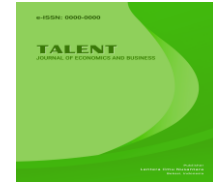




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Analysis of Influencing Factors Traders' Income Post Relocation to Pariaman People's Market

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Abstract

This research aims to determine the factors that influence traders' income after relocating to the Pariaman people's market. The data in this research was collected through distributing questionnaires, data analysis techniques for street vendors used multiple linear regression analysis, coefficient of determination, and hypothesis testing. The results of the t test research show that the length of business has no effect on the income of street vendors at the Pariaman City People's Market, while location has an effect on the income of street vendors at the Pariaman City People's Market, working hours have an effect on income. Simultaneously shows that length of business, location and working hours simultaneously (together) influence the income of street vendors at the People's Market in Pariaman City.

Keywords: Length of Business; Location; Working Hours; Income

Introduction

In theory, the market describes all buyers and sellers involved in actual or potential transactions regarding the goods or services offered (Sofyan, 2013). Thus, the market, as a place for buying and selling transactions, is a public facility that is very vital for the economy of a region. As the center of the economy, the market must be well organized. If it is not well organized, buyers will feel uncomfortable and will be reluctant to shop at the market. Furthermore, this will cause traders to suffer losses, as well as the government as the tax collector from buying and selling activities will also suffer losses and will not be able to collect regional original income optimally.

In optimizing market functions, local governments relocate markets to more strategic locations. Relocation is defined as moving a place or moving a place. Relocation is one of the activities in government policy which covers the areas of spatial planning, improving social economic welfare and others. So the government, especially regional governments, has the right to relocate to sectors controlled by the market (Ismail, 2018). This relocation was also carried out by the government at the Pariaman City People's Market. Because the existence of the old market is seen as destroying the beauty of the city, making the environment dirty due to careless dumping of rubbish and hampering traffic.

However, this relocation policy apparently also had an impact on the income of traders at the people's market. Based on the results of initial interviews conducted by researchers with 15 traders at Pasar Rakyat Pariaman, it was stated that the impact of market movement or relocation felt by traders was a decrease in sales income, unsuitable stalls and buyers also

found it difficult to find the previous seller's location so buyers decided to buy goods elsewhere.

Income is money received by a person or company in the form of salaries, wages, rent, interest, profits and so on, together with unemployment benefits, pensions and so on. Community income is income from salaries or remuneration from business results obtained by individuals or household groups in one month and used to meet daily needs. Meanwhile, income from side businesses is additional income which is other income from outside the main activity or main job. Side income obtained directly can be used to support or increase basic income (Imsar, 2018).

Various factors can influence the amount of income, including the length of business. Length of business is the length of time someone has been involved in the business they are running. Length of business can be interpreted as how long the trader has been running the business. The length of business determines experience. The longer a business person has been in the trading business sector, the more knowledge he will have regarding consumer behavior or market behavior. So, the longer the business, the better the quality of the business (Firdausiyah, 2018).

Another factor that can also influence income is location. According to Kotler and Armstrong, (2018), location is a series of organizations involved in all activities used to distribute products and their ownership status from producers to consumers. The location they occupy is not strategic, of course this is a problem for traders, so their income is much less compared to traders who have a trading location that is visited by quite a lot of buyers. According to traders, by occupying a strategic business location, they will gain greater profits. However, on the contrary, the place they occupy now is not very strategic because it is rarely visited by buyers.

A factor that is no less important in managing a business is determining working hours. Each trader allocates a different time duration for trading, but in general traders' working hours are around 4 to 10 hours a day depending on what time the trader starts his activities. Working hours are the time duration of traders from opening a business to closing it, in hours (Yuniarti, 2019). The length of working hours per day can affect business income, where the longer the working hours, the more results received and thus income (Samsitha, 2017). Pariaman People's Market working hours start at 05.00 WIB -17.00 WIB. However, each trader has different working hours, meaning that traders have different working hours than other traders. If you look at trading time, traders' working hours at the old market are around 12 hours. Working hours of 12 hours/day are expected to increase traders' income. However, many traders close their stalls/stalls early in the old market, in contrast to when the location was still in the old market, traders and buyers were still busy until the afternoon.

Method

This research is descriptive research using quantitative analysis which describes the reality that the author studied. According to (Sugiyono, 2017) The population in this study was 236 traders at the People's Market in Pariaman City. The sample is a portion or representative of the population to be studied (Arikunto, 2019). In determining the sample size, researchers used the Slovin Formula, the sample in this study was 70 samples. The data processed is primary data from the recapitulation of questionnaire data distributed to respondents. The

data analysis technique in this research uses the classic assumption test, multiple linear regression, hypothesis testing and coefficient of determination.

