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ANALYSIS OF FACTORS INFLUENCING THE INCOME OF FOOD STALL BUSINESS ENCINERS IN DENPASAR CITY

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Abstract

Micro Business is one of the businesses that is growing rapidly and is a priority in national economic development efforts in Indonesia. Micro businesses have several advantages, including being able to overcome unemployment, namely being able to absorb labor, creating new job opportunities, opening up new jobs, and also as a business solution for small communities, being able to increase Gross Domestic Product (GDP) , and being able to survive during economic crises. . The culinary sector is one of the productive sectors that must be paid attention to by the Denpasar City government. Apart from the high demand for food and drink, culinary businesses are also easy to develop because they do not require a lot of capital to develop them. This research aims to analyze the influence of working capital, working hours, number of buyers, price, business location and marketplace utilization on the income of food stall micro businesses in Denpasar City. The population in this study were all micro-food stall businesses in the culinary sector in Denpasar City with a total sample of 93 obtained using a non-probability sampling method, namely purposive sampling. The data analysis technique used in this research is multiple linear regression analysis. The results of the analysis found that working capital, working hours, number of buyers, price, business location and marketplace utilization simultaneously and partially influence the income of food stall micro businesses in Denpasar City. Micro food stall business actors in Denpasar City who have strategic business locations earn more average income than those who are not strategic and business actors who use the marketplace earn an average of more income than those who do not use the digital marketplace.

Keywords: Working capital, working hours, number of buyers, price, business location, marketplace utilization, food stall income

INTRODUCTION

Indonesia, as a developing country, has hopes of becoming a developed country in the future. One of the key steps to achieve this goal is to increase national

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economic development (Wirawan, 2019). National development is a development process that places humans as the main focus, with characteristics that are people-oriented, carried out by the people, and for the interests of the people (Todaro, 2000: 20). Thus, humans have a central role in improving the national development of a country.

Yasa (2015) said that economic development is a step to increase real income per capita in the long term, which is also accompanied by improvements to the institutional system. This effort is important for the country in increasing per capita income. Therefore, participation from society, government and all elements within the country is very important in this process.

The aim of economic development is to improve the quality of life of the community, expand employment opportunities, and increase the number of jobs available (Krisnandhi, 2006). Increasing economic development does not only depend on the formal sector, but also through the informal sector such as Micro, Small and Medium Enterprises (MSMEs). This informal sector has a very significant role in Indonesia's economic development, both in direct and indirect contributions to national income and community income as a whole (Putra and Sudibia, 2018).

According to Tambunan (2008) Micro, Small and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy with several significant aspects. MSMEs not only play an important role in absorbing labor and increasing the number of business units, but also support household income. Apart from that, MSMEs make a contribution that cannot be ignored to Gross Regional Domestic Income (GRDP). The position of MSMEs in the national economy is very strategic, because they are not only widespread in every economic sector, but also have great potential in absorbing labor. The contribution of MSMEs to the formation of Gross Domestic Product (GDP) is very dominant, showing a strong and influential existence in the Indonesian economy (Sarfiah, 2019). MSMEs also play an important role in improving the community economy at the city and district level. They are not only producers but also significant consumers, so that money in society can circulate actively through transactions involving MSMEs. This helps in strengthening local economic activities, creating a sustainable economic circle, and increasing the purchasing power and welfare of local communities (Hamza, 2019).

Bali Province is one of the provinces in Indonesia which is famous for its tourism and unique cultural riches (Wiyasa, 2017). The diversity of arts, customs and culture that continues to develop and is maintained to this day makes Bali a destination that is always in demand by visitors. Apart from that, Bali also has a significant contribution to Indonesia's economic growth among the 33 provinces (Ariessi, 2017). Bali is one of the provinces that has great potential in supporting Indonesia's economic growth among 33 other provinces. MSMEs in Bali are very well known among local and international tourists because the Balinese people are known to be very creative and innovative. The development of small industries and small businesses in Bali has great potential for development, supported by the high level of creativity of the Balinese people and the abundant local natural resources. This contributes significantly to increasing community income and welfare and supports overall regional development programs (Budiartha, 2013).

