendapatan di pedagang kaki lima di kelurahan baru.. Dibuktikan dengan nilai t hitung sebesar 3,975 dengan nilai signifikansi sebesar $0,000 < 0,05$ yang menunjukkan adanya hubungan searah antara variabel lama usaha (X3) dan pendapatan (Y); 4) Terdapat pengaruh secara simultan antara variable modal usaha, jam kerja, lama usaha terhadap pendapatan pedagang kaki lima di kelurahan baru. Dibuktikan pada penelitian ini nilai R Square sebesar 0,180 yang berarti pengaruh variabel modal usaha (X1) dan variabel jam kerja (X2) dan lama usaha (X3) berpengaruh terhadap variabel pendapatan (Y) sebesar 18% dan sisanya 82% dipengaruhi oleh variabel bebas lainnya yang tidak termaksud dalam variable.

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