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**The Influence Of Capital, Working Hours, And Location On The
Income Level Of Nganjuk Wage Market Traders, Nganjuk District**

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Abstract

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A market is where goods are bought and sold with more than one seller, whether referred to as a shopping centre, traditional market, shop, mall, plaza, trade centre, or other names. This research aims to analyze how much capital, working hours and location influence traders' income. Random sampling method. The sample in this research was 79 traders, and then analysis was carried out on the data obtained using quantitative data analysis. Quantitative analysis includes validity and reliability tests, classical assumption tests, multiple regression analysis, hypothesis testing via t-test and f-test, and analysis of the coefficient of determination (R²). Hypothesis testing using the t-test shows that the three independent variables studied are proven to have a significant partial effect on the dependent variable of trader income. Then, through the F test, it can be seen that the three independent variables examined simultaneously affect the dependent variable of trader income. The adjusted R² figure is 0.653, indicating that 65.3% of the trader's income variable can be explained by the three independent variables in the regression equation. Meanwhile, the remaining 34.7% is explained by other variables outside the two variables used in this research.

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INTRODUCTION

Nowadays, the term market is categorized into traditional markets and modern markets. The essential thing that differentiates the two is their interaction process and management patterns. In traditional markets, which the government generally owns, there is direct interaction between sellers and buyers, with a bargaining process. Meanwhile, in modern markets, buyers typically carry out self-service activities, or there are salespeople, and the purchasing system is carried out at a predetermined price, so there is a price tag.

Modern markets include shops, malls, plazas, minimarkets, supermarkets and hypermarkets. Traders, as part of the city's informal sector, are a job area that

is open to anyone. On the other hand, the market itself has the potential to be used as a source of finance to increase Nganjuk Regency's original regional income. With its large capacity to absorb traders and accommodate money traffic that continues to move dynamically from day to day, the existence of the market is very strategic to continue to develop (Nasrullah, 2020).

Traditional Markets are markets built and managed by the Government, Regional Government, Private Companies, State-Owned Enterprises and Regional-Owned Enterprises, which include collaboration with private parties who have business premises in the form of shops, kiosks, food stalls and tents which are owned/managed. by small and medium, self-help communities or cooperatives with small scale businesses, small capital and the process of buying and selling merchandise through bargaining. Small businesses, small fortunes, and buying and selling merchandise through bargaining, are stated in the Decree of the President of the Republic of Indonesia Number 112 of 2007 concerning the Arrangement and Development of Traditional Markets, Shopping Centers and Modern Shops (Fabiana, 2019).

Wage Market was founded by the Dutch government during the colonial period in 1930 and rebuilt by the Nganjuk Regency Regional Government in 1977-1978. In 1997, it was rebuilt/renovated with a land area of 12,000 m² and a building area of 11,000 m². Its strategic location on the Regional Route that connects Jombang-Madiun dramatically influences the development of the Pasar Wage trading area. The increasing number of population movements on the Regional Route will undoubtedly enliven the trading activities in the Wage Market trading area. Wage Market was inaugurated on June 8, 1973, by the regional head governor of East Java Province, Mr. Moh. Noer. However, the Wage Market has been operating long before its inauguration. In the past, Wage Nganjuk Market traders were dominated by farmers who sold their farm produce. However, now people are starting to realize that the market is not only a place to sell farm produce but also a place or source for earning income and doing business.

Working capital is divided into two types, namely gross working capital and net working capital. Gross working capital consists of total current assets, while net working capital is existing assets minus current liabilities. Working capital management management of existing assets and current liabilities so that existing assets are always greater than current liabilities (Lestari, 2020).

Working hours are the time to do work, which can be done during the day and at night. Planning a future career is a step to improve time management. Work planning needs to be made carefully so that something can be used as a guide to determine that the business being carried out is in line with the targets to be achieved. By managing the activities to be carried out, a person can save time and work (Ghozali, 2020).

Location is a place where a company carries out activities to produce goods and services which prioritize economic aspects. The site has become a place of business that has a big influence on consumers' desire to come and shop (Sugiyono, 2019).

A person's income is obtained from a business activity that produces a profit. Another definition of income is the income received from work; a person's income is usually calculated annually or monthly (Faqihudin., 2013).

Based on the phenomena and theories above, researchers are interested in researching "The Influence of Capital, Working Hours and Location on the Income Level of Nganjuk Wage Market Traders, Nganjuk Regency".

Based on the description of the problem formulation above, the objectives of this research are as follows:

1. To determine the effect of capital on traders' income at Wage Nganjuk Market

2. To determine the effect of working hours on traders' income at Wage Nganjuk Market
3. To determine the influence of location on traders' income at Wage Nganjuk Market
4. To determine the simultaneous influence of capital, working hours and location on traders' income at Wage Nganjuk Market

RESEARCH METHODS

The approach in this research uses quantitative research. In this research, the population criteria used were traders at Wage Nganjuk Market, totaling 988 people, 89 of whom were Wage Nganjuk Market traders. The method used in sampling is a non-probability sampling technique, namely a sampling method that does not produce equal opportunities or opportunities for all elements (members) of the population to be selected to be part of the sample. This research uses a questionnaire distribution method to obtain the data needed in this research.

