

## The Influence of Capital, Labor and Length of Business on Traders' Income in the Beringkit Animal Market Badung Regency

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### Abstract

The current development of the Indonesian economy can be measured by the development of trade centers. The existence of a trade center is one of the most obvious indicators of community economic activity in a region. In terms of economic interests, the increasing number of trade centers, both traditional and modern, encourages the creation of job opportunities for many people. Starting from the services of security forces, shopkeepers, delivery people, cleaning services, to transportation services. This means that the presence of a trade center participates in alleviating the problem of poverty. This research uses quantitative research methods and statistical analysis, especially analysis of numbers and statistical analysis with the aim of confirming previously established hypotheses. Multiple linear regression method, partial test and simultaneous F test. Based on the SPSS calculation results, results were obtained 1). The income of traders at the Beringkit animal market in Badung Regency is partly positively and significantly influenced by capital, labor, but not significantly by the length of business. 2) The income of traders at the Beringkit animal market in Badung Regency is also simultaneously influenced positively and significantly by capital, labor and length of business

### Keywords

Capital; labor; income; economic growth and SDGS

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## 1. INTRODUCTION

Indonesia is a developing country that is still carrying out development efforts. This development is carried out in various sectors, namely economic, political, socio-cultural and other sectors. These development efforts are carried out to develop the country's economy in order to improve the standard of living of the people and usher Indonesia into the era of globalization. One of the developments currently being carried out in Indonesia is economic development. Economic development leads to policies taken by the government to achieve employment opportunities and sustainable and inclusive economic growth (Christian et al, 2023; Murthi et al, 2022 ; Prakoso & Agustina, 2022).

The current development of the Indonesian economy can be measured by the development of trade



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centers. According to Kurniawan et al (2017) ; Marta et al (2021) Apart from exports and imports which influence the economy, the existence of a trade center is one of the most obvious indicators of community economic activity in a region. According to physical form, trade centers are divided into two, namely traditional markets and modern shopping centers. In terms of economic interests, the increasing number of trade centers, both traditional and modern, encourages the creation of job opportunities for many people. Starting from the services of security forces, shopkeepers, delivery people, cleaning services, to transportation services. This means that the presence of a trade center participates in alleviating the problem of poverty and the amount of poverty (Agung, 2010 ; Diatmika et al, 2017 ; Radityana et al, 2023).

Apart from still being supported by tourism, Bali Province's income is also supported by trade, so the impact of the Covid-19 pandemic is starting to recover, which is also due to the consumptive behavior of the Balinese people themselves in consumption (Tanjung & Aritonang, 2023 ; Murthi et al, 2015, 2018). To obtain and fulfill daily needs, humans struggle to survive and overcome problems by utilizing natural resources, the energy and thoughts they have, as well as the available capital within themselves and their environment. In cities and villages, it is equally not easy to get the goods they need for daily needs considering that human needs are increasingly unlimited. To fulfill daily needs, humans cannot get the goods they need by themselves, someone has to look for or buy goods that are already being bought and sold in that place. Like the market, for example, it is in the market that someone will find various necessities of life such as clothing, food, shelter, and so on. Markets play an important role in economic activities and economic development of a country. It is through the market that trading activities can take place. The existence of markets also helps households (consumer households, producer households and the government) obtain needs and income. Apart from that, the market is also able to create job opportunities. Many people depend on economic activities in the market for their livelihoods, both to earn income and meet their needs. The market is a public service facility to meet the needs of the community and is the economic center of 2 communities. Not only that, the market also functions as price stability, where market prices are used as a benchmark for measuring inflation and also determining policy by the government. Markets can take the form of economic activities or as centers of cultural activities (Margareni et al, 2016).

In people's eyes, traditional markets are synonymous with dirty and smelly places. This is a big problem for potential buyers looking for their needs in the market. But from these weaknesses, traditional markets have advantages that modern markets do not have, namely buyers can bargain for an item they want. Apart from that, traditional markets can also build friendship between sellers and buyers. Trading in traditional markets is still a choice for people who have limited capital and low education and do not have special skills because basically anyone can trade in traditional markets, even

though according to Ndakularak et al (2014) The educational factor is very significant on income. Trading in traditional markets is a form of informal sector activity that can support the economic growth of a region, marketing the creative economy through BUM Desa and village markets can reduce the level of unemployment that occurs in an area or village, one of which is Bali (Wulandari et al, 2017 ; Murthi, 2019, 2023). In Bali there are many public markets that are known to many people, one of which is located in Badung Regency.

Table 1.1 The number of public markets in Badung Regency.