Gross Domestic Product (GDP) is one of the key indicators for measuring a country's economic development in a certain period, using either current prices or constant prices. GDP represents the total value added generated by all economic units in the country during a specified time period. The value of the final goods and services produced must be equal to the value of the goods used in production. Economic growth at the regional level can be monitored through Gross Regional Domestic Product (GRDP), which indicates the health of regional economic development in various sectors. GRDP reflects the success of a region's economic development and allows analysis of the contribution of economic sectors in achieving sustainable economic growth from year to year. The following is a table of district/city GRDP distribution in Bali Province based on current prices (billions of rupiah) in 2023.

Table1. Regency/City GRDP in Bali Province Based on Current Prices (Billion Rupiah) 2023

No	Regency/City	(Billion Rupiah)
1	Jembrana	15,612.88
2	Tabanan	25,530.93
3	Badung	68,397.56
4	Gianyar	30,529.42
5	Klungkung	10,080
6	Bangli	7,908.31
7	Karangasem	18,974.68
8	Buleleng	38,351.11
9	**Denpasar**	**274,355.72**
	Total	**489,740.61**

Source: One Indonesian data from Bali Province 2024, data processed

Based on Table 1, it can be seen that Denpasar City is the highest contributor to GRDP at 274,355.72. This was followed by Badung with 63,397.56 and the third position was Buleleng with 274,355.72. From this data it can be concluded that Denpasar City has strong economic strength in Bali Province. Denpasar City is the area with the highest GRDP contribution in Bali Province, which has a significant influence on consumption levels in the region (Rahmawati, et al., 2014: 2). Because the city of Denpasar is the center of government and economy in Bali, the intense community activities in this city have a significant impact on demand for basic needs such as food and drinks. Therefore, business in the culinary sector is a promising opportunity in Denpasar City. The culinary business involves processing raw materials into ready-to-consume food or drinks, which are in great demand by people living and visiting Denpasar. This is also supported by the contribution of the culinary sector to the GDP of Denpasar City which is explained in the following table

Table2. Distribution of Denpasar City GRDP based on current prices According to Business Fields (Percent) 2023

No	Commodity Type	(Percent)
1	Agriculture, Forestry and Fisheries	13.73
2	Mining and excavation	0.89
3	Processing industry	6.24
4	Procurement of Electricity and Gas	0.23
5	Water Supply, Waste Management, Waste and Recycling	0.16
6	Construction	9.77
7	Wholesale and Retail Trade, Car and Motorbike Repair	8.97
8	Transportation and Warehousing	10.08
9	**Provision of accommodation and food and drink**	**19.93**
10	Information and Communication	5.66
11	Financial Services and Insurance	4.84
12	Real Estate	4.03
13	Company Services	1.15
14	Government Administration, Defense and Mandatory Social Security	5.06
15	Education Services	4.98
16	Health Services and Social Activities	2.48
17	Other Services	1.79
	Total	**100.00**

Source: BPS Bali Province, 2023

In Table 2 it can be concluded that food and drink accommodation, in this case the culinary sector which provides food and drinks for immediate consumption, contributes 19.93 percent the highest compared to other sectors, in other words the culinary sector has a big role in economic growth in Denpasar City. This is also supported by data obtained from the Department of Cooperatives and MSMEs of Denpasar City, where MSMEs in the culinary sector are the MSMEs with the largest number of units in Denpasar City, followed by MSMEs in the fashion sector. The following is a table of MSME data based on business sector and business scale in Denpasar City in 2022.

Table 3 MSME Data Based on Business Sector and Business Scale in Denpasar City in 2022

No	Business Sector	Micro business	Small business	Medium Business	Total
1	**Culinary**	**8,415**	**243**	**84**	**8,742**
2	Fashion	6,799	248	49	7,096
3	Education	293	111	39	443
4	Automotive	2,511	123	47	2,681
5	Agribusiness	5,883	142	28	6,053
6	Internet Technology	898	133	28	1,059
7	Other	3,336	188	26	3,550
	Total	**28,135**	**1,188**	**301**	**29,624**

Source: Department of Cooperatives, Micro, Small and Medium Enterprises, Denpasar City, data processed in 2023

