

# Analysis of Factors Affecting Business Income in the Fish Satay MSME Sector in Tanjung Village, North Lombok Regency

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## Article Info

### Article history:

Received Dec, 2024

Revised Dec, 2024

Accepted Dec, 2024

### Keywords:

Business Capital

Business Income

Labor

Working Hours

## ABSTRACT

This study analyzes the effect of business capital, labor, and working hours on income in fish satay UMKM in Tanjung Village, North Lombok Regency. This study uses a quantitative research type with primary data. Data were obtained from the results of the questionnaire, the number of data obtained was 31 respondents. The analysis tools used were multiple linear regression, determination coefficient test ( $R^2$ ), t test and simultaneous coefficient significance test (f test). The results of this study indicate that the variables of business capital, labor, and working hours simultaneously have a significant effect on business income. While the  $R^2$  value is 0.808, this means that 8.8% of business income is influenced by the variables above, the rest is influenced by other variables outside this study.

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## 1. INTRODUCTION

Economic development is one of the main policies being implemented by the Indonesian government to achieve increased employment opportunities and relatively stable economic growth [1]. Among the economic developments implemented, micro, small and medium enterprises (MSMEs) have a fairly important position in increasing economic growth and national labor absorption [2].

The government is carrying out economic development to improve people's welfare. The economic development process requires good efforts and strategies to help people increase their income [3]. Income is the amount of money received by a company from an activity carried out, most of which are product sales or service sales to consumers [4]–[6]. The term income is nothing new in the business world. Any

business that is run still has its main goal of generating income. Income can support optimal financial performance, whether it comes from large or small businesses. Income can support optimal financial performance, whether it comes from large or small businesses.

North Lombok Regency has a number of tourist attractions that are quite famous abroad, such as the three Gilis. North Lombok Regency is also one of the regencies with the largest number of MSMEs in North Lombok Regency. North Lombok Regency is also not only famous for its tourist attractions, North Lombok Regency is famous for its typical food, especially in Tanjung Village, namely Tanjung fish satay. The village is better known for its beautiful and unspoiled beaches, rows of typical village food stalls

with the main theme being seafood, one of which is fish satay.

Satay is one of Indonesia's original foods. Typical sea fish satay is made from horse mackerel, marlin and skipjack tuna or sardines and then minced mixed with coconut milk and then skewered on bamboo skewers. The satay is then grilled over hot coals, resulting in satay with a soft texture and special spices. In Tanjung Village there are already 31 small businesses of sea fish satay, this business is expected to be able to increase community income.

Currently, although the seafood produced by this small business has become a staple food that is identical in North Lombok Regency because it has a delicious taste and good quality, the sea fish satay produced by this small business is not widely known. This causes the marketing of the results of this small business to not be able to penetrate a wider market. Therefore, a more in-depth study is needed on the business development strategy in order to maximize income.

## 2. METHOD

This study used quantitative research methods. According to [7], quantitative methods are a scientific approach that views reality as something that can be classified, concrete, observable and measurable, the relationship between variables is causal where the research data is in the form of numbers and the analysis uses statistics. Quantitative research is based on the assumption that reality is a single-dimensional, fragmentary, and fixed research target so that it can be predicted. In addition, quantitative research assumes that variables can be identified and measured with objective tools.

This research was conducted in Tanjung Village, North Lombok Regency, precisely, the reason the researcher chose this location was because of observations as one of the village residents.

This research was conducted over a period of 4 months. The population in this study were all UMKM actors in Tanjung

Village, Tanjung District, North Lombok Regency.

The sample used is purposive sampling. Purposive sampling is one of the most common techniques included in non-random sampling techniques where researchers take data based on the selection of a characteristic to obtain a sample that is relevant to the research objectives [8]. Purposive sampling according to [9] is a strategy for selecting candidate samples from data sources by considering certain things. In this study, the considerations or criteria applied in sampling were 31 MSME respondents.

This study uses a questionnaire distribution method, The data collection technique in this study is using the survey method. Survey is a method used to obtain or collect information data about a large population using a relatively smaller sample. The type and source of data used in this study is primary data. The primary data of this research was collected through interview methods with respondents who are managers of fish satay UMKM in Tanjung Village, North Lombok Regency who meet the criteria that have been applied, namely palaku.