No	Market Name	Potency		
		Stall	Los	Ket
1	Kapal Market	0	106	
2	Sembung Market	19	54	
3	Beringkit Market	196	181	
4	Petang Market	120	99	
5	Kuta I Market	46	311	
6	Nusa Dua Market	37	191	
7	Kuta II Market	87	158	
8	Tenten Market	0	14	
Total Potential Amount		505	1.114	

Source: Directors Perumda Pasar Mangugiri Sedana

Table 1.1 It can be seen that the total number of public markets in Badung Regency is eight (8) markets, Kiosk potential amounts to five hundred and five (505) and the potential number of stalls are 1.114 based on data obtained from Directors Perumda Pasar Mangugiri Sedana. One market that is widely known to the general public is Beringkit General Market.

Beringkit General Market mulai berdiri pada tahun 1972 Before the formation of the market, there was a gathering of people who carried out a barter system (exchanging goods). Then the government developed it into a market. Because it is located in Beringkit Village, it is called Because of its location in the Beringkit village, so it's called Beringkit General Market. Founder or Head of the first market is I Gusti Ngurah Karet (deceased).

Beringkit Animal Markets terletak in Badung Regency, Mengwi District, Beringkit Village. The traditional market is 5 kilometers south of the Taman Ayun tourist attraction. At the Beringkit Animal Market, sellers/traders and buyers can bargain with each other to get a price agreement that is profitable

for both parties. Ordinary traders also provide discounts/promos or discounts to their customers. This market has also been modernized by the local government to make it comfortable for shopping and buying and selling. The reason the author chose the title that can be taken from this research is Background of the Problem. These reasons are stated in paragraphs starting from the general to the specific.

Table 1.2 Number of kiosk traders di Beringkit Animal Markets 2018-2022

No	Year	Number of Traders	Percentage(%)
1	2018	370	-
2	2019	367	-1.01
3	2020	350	-1.08
4	2021	352	0,99

Source: Director of Perumda Pasar Mangugiri Sedana

Table 1.2 dapat dilihat bahwa jumlah trader di Beringkit Animal Markets pada tahun 2018 tercatat 370 orang trader. Pada tahun 2019 tercatat 367 orang trader dimana jumlah trader mengalami penurunan. Pada tahun 2020 tercatat jumlah trader sebanyak 350 dimana jumlah trader sangat mengalami penurunan drastis yang diakibatkan pandemic *covid19*. Pada tahun 2021 jumlah trader mengalami peningkatan yang tercatat berjumlah 352 trader. Alasan peneliti tertarik melakukan penelitian dikarenakan untuk mengidentifikasi faktor faktor apa saja yang mempengaruhi pendapatan di Beringkit Animal Markets.

Several factors influence trader income in Beringkit Animal Markets, Mengwi District, Badung regency one of them is capital. Menurut Riyanto, (2010) defines capital as a "collective" of capital goods contained in the debit side of the balance sheet, while what is meant by capital goods is all goods in the company's household and their productive function is to form income. according to Murthi et al (2018), Pesona et al (2023), Dewi & Rahmani (2022), Chaesaria (2023) Apart from their regular income, people also receive income from farming or animal husbandry, as well as trading in markets or tourism.

Apart from capital, another important factor in managing a business is labor, labor is the most common part that must be present in a business. According to Employment Principles No. 14 of 1969 states that labor is every person who can carry out work both inside and outside the employment relationship to produce goods or services to meet the needs of society. In the current development of global trade, a skilled workforce is needed to obtain customer satisfaction, where service quality has a significant effect on customer satisfaction (Sari et al, 2022 ; Pynatih, 2023).

Another important factor in running a business is the length of business. Length of business is the length of time that traders have spent running their business, in this research the traders at Beringkit

Animal Markets. The variable unit for length of business is years. The longer a trader runs his business, the more experience he will gain. Most of the traders at Beringkit Animal Markets have been trading for dozens of years, there are also those who have only started trading for a few years. However, it is not necessarily true that traders who have more experience will earn more income than traders who have new experience. Therefore, the income of new traders and old traders cannot be predicted from their sales results.

Based on the description above, the author is interested in researching "The Influence of Capital, Labor and Length of Business on Traders' Income at Beringkit Animal Markets. The aim of the research is 1) To determine the partial influence of capital on traders' income at Beringkit Animal Markets. 2) To determine the partial effect of the number of workers on the income of traders at Beringkit Animal Markets. 3) To determine the partial effect of length of business on traders' income at Beringkit Animal Markets. 4) To determine the effect of capital, number of workers and length of business on traders' income at the Animal Market simultaneously.