Based on Table 3, it can be concluded that the business sectors that are most developed in Denpasar City are Culinary, Fashion and Agribusiness. The number of culinary MSMEs is 8,742 units, fashion is 7,096 units and agribusiness is 6,053 units. From this it can be concluded that the culinary sector is one of the productive sectors that is important for the Denpasar City government to pay attention to, apart from the high demand for food and drink, businesses in the culinary sector are relatively easy to develop because they do not require large capital for their development. The growth and role of MSMEs can continue to be improved, because they have proven to be resilient in facing economic challenges and have great potential to create jobs and reduce poverty in Denpasar City (Idris Yanto, 2019:2).

Table 4. Data on the Number of Scopes of the Culinary Sub Sector based on the Creative Economy KBLI for the Jan-Sep 2023 Period for Micro and Small Scale Enterprises

No	Culinary Sub Sector	Number of units)
1	Restaurant	211
2	**Food stalls**	**1,298**
3	Food stalls	853
4	Providing Mobile Food	243
5	Catering Services (Event Catering)	34
6	Other Food Providers	79

7	Bar	0
8	Night Club	0
9	Drink House/Café	133
10	Drink Shop	179
11	Home/Traditional Medicine Shop	5
12	Mobile Beverage Provider	27
	Total	**3,062**

Source: Department of Investment and One Stop Integrated Services, Denpasar City, data processed in 2023

Based on Table 4 regarding the number of scopes of the culinary sub-sector based on the KBLI (Standard Classification of Indonesian Business Fields) creative economy for the January-September 2023 period for micro and small scale businesses, it can be seen that the largest culinary sub-sector is food stalls with 1,298 units. This is followed by the number of food stall culinary sub-sectors at 853 units. This food stall includes the type of service business providing food and drinks for consumption at the place of business which is located in part or all of a fixed building (not moving), which serves food and drinks at the place of business. Food stalls are considered a low business risk, which means that just having an NIB (Business Identification Number) can start a business straight away. They can run this business on a micro business scale, which means it does not require a large investment value.

Every activity or business is basically carried out with the aim of obtaining results or income. Income refers to the total income received by workers, households, or traders, both in physical and non-physical form while they work or business (Firdaus and Abdullah, 2012). Every micro business actor has varying income. With increasing trading activities, competition among micro business actors is getting tighter in an effort to earn income (Kurniawan, 2016). Sales are the main activity carried out by entrepreneurs to maintain business continuity and achieve the desired profits. The higher the sales volume, the income from trading will also increase. In other words, the more goods sold, the more money earned so that income will increase significantly. (Maheswara, 2016).

The first factor that can influence income is working capital. Capital in any form is an important component for the success and continuity of a business (Coleman, 2007). According to Adejoh & Ojunugwa (2021), it is very crucial to provide adequate financial support to MSME business actors, because MSMEs play an important role in driving economic growth in all countries. For all types of businesses, whether small, medium or large scale, capital plays a crucial role in determining production levels and income. A business requires capital on an ongoing basis to develop its operations, which functions as a link between equipment, raw materials and services used in production to achieve sales results (Ahmad, 2004: 72). In accordance with the results of research conducted by Wijiyanti (2016), Yuniartini (2013), and Wike (2019), it is stated that capital has a positive and significant effect on income.

The second factor that is no less important is working hours. Working hours are the most common part that must exist in a business. The higher the working hours spent opening a business, the higher the probability of net income received by the entrepreneur. Likewise, the shorter the working hours, the lower the net income obtained. If you want to earn a high income, you also need to work long hours. The longer the working or operational hours in the market, the higher the opportunity to earn high income. This is in accordance with research conducted by Schalembier (2019), Robiyanti (2020) and Widyawati (2021) who also stated that working hours have a positive and significant effect on income.

The number of buyers are people or consumers who buy merchandise either directly or online. According to Wiramatha and Karmini (2019) the number of buyers has a positive and significant effect on income, because the more buyers who come, the income earned by traders will also increase. This is because the number of buyers affects the reduction in the amount of stock of goods available, the reduced stock of goods will be replaced with money, this money will later be received by traders as income earned.