RESULT

Validity is a function of how accurately a measurement captures the desired outcome. Experts in the field assess the validity of the content and construct of the instrument, and the instrument is considered valid if the expert has accepted the content, format and construct of the instrument without providing any suggestions or input. The measurement accuracy was surveyed by comparing the instrument and the model, the validity coefficient was calculated using the correlation test, and it was found that the instrument was more reliable if it was closer to +1.00. Correlating scores on each item is used to carry out validity tests. The results are then compared with the r table using the product moment formula (r count), and if the r table value is greater than the r table value, then the test is considered invalid (Romlah, 2021).

Table 1. Validity Test Results

Variabel	Item	r hitung	r tabel	Keterangan
Modal (X_1)	X1.1	0,733	0,1755	Valid
	X1.2	0,721	0,1755	Valid
	X1.3	0,699	0,1755	Valid
	X1.4	0,743	0,1755	Valid
Jam kerja (X_2)	X2.1	0,863	0,1755	Valid
	X2.2	0,805	0,1755	Valid
	X2.3	0,817	0,1755	Valid
Lokasi (X_3)	X3.1	0,789	0,1755	Valid
	X3.2	0,768	0,1755	Valid
	X3.3	0,733	0,1755	Valid
Pendapatan (Y)	Y.1	0,89	0,1755	Valid
	Y.2	0,891	0,1755	Valid
	Y.3	0,612	0,1755	Valid

From the table above, it can be seen that the calculated r value in the corrected item-total correlation column for each item has a calculated r that is greater and positive than the r table for $df = 89 - 2 = 87$ and alpha 10% with a one-sided test in the r table. It is 0.1755, so all indicators of the three variables X_1 , X_2 , X_3 and Y are valid.

Uji The reliability test was carried out after the validity test, and the statement was declared valid with a Cronbach's alpha value of between 0.50 and 0.60. The

researcher chose 0.60 in this study, which will be used for the reliability coefficient (8). There are criteria regarding reliability testing: if the Cronbach's alpha value > 0.60, then the instrument with reliability is declared reliable and trustworthy. If the Cronbach's alpha value < 0.60, then the tested device is declared unreliable.

Tabel 2. Reliability Test Results

Variabel	Nilai r alpha tabel	Nilai r alpha hitung	Keterangan
Modal (X_1)	0,06	0,697	Reliabel
Jam kerja (X_2)	0,06	0,771	Reliabel
Lokasi (X_3)	0,06	0,649	Reliabel
Pendapatan (Y)	0,06	0,726	Reliabel

From the table information above, it can be seen that each variable has a Cronbach alpha > 0.60. Thus, the variables X_1 , X_2 , X_3 and Y are reliable.

DISCUSSION

From the results of hypothesis testing (H_1) carried out by researchers, it is proven that capital significantly influences the income received by traders. Through the results of the calculations that have been carried out, the calculated t-value is 2,437 with a significance level of 0.017, which is greater than 0.1. Thus, H_a is accepted, and H_o is rejected. Therefore, based on testing of 89 Mranggen market trader respondents, this test statistically proves that capital influences the income received by market traders.

From the results of Hypothesis testing (H_2) carried out by researchers, it is proven that the working hours of traders significantly influence traders' income. Through the results of the calculations that have been carried out, the calculated t-value is 3.632 with a significance level of 0.000, which is smaller than 0.1. Thus, H_a is accepted, and H_o is rejected. Therefore, it can be concluded that based on testing of 89 Wage market trader respondents, this test statistically proves that the working hours of traders have a positive effect on traders' income.

From the results of Hypothesis testing (H_3) carried out by researchers, it is proven that location significantly influences traders' income. Through the results of the calculations that have been carried out, the calculated t-value is 3.839 with a significance level of 0.000, which is smaller than 0.1. Thus, H_a is accepted, and H_o is rejected. Therefore, it can be concluded that based on testing of 89 Wage market trader respondents, this test statistically proves that trader location has a positive effect on trader income.

From testing hypotheses H_1 , H_2 and H_3 , it has been explained that all three significantly influence the income traders receive. Capital, working hours and location significantly affect the income received by wage market traders.

CONCLUSION

The test results of the influence of capital variables on traders' income levels are favourable. This can be seen from the capital variable regression coefficient value of 0.019. This means that capital influences the income level of wage market traders.

The test results of the influence of working hours variables on traders' income levels are favourable. This can be seen from the regression coefficient value of the working hours variable 0.308. This means that working hours influence the income level of wage market traders.

The test results of the influence of location variables on traders' income levels are favourable. This can be seen from the location variable regression coefficient value of 0.347. This means that location influences the income level of wage market traders.

A regression coefficient of 0.152 means that capital (X1), working hours (X2) and location (X3) exceed 100%, the greater the income level. This means that all capital variables, working hours and place on the income level variable have a significant influence.

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