## **2. METHODS**

This research took place at Beringkit Animal Markets because Beringkit Animal Markets is a public market that is known to almost all Balinese people because this market sells various kinds of necessities/equipment needed by the community. In this research, the author used data that was searched by directly interviewing trading business owners to find out capital, labor, length of business and income of Beringkit Animal Markets traders in 2022.

The data sources used in this research secondary data sources are literature, articles, journals and sites on the internet relating to the research conducted. The author obtained secondary data at the Mangugiri Sedana Market Perumda Directors' Office and the number of traders in detail. From the Slovin formula, the sample used is 100 samples.

## **3. RESULTS AND DISCUSSION**

### **Descriptive Analysis**

Based on primary data obtained from 100 trader respondents, several characteristics of general respondent traders at Beringkit Animal Markets can be stated as described in the following sub-chapters.

#### **1. Respondent's age group**

Labor productivity is strongly influenced by age, the older the respondent's age, the more their work productivity decreases. From the results of research conducted, it shows that the age of respondents in the furniture industry ranges from 25 - 55 years, which is still a productive age. Details

can be seen in Table 4.2.

Table 4.2 Age Group of Vendor Respondents at Beringkit Animal Markets, 2022

NO	Age group (year)	Number of Respondents (people)	Percent	Productivity Category
1	25 – 35	20	20,00	Low
2	36 – 45	45	45,00	Tall
3	46 – 55	35	35,00	Currently
Amount		100	100,00	

Source: Processed from secondary data, 2022

Table 4.2 It can be seen that the majority aged 25 - 35 years, as many as 20 people (20.00%) are in the medium productivity category, followed by the second largest, namely those aged 36-45 years, as many as 45 people (45.00%) are in the high productivity category, and the smallest number is 46 – 55 years old as many as 35 people (35.00%) fall into the medium productivity category. This indicates that most respondents in the medium and high productive categories will be able to carry out production activities optimally.

#### Overview of Research Variables:

##### 1. Capital (X1)

Capital is an important factor in determining whether to start and develop a business. The greater the capital a business has, the greater the possibility that the business can be developed (Artini, 2019, 2022; Ayuk, 2023). The amount of capital used by traders each month is as follows:

Table 4.3 Amount of capital used by traders at Beringkit Animal Markets in 2022

No	Capital (in millions) Rp	Amount (person)	Percentage
1	1,000,000 – 5,500,000	63	63,00
2	6,000,000 – 15,000,000	20	20,00
3	20,000,000 – 60,000,000	12	12,00
Total		100	100,00

Source: Processed from secondary data, 2022

Based on Table 4.3, it can be seen that there are 63 people who use Capital between 1,500 – 5,500 million rupiah (63.00%), followed by 20 people who use Capital between 6,000 – 15,000 million rupiah

(20.00%), and 12 people who use Capital 20,000 – 60,000 million rupiah (12.00%). From these results it can be explained that the majority of traders use capital with the highest average, ranging from 3,500 – 5,500 million rupiah as many as 63 people. Source: Processed from secondary data, 2022.

## 2. Labor(X2)

Labor is the labor in question involved in the transaction process carried out in the market. Labor has a positive influence on trading businesses. The number of laboratories used at Beringkit Animal Markets, can be seen at Table 4.4

Table 4.4 Number of Labs Used by Traders at Beringkit Animal Market Badung Regency in 2022

No	Labor (person)	Amount (Trader)	Percentage
1	1 – 3	98	98,00
2	4 – 8	2	02,00
3	≥ 9	-	-
Total		100	100,00

Source: Processed from 2022 secondary data

Based on Table 4.4, it can be seen that there are 100 traders using Labor as many as 1 - 3 people (92.00%), followed by 4-8 traders using Labor as many as 4 - 8 people (02.00%), and then no one uses Labor more than 9 people. From these results it can be explained that some traders at Beringkit Animal Markets use workers of 1 - 3 people.

## 3. Length of Business (X3)

In a company, the length of time a business is opened can influence the level of income, the length of time a business actor or business person pursues his field of business will influence his productivity, the length of business can be seen in Table 4.5.

Table 4.5 Length of Business trader di Beringkit Animal MarketsTahun 2022

No	Length of business (year)	Amount (Trader)	Percentage
1	1-10	55	55,00
2	11-20	18	18,00
3	21-40	27	27,00
Total		100	100,00

Source: Processed from secondary data, 2022

Based on Table 4.5, it can be explained that the longest Length of Business was established was 1-10 years (55.00%), followed by 11-20 years (18.00) the length of time the business was established and

21-40 years for 27 traders. From these results it can be concluded that 1-10 (55.00) traders sold the longest.