Price is also an important factor. Determining product prices has a big influence on consumer decisions. According to Private (2014) in Santri Juicha and Rusda Irawati (2016) price is the second controllable factor that can be handled by sales or marketing management. One strategy that entrepreneurs can use in providing prices to consumers is to provide cheaper prices compared to other competitors. Based on consumer habits, pricing strategies greatly influence the sales and marketing of the products offered. This is in accordance with research conducted by Bernik (2019) which states that setting the right price influences consumer psychology in making purchases so that sales increase and income increases.

Business location is one of the determinants of the success of MSMEs in marketing their products (Putri, 2015). So business location is the main thing that must be considered. A strategic location in entrepreneurial theory is interpreted as a location where there are many potential buyers, in the sense that this location is easy to reach, easy for consumers to see, and a location that many target consumers pass through. This is in accordance with research conducted by Paramita (2014) which states that the business location variable has a significant and positive effect on income levels, where the more strategic the business location, the more income will increase. The more strategic the business location, easy to access and close to the crowds, the more income the business person will get because this will make consumers interested in coming to see the product.

Of the many technologies that can be utilized by food stalls in marketing and selling their food and beverage products, the marketplace is one of the technologies that is widely used by business actors in marketing and selling their products, especially marketplaces such as the Go-Food, Grab Food, ShopeeFood and etc. which are designed to make it easier for sellers to sell their products and make it easier for buyers to find the desired product. Therefore, the use of technology factors such as the use of marketplaces is also an important key in determining the income level of food stall businesses in Denpasar City. This is in accordance with research conducted by Hafsawati (2022) that digital marketing is very influential and is an opportunity to gain profits as shown by the income obtained before and after using digital marketing (Use of marketplace; Go-Food).

Based on the background above, the researcher is interested in conducting research entitled: "Analysis of Factors that Influence the Income of Food Stall Business Actors in Denpasar City".

RESEARCH METHODS

The approach used in this research is a quantitative approach, namely a research method based on the philosophy of positivism, as a scientific or scientific method because it fulfills scientific principles in a concrete or empirical, objective, measurable, rational and systematic manner (Sugiyono, 2019). In this research, an associative quantitative approach is used, namely a research problem formulation that asks about the relationship between two or more variables (Sugiyono, 2019). This research was conducted to determine the influence of working capital, working hours, number of buyers, price, business location, and marketplace utilization on the income of food stall business actors in Denpasar City.

RESEARCH RESULTS AND DISCUSSION

Data Analysis Results

Descriptive Statistical Analysis Test Results

The variables in this research consist of working capital, working hours, number of buyers, price, business location, marketplace utilization, and income. Descriptive statistics of the research variables are presented in Table 5.

Table 5. Descriptive Statistical Analysis Test Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

Working capital	93	6,000,000.00	90,000,000.00	19,354,838.7097	13889427,60370
Working hours	93	300	420	358.39	39,157
Number of Buyers	93	900.00	6000.00	1990,3226	884.69038
Price	93	8,000.00	55,000.00	16188.1720	6802.29900
Business Location	93	.00	1.00	,6129	,48973
Marketplace Utilization	93	.00	1.00	,6344	,48421
Income	93	12,000,000.00	120,000,000.00	32.316.129.0323	21739657,91260
Valid N (listwise)	93				

Based on Table 5, it can be explained that the income variable has the lowest value of Rp12,000,000.00 and the highest value is Rp120,000,000.00with an average of Rp32,316,129.00. The working capital variable has the lowest value of IDR 6,000,000.00 and the highest value of IDR90,000,000.00with an average of Rp19,354,838.00. The working hours variable has a value between 300 hours and 420 hours, with an average of 358.39 hours. The variable number of buyers has a value of 900 people to 6000 people with an average of 1990.3226 people. The price variable has the lowest value of IDR 8,000.00 to the highest value of IDR 50,000.00 with an average of IDR16,188,1720.00. The business location variable uses the values 1 and 0 because the business location variable is a dummy variable. The number 1 indicates that the business location is strategic while the number 0 indicates that the business location is not strategic. The marketplace utilization variable uses values 1 and 0 because the marketplace utilization variable is a dummy variable. The number 1 indicates that the food stall business actor who is the respondent uses the marketplace to market his products, while the number 0 indicates that the food stall business actor who is the respondent does not use the marketplace to market his products.