In the study using 1 dependent variable and 3 independent variables, the Dependent Variable in this study is business income. (Y) and the Independent Variable in this study is business capital (X1), labor (X2), working hours (X3):

1. Business Income (Y)

Business income is gross income or income in 1 month obtained by respondents from the Tanjung fish satay business in rupiah units.

2. Business Capital (X1)

Business capital is the capital used by respondents for the needs of the Tanjung fish satay business in rupiah units.

3. Labor (X2)

The number of workers is the number of workers employed by respondents for the Tanjung fish satay business (in people).

4. Working Hours (X3)

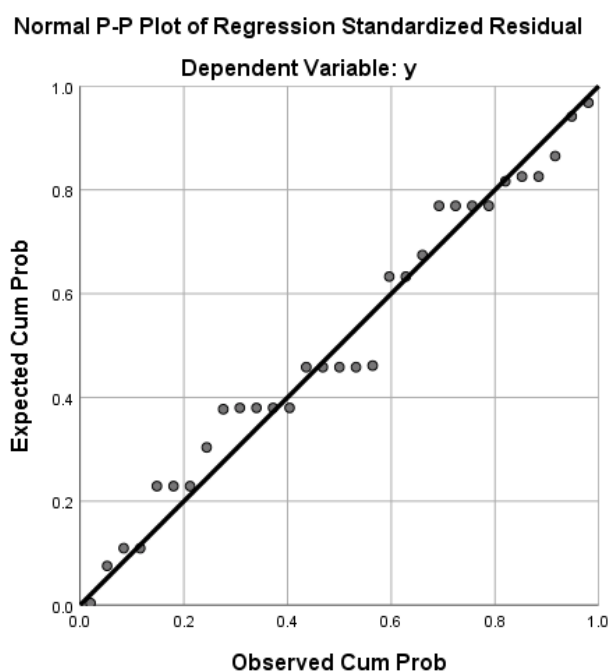
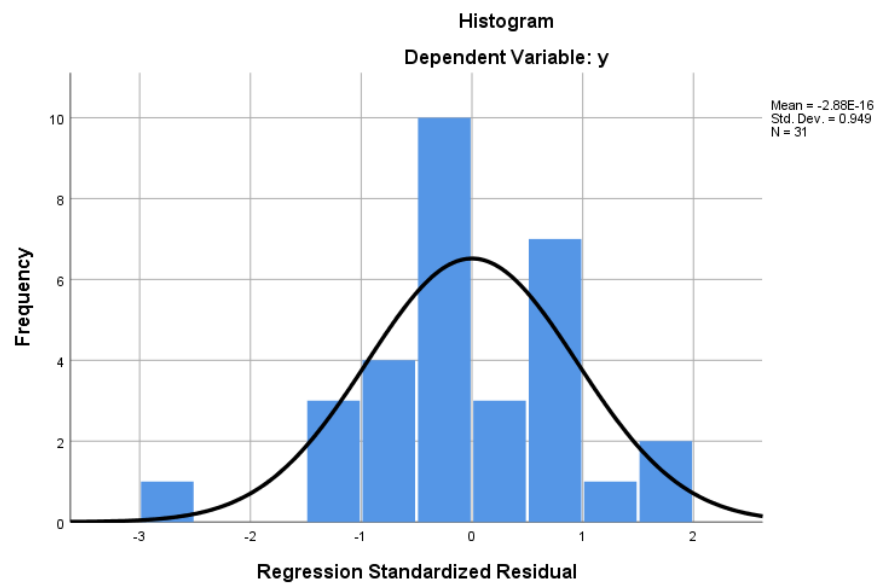
Working hours are the number of hours worked to produce Tanjung fish satay, from preparation for processing to sales per day (in hours).

The data analysis procedure used in this study is the classical assumption test used in this study, namely the normality test, multicollinearity test, and heteroscedasticity test.

3. RESULTS AND DISCUSSION

The classical assumption test aims to ensure that the model obtained truly meets the basic assumptions in multiple linear regression analysis [10].

The normality test in the regression model is used to test whether the residual values resulting from the regression are normally distributed or not.