#### Multiple Linear Regression Analysis

Table 4 Summary of SPSS Analysis Results

Independent variable	Coefficient regression	t	Sig
Capital (X1)	0,044	7.069	0,000
Labor(X2)	6.954.046,304	5.558	0,000
Length of Business(X3)	10.740,097 1,095 0,276		
Constant	76.209,880		
R2	0,689		
F count	70,884		
Sig	0,000		

Source: (Processed)

Based on Table 4 above, a multiple linear regression model equation can be created as follows:

$$Y = 76.209,880 + 0,044X_1 + 6.954.046,304X_2 + 10.740,097X_3$$

1. The value of a (cost constant) of 76,209.880 means that the average income of traders on the Beringkit Market is 76,209.880 with the assumption that the Capital (X1), Labor (X2) and Length of Business (X3) variables are equal to zero
2. The b1 (Capital) value of 0.044 means that an increase in Capital by one rupiah will increase trader income at Beringkit Animal Markets by an average of 0.044 with the assumption that the variables Labor (X2) and Length of Business (X3) are considered constant.
3. The b2 (labor) value of 6,954,046.304 means that an increase in Labor by one person will increase the trader's income at Beringkit Animal Markets on average by 6,954,046.304 assuming Capital (X1) and Length of Business (X3) variables. considered to remain constant
4. The b3 (Length of Business) value of 10,740,097 means that the Length of Business influences trader income at Beringkit Animal Markets on average of 10,740,097 rupiah with the assumption that the Capital (X1) and Labor (X2) variables are considered constant.

#### Partial Test (t Test) and F Test

1. t test (partial) for capital based on table 4

The real influence of Capital on income is because t count is 7.069 > t Table 1.660. The significance of 0.000 is smaller than 0.05 so it can be written if Ho is rejected and Hi is accepted. These results are in



line with research Wijaya & Djayastra (2014), about the influence of Capital. And business capital is the dominant variable that influences trader income (Artaman, 2015 ; Yudhi 2016).

## 2. t test (Partial) for labor

t test (partial) for labor. There is a real influence between labor and income, because t count is 5.558 > t table 1.660. The significance of 0.000 is smaller than 0.05. So  $H_0$  is rejected and  $H_1$  is accepted. In line with research by Wulandari et al (2017), where Labor has a positive and significant influence on production.

## 3. t Test (Partial) Length of Business

There is an influence but it is not real between Length of Business on income, because t count is  $1.095 < t$  Table 1.660 or the significance is 0.276 which is greater than 0.05. then it is said that  $H_0$  is accepted.

4. The F test, also called the variance test, is used to adjust the  $R^2$  value if the calculated has F value is greater than or equal to  $70.884 > 2.699$  and the significance is less than or equal to 5%, namely 0.000 or  $0.00 < 0.05$ . The hypothesis put forward in this research is correct by stating that the variables Capital, labor, and Length of Business have a real influence simultaneously on income. This result is in line with Murthi (2023), regarding Capital, length of business, Labor influence on income

## Coefficient of determination

According to the results of multiple linear regression calculations, a correlation coefficient ( $R^2$ ) value of 0.689 is obtained, this shows that there is a positive relationship with a contribution of 68.9 percent of capital, labor and length of business to traders' income at Beringkit Animal Market, Badung Regency. Meanwhile, the remaining 31.1 percent was influenced by other factors not examined in this study

## 4. CONCLUSIONS

The following conclusions were obtained: 1) traders' income at Beringkit Animal Markets Badung Regency is partially influenced positively and significantly by capital, labor, and but not significantly by the length of business. 2) trader income at Beringkit Animal Markets Badung regency is also influenced simultaneously positively and significantly by capital, labor and length of business. The suggestions from this research are related to aspects of internal factors that have future implications such as capital, workforce and length of business. It is recommended that traders at Beringkit Animal Markets Badung Regency make efforts to increase capital by adding capital through people's business credit( KUR) from commercial or regional banks with relatively high interest rates. cheap to diversify and add to existing types of merchandise. Manpower, such as by optimizing existing staff or adding more if it is felt to be very helpful in the sales process in the trendy market of Badung Regency as well

as Length of Business where with experience traders can make good use of subscriptions and if necessary the longer they pursue their business in trading the more they will increase their knowledge about consumer tastes or behavior, such as paying attention to the quality of goods sold so that consumers come to buy again at Beringkit Animal Markets, Badung Regency.

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