Multiple Linear Regression Analysis Test Results

Table 6. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	Q	Sig.
1	(Constant)	-2851,568	272,680		-10,458	,000
	SQRT_Working Capital	,174	,043	,137	4,077	,000
	Working hours	1,214	,595	,030	2,040	,044
	Number of Buyers	1,127	,047	,623	23,769	,000
	SQRT_Price	38,040	1,727	,558	22,031	,000
	Business Location	112,012	49,920	,034	2,244	,027
	Marketplace Utilization	111,165	47,946	,034	2,319	,023

a. Dependent Variable: SQRT_Income

Multiple linear regression analysis is an analysis used to determine the influence of working capital variables (X1), working hours (X2), number of buyers (X3), price (X4), business location (X5) and marketplace utilization (X6) on business actors' income food stalls in Denpasar City (Y) using SPSS.26.

Classic Assumption Test Results

The multiple linear regression analysis technique requires several requirements that must be met, namely the classic assumption test which consists of the normality test, multicollinearity test and heteroscedasticity test. The three tests are presented as follows:

1) **Normality test**

The normality test aims to test whether the residuals from the regression model created are normally distributed or not. Whether the normality test is met or not can be tested by carrying out the Kolmogorov-Smirnov (KS) Monte Carlo statistical test. The Kolmogorov-Smirnov Monte Carlo test carried out using SPSS.26 can be seen in Table 7.

Based on Table 7, it can be seen that the value of Asymp. Sig (2-tailed) 0.019 < 0.05 means the data is not normally distributed, so this research uses another option, namely the Monte Carlo method. Monte Carlo Sig. (2-tailed) value shows 0.275 > 0.05. Therefore, this means that the residual data is normally distributed and can be said to have passed the normality test.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			93
Normal Parameters, b	Mean		,0000000
	Std. Deviation		213.80163234
Most Extreme Differences	Absolute		,101
	Positive		,057
	Negative		-,101
Statistical Tests			,101
Asymp. Sig. (2-tailed)			.019c
Monte Carlo Sig. (2-tailed)	Sig.		,275d
	99% Confidence Interval	Lower Bound	,264
		Upper Bound	,287

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

2) Multicollinearity Test

The multicollinearity test aims to test whether the regression model has a correlation between the independent variables. A good regression model should have no correlation between independent variables or be free from multicollinear symptoms. To find out whether or not there is a correlation between independent variables, you can test it using SPSS.26 by looking at the tolerance value or variance inflation factor (VIF) value. If the tolerance value is more than 10 percent or the VIF is less than 10, then the model does not contain symptoms of multicollinearity. The results of the multicollinearity test can be seen in Table 8.

Table 8. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	SQRT_Working Capital	,183	5,476
	Working hours	,980	1,020
	Number of Buyers	,302	3,310
	SQRT_Price	,323	3,094
	Business Location	,889	1,124
	Marketplace Utilization	,986	1,014

a. Dependent Variable: SQRT_REVENUE

Based on Table 7, it shows that each independent variable has a tolerance value greater than 10 percent (0.10) and a VIF value of less than 10, so the model is said to not contain symptoms of multicollinearity.

1) **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedacity, and if it is different it is called heteroscedacity. A good regression model is homoscedastic or does not have heteroscedasticity. Most cross section data experiences heteroscedasticity because this data collects data that represents various sizes (small, medium, large).