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		31
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	729980.15162354
Most Extreme Differences	Absolute	.121
	Positive	.121
	Negative	-.113
Test Statistics		.121
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the histogram graph, the residual data has shown a normal curve that forms a perfect bell. Likewise, the normal PP Plot graph shows that the data is spread around the diagonal line and follows the direction of the diagonal line. To further ensure that the residual data has followed the normality assumption, the residual data is

retested using the Kolomorov Smirnov test. The table above shows that the Asymp.Sig. (2-tailed) value is greater than 0.05, which is 0.200. Thus, the residual data is normally distributed and the regression model has met the normality assumption [10].

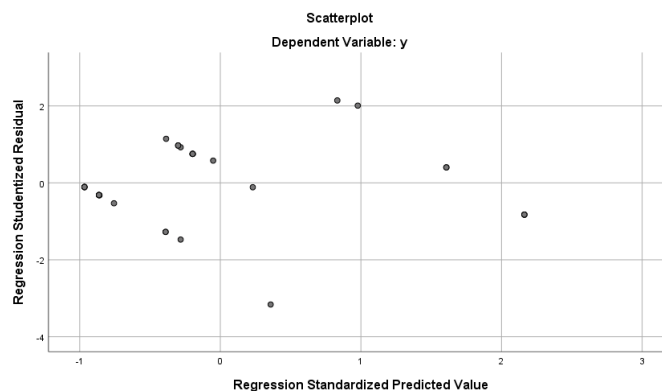
**3.1 Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2034705.475	471818.212		4.312	.000		
	x1	.640	.287	.247	2.229	.034	.577	1,734
	x2	154832.109	68539.748	.265	2.259	.032	.516	1,939
	x3	355236.603	91554.926	.510	3,880	.001	.410	2,438

a. Dependent Variable: y

Based on the table above, it can be seen that the tolerance value of the independent variable of business capital is 0.577, labor is 0.516 and working hours is 0.410 > 0.1 and each VIF value is < 10,

so it can be concluded that there is no multicollinearity between the independent variables in the regression model.



Based on the scatterplot image, it shows that the resulting points are spread randomly and do not form a pattern and are spread above and below or around the number 0 on the Y axis,

this shows that there is no heteroscedasticity in this regression model.

### 3.2 Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2034705.475	471818.212		4.312	.000
	x1	.640	.287	.247	2.229	.034
	x2	154832.109	68539.748	.265	2.259	.032
	x3	355236.603	91554.926	.510	3,880	.001

a. Dependent Variable: y

$$(Y) = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2034705.475 + 0.640 X_1 + 154832.109 X_2 + 355236.603 X_3 + e$$

The regression equation model above is as follows:

1. The constant of 2034705.475 states that if business capital, labor and working hours are equal to zero (0) then the income level (y) is 2034705.475.
2. The regression coefficient of business capital (X1) is 0.640. This means that every 1 rupiah increase in business

- capital will increase income by 0.640 rupiah.
3. The regression coefficient of labor (X2) is 154832.109. What this means is that for every increase in labor by 1 person, income will increase by 154832.109 rupiah.
4. The regression coefficient of working hours (X3) is 355236.603. What this means is that for every 1 hour increase in working hours, income will increase by 355236.603 rupiah.

t-statistic test						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2034705.475	471818.212		4.312	.000
	x1	.640	.287	.247	2.229	.034
	x2	154832.109	68539.748	.265	2.259	.032
	x3	355236.603	91554.926	.510	3,880	.001

a. Dependent Variable: y

Then the t-test results can be obtained as follows:

1. In the business capital variable, the calculated t value is obtained at 2.299 with a t table of 1.70113, so the calculated t value is > t table. While the significant value of the business capital variable is 0.034 < 0.05. So it can be concluded that H1 is accepted and H0 is rejected, meaning that business capital has a significant effect on the income of business actors.
2. For the workforce variable, the calculated t value obtained

- is 2.259 with t table of 1.70113, then the calculated t value > t table. While the significant value of the workforce variable is 0.032 < 0.05. So it can be concluded that H1 is accepted H0 is rejected, meaning that the number of workers has a significant effect on the income of business actors.
3. For the working hours variable, the calculated t value obtained is 3,880 with t table of 1.70113, then the calculated t value > t table. While the significant value of the business length variable is 0.001 < 0.05. So it can be

concluded that H1 is accepted and H0 is rejected, meaning that

working hours have a significant effect on business actor income.