Results and Discussion

Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	24.790	3.496		7.090	.000
Length of Business	.073	.157	.052	.468	.641
Location	.319	.143	.241	2.224	.029
Working Hours	.364	.140	.286	2.600	.011

a. Dependent Variable: Income

The Influence of Length of Business on the Income of Street Vendors at the People's Market in Pariaman City

Based on this research, the results of the t test show that the length of business variable and the income variable show a regression coefficient value of 0.073 and a probability value of $0.641 > 0.05$, this means that the length of business does not have a significant effect on income. So it can be concluded that the decision is that H_a is rejected and H_0 is accepted, meaning that the length of business has no effect on the income of street vendors at the People's Market in Pariaman City. The results of this research are in accordance with research conducted by Husaini (2017) which states that the length of business has a significant and positive effect on traders' income, however in Sirega's (2018) research this research is not appropriate.

Based on the descriptive analysis in this research, it is clear that the length of business for street vendors in Pariaman City with 70 respondents studied, it appears that the average independence of respondents regarding the length of business is 88.75%. This means that the length of business for street vendors in Kota Pariaman is said to be quite good, because the length of business obtained by street vendors in Kota Pariaman is very good because the longer they trade, the more they increase the trader's knowledge and abilities as well as income and the longer they trade. Maybe of course there will be more and more traders' customers at the Pariaman City People's Market.

The Influence of Location on the Income of Street Vendors in the People's Market in Pariaman City

Based on this research, the results of the t test show that the location variable and the income variable show a regression coefficient value of 0.319 and a probability value of $0.029 < 0.05$, this means that location has a significant effect on income. So it can be concluded that the decision is H_a accepted and H_0 rejected, meaning that location influences the income of street vendors at the People's Market in Pariaman City. The results of this research are in accordance with research conducted by Husaini (2017) which states that location has a significant and positive effect on traders' income.

Based on the descriptive analysis in this research, it is clear that the location of street vendors in Pariaman City with 70 respondents studied shows that the average independence of respondents regarding location is 82.05%. This means that the location of the Street Vendors in the Pariaman City People's Market is said to be quite good, because the location obtained by the Street Vendors in Pariaman City is very good because access to the Pariaman City People's Market is easy to reach, easy to see from the side of the road, lots of people passing by around the market, and the Pariaman City People's Market provides a spacious and comfortable parking area.

The Influence of Working Hours on the Income of Street Vendors at the People's Market in Pariaman City

Based on this research, the results of the t test show that the working hours variable and the income variable show a regression coefficient value of 0.364 and a probability value of $0.011 < 0.05$, this means that working hours have a significant effect on income. So it can be concluded that the decision is that H_a is accepted and H_0 is rejected, meaning that working hours influence the income of street vendors at the People's Market in Pariaman City. The results of this research are in accordance with research conducted by Ratna Sari Siregar (2018) which states that working hours have a significant and positive effect on traders' income and are not in accordance with research by Husaini (2017) which states that working hours have no effect on income.

Based on the descriptive analysis in this research, it is clear that the working hours of street vendors in Pariaman City with 70 respondents studied show that the average independence of respondents regarding working hours is 85.80%. This means that the working hours of Street Vendors in the People's Market in Pariaman City are said to be very good, because the working hours used by Street Vendors in Pariaman City are quite good because the longer the working hours/day, the longer the trader's income will not increase. work/day requires rest time for traders, and working hours in the morning are more profitable for Pariaman City People's Market traders.

F Test Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.878	3	20.626	3.749	.014 ^b
	Residual	418.110	76	5.501		
	Total	479.988	79			

a. Dependent Variable: Income



b. Predictors: (Constant), Length of Business, Location, Working Hours

The Influence of Length of Business, Location and Working Hours on the Income of Street Vendors at the People's Market in Pariaman City

Based on the results of the F test calculation above, it can be seen that the F value is 3.749 and the sig value is 0.014. So in this study, the $F_{count} > F_{count}$ ($13,400 > 2.49$) and the Sig value was $0.014 < 0.05$. So it can be concluded that H_a hypothesis testing is accepted and H_0 is rejected. This explains that the length of business, location and working hours simultaneously (together) influence the income of street vendors at the People's Market in Pariaman City. accountability for managing village funds throughout South Pariaman District. Based on the SPSS output, it can be seen that from the calculations the Adjusted R Square value is 0.927 or 92.7%. This shows that the independent variables, namely working hours and location, are only able to explain 92.7% of the dependent variable, the remaining 7.3% is explained by other variables not included in this research model.

Conclusion

Length of business does not have a significant effect on income. So it can be concluded that the decision is that H_a is rejected and H_0 is accepted, meaning that the length of business has no effect on the income of street vendors at the People's Market in Pariaman City. Location has a significant effect on income. So it can be concluded that the decision is H_a accepted and H_0 rejected, meaning that location influences the income of street vendors at the People's Market in Pariaman City. Working hours have a significant effect on income. So it can be concluded that the decision is that H_a is accepted and H_0 is rejected, meaning that working hours influence the income of street vendors at the People's Market in Pariaman City. Simultaneously, length of business, location and working hours simultaneously (together) influence the income of street vendors at the People's Market in Pariaman City. Based on the SPSS output, it can be seen that from the calculations the Adjusted R Square value is 0.927 or

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92.7%. This shows that the independent variables, namely working hours and location, are only able to explain the dependent variable by 92.7%, the remaining 7.3% is explained by other variables not included in this research model.

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