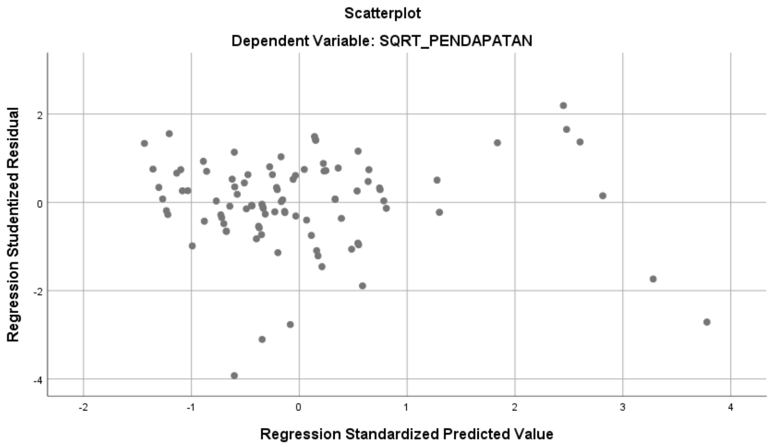

Figure 1. Image of Scatterplot Heteroscedasticity Test Results

Based on Figure 1, the results of the heteroscedasticity test show that the variables tested do not contain heteroscedasticity, because there is no clear pattern and the points are spread above and below the number 0 on the Y axis, so heteroscedasticity does not occur.

Hypothesis Testing Results

Coefficient of Determination Test

The coefficient of determination (R2) is used to measure the ability of the independent variable to explain the dependent variable. From Table 9, it can be seen that the Adj(R2) value of 0.981 means that the variation (up and down) in income of food stall business actors in Denpasar City is 98.2 percent influenced by variations in the value of working capital (X1), working hours (X2), number of buyers. (X3), price (X4), business location (X5) and marketplace utilization (X6), the remaining 1.8 percent is influenced by other variables not included in the research model.

Table 9. Coefficient of Determination

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,991a	,981	,980	226.60239

a. Predictors: (Constant), Marketplace Utilization (X6), Working Hours (X2), Business Location (X5), SQRT_HARGA, Number of Buyers (X3), SQRT_MODALUSAHA
b. Dependent Variable: SQRT_REVENUE

F Test (Simultaneous Effect Test)

Based on the results of the F Test in Table 10, it can be seen that working capital, working hours, number of buyers, price, business location and marketplace utilization have a significant effect on food stall business income in Denpasar City. This can be seen from Fcount = 789.559 and Ftable = 2.206 Sig value. = 0.000 is smaller than 0.05. Because Fcount > Ftable then H0 is rejected. This means that there is a simultaneous and significant influence of the variables working capital (X_1), working hours (X_2), number of buyers (X_3), price (X_4), business location (X_5) and marketplace utilization (X_6) on food stall business income in Denpasar City (Y).

Table 10. F Test Results (Simultaneous Test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	231658117,617	6	38609686,269	789,559	,000b
	Residual	4205424,695	86	48900,287		
	Total	235863542,312	92			

a. Dependent Variable: SQRT_Income
b. Predictors: (Constant), Marketplace Utilization, Working Hours, Business Location, SQRT_Price, Number of Buyers, SQRT_Working Capital

t Test (Partial Effect Test)

Testing The t test aims to determine the partial influence of the independent variable on the dependent variable. H0 is rejected and H1 is accepted if the value of tcount > ttable then the independent variable used partially influences the dependent variable.Based on Table 11 the regression equation is

$$Y = -2851.568 + 0.174 X_1 + 1.214 X_2 + 1.127 X_3 + 38.040 X_4 + 112{,}012 X_5 + 111{,}165 X_6 + \mu$$

Table 11. T Test Results (Partial Influence Test)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		

1	(Constant)	-2851,568	272,680		-10,458	,000
	SQRT_Working Capital	,174	,043	,137	4,077	,000
	Working hours	1,214	,595	,030	2,040	,044
	Number of Buyers	1,127	,047	,623	23,769	,000
	SQRT_Price	38,040	1,727	,558	22,031	,000
	Business Location	112,012	49,920	,034	2,244	,027
	Marketplace Utilization	111,165	47,946	,034	2,319	,023

a. Dependent Variable: SQRT_Income

The constant value has a negative value of -2851.568,The value of constant (a) has a negative sign, i.e-2851,568meaning that if Working Capital (X1), Working Hours (X2), Number of Buyers (X3), Price (X4), Business Location (X5) and Marketplace Utilization (X6) are equal to zero (0), then income will decrease;.The results of the t test (partial test) can be seen in Table 4.18 and the description is as follows:

(1) The Effect of Working Capital (X1) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 11, it can be seen that the significance value for the effect of working capital (X1) on income (Y) is 0.000 < 0.05 and the t value is 4.077 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted. This means that working capital (X1) partially has a positive and significant effect on the income of food stall business actors in Denpasar City (Y). A coefficient of 0.174 means that if the amount of Working Capital increases by 1 rupiah, the income of Food Stall Business operators in Denpasar City will increase by 0.147 rupiah assuming that the variables working hours, number of buyers, price, business location and marketplace utilization are constant.

(2) The Effect of Working Hours (X2) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 4.18, it can be seen that the significance value for the effect of working hours (X2) on income (Y) is 0.044 < 0.05 and the t value is 2.040 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted. This means that working hours (X2) partially have a positive and significant effect on the income of food stall business operators in Denpasar City (Y). A coefficient of 1.214 means that working hours increase by 1 hours, the income of Food Stall Business operators in Denpasar City will increase by 1,214 rupiah assuming working capital, number of buyers, price, business location and marketplace utilization are constant.

(3) Influence of the Number of Buyers (X3) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 4.18, it can be seen that the significance value for the influence of the Number of Buyers (X3) on income (Y) is 0.000 < 0.05 and the t value is 23.769 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted. A coefficient of 1.127 means that working hours increase by 1 buyers, the income of actors in Denpasar City will increase by 1,127 rupiah assuming working capital, working hours, prices, business location and marketplace utilization are constant.

(4) The Effect of Price (X4) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 11, it can be seen that the significance value for the effect of price (X4) on income (Y) is 0.000 < 0.05 and the t value is 22.031 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted. A coefficient of 38.040 means that prices increase by 1 rupiah, the income of Food Stall Business operators in Denpasar City will increase by 38,040 rupiah assuming that working capital, working hours, number of buyers, business location and marketplace utilization are constant.

(5) The Influence of Business Location (X5) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 11, it can be seen that the significance value for the influence of Business Location (X5) on income (Y) is 0.027 < 0.05 and the t value is 2.244 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted.The results of the analysis show that food stall business actors with strategic business locations will earn higher income compared to those with non-strategic business locations. A coefficient of 112,012 means that the income of food stall business actors is higher after using the marketplace compared to not using the marketplace, where the difference is 112,012 rupiah assuming the variables of working capital, working hours, number of buyers, price and marketplace utilization are constant.

(6) The Effect of Marketplace Utilization (X6) on the Income of Food Stall Business Actors in Denpasar City (Y)

Based on Table 11, it can be seen that the significance value for the influence of Marketplace Utilization (X6) on income (Y) is 0.023 < 0.05 and the t value is 2.319 > t table 1.987 so it can be concluded that H0 is rejected and H1 is accepted.The results of the analysis show that food stall business actors who use the marketplace earn higher income than those who do not use the marketplace. A coefficient of 111.165 means that the income of food stall business actors is higher after using the marketplace compared to not using the marketplace, where the difference is 111.165 rupiah assuming the variables of working capital, working hours, number of buyers, price and business location are constant.

Discussion of Research Results

Effect of Working Capital (X1) on Food Stall Business Income in Denpasar City (Y)

The test results using multiple linear regression analysis show the capital variableWorkhas a positive and significant effect on the income of Food Stall Business actors in Denpasar City, which means greater capitalWorkused, the income earned by Food Stall Business actors will also increase. The results of this research are in accordance with the Cobb-Douglas Theory which states that capital influences production output. This shows that the higher the capital, the higher the production output, because the production process requires costs for labor and purchasing raw materials and equipment. The more output produced, the more output that can be sold and will increase income.

With maximum capital, you will be able to generate maximum income or profits. In accordance with the results of research conducted by Wijiyanti (2016), Yuniartini (2013), and Wike (2019), it is stated that capital has a positive and significant effect on income. By increasing working capital, entrepreneurs will be able to increase their production capacity so that their production volume will increase, so the production value will also increase (Putri & Jember, 2016). However, there are different results from the research of Gonibala et al. (2019) which shows that