**F Test**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67417740314811.930	3	22472580104937.310	37,955	.000b
	Residual	15986130652930.008	27	592078913071.482		
	Total	83403870967741.940	30			

- a. Dependent Variable: y
- b. Predictors: (Constant), x3, x1, x2

Based on the results of the calculation above, it can be seen that the Fcount value is 37.955 and the sig value is 0.000. So in this study, the Fcount value > Ftable (37.955 > 3.34) and the Sig value of 0.000 < 0.05 were obtained. So it can be concluded that the H2 hypothesis test is

accepted and H0 is rejected. This explains that business capital, labor and working hours simultaneously (together) have a significant effect on the income of business actors.

**3.3 Determination Coefficient Test (Adjusted-R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899a	.808	.787	769466.64195

- a. Predictors: (Constant), x3, x1, x2

The results of data analysis on the income level variable show that Adjusted R Square of 0.787 or 78.7%. This shows that the ability of the independent variables, namely business capital, labor and working hours in explaining the dependent variable, namely income, is 78.7%. Furthermore, the remaining Adjusted R Square value is 22.4% which is the influence of other variables not included in this study such as: business location, gender, promotion system, training, experience, age and other variables.

**1. The Influence of Business Capital on Income in Fish Satay UMKM in Tanjung Village, North Lombok Regency**

Based on the results of this study, the results of the t test show that the calculated t value is 2.299 with a t table of 1.69913, so the calculated t value is > t table. While the significant value of the business capital variable is 0.034 < 0.05. so that the hypothesis test of this study is H1 is accepted and H0 is rejected. This explains that capital has a significant

effect on income in fish satay MSMEs in Tanjung Village, North Lombok Regency. The resulting influence is positive, meaning that the greater the business capital issued by fish satay traders, the more their income will increase. This study is supported by [11]–[16] which shows from the results of the study that the business capital factor has a positive and significant effect on business income. From here we can interpret that capital is very important in starting a business, the more capital we have, the bigger our business will be.

**2. The Influence of Labor on Income at Fish Satay UMKM in Tanjung Village, North Lombok Regency**

Based on the results of this study, the results of the t-test show that the calculated t value is 0.259 with a t table of 1.69913, so the calculated t value is > t table. While the significant value of the labor variable is 0.032 < 0.05. So that the hypothesis test of this study is H1 accepted and H0 rejected. This explains that labor has a significant

effect on income in fish satay UMKM in Tanjung Village, North Lombok Regency. The resulting influence is positive, meaning that the more workers there are, the more positive the effect on business income. This study is supported by [17]–[19], who said that the labor variable has a positive and significant effect.

### 3. The Influence of Working Hours on Income at Fish Satay UMKM in Tanjung Village, North Lombok Regency

Based on the results of this study, the results of the t test show that the calculated t value is 3.880 with a t table of 1.69913, so the calculated t value > t table. While the significant value of the working

hours variable is  $0.001 < 0.05$ . so that the hypothesis testing of this study is H1 accepted H0 rejected. This explains that working hours have a significant effect on the income of fish satay UMKM in Tanjung Village, North Lombok Regency. The resulting influence is positive, meaning that the longer the working hours carried out by business actors, the more positive the effect on the income of business actors.

This study is supported by [20]–[23] who said that the variable of working hours has a positive and significant influence. Where the higher the time used in working, the higher the income received by business actors.

3. The results of the test of the influence of the working hour variable have a significant effect on the income of the fish satay UMKM business in Tanjung Village, North Lombok Regency.

## 4. CONCLUSION

### 4.1 Conclusion

Based on data analysis, hypothesis testing and discussion obtained from 31 samples of fish satay UMKM business actors in Tanjung Village, Tanjung District, North Lombok Regency, which have been explained in the previous chapter, the researcher draws several conclusions from the results of the analysis, namely as follows:

1. The results of the test of the influence of business capital variables have a significant effect on the income of fish satay MSMEs in Tanjung Village, North Lombok Regency.
2. The results of the influence of the labor variable have a significant effect on the income of the fish satay UMKM business in Tanjung Village, North Lombok Regency.

### 4.2 Suggestion

1. Capital, Labor, and Working hours are factors that affect income. These factors affect the size of the income obtained by fish satay traders. So in this study the researcher suggests that fish satay traders in increasing their income must increase capital, labor, working hours, increase knowledge and skills in trading.
2. It is hoped that further researchers will be able to further develop theories, develop analyses, and add new variables to improve the results of the research so that they can provide better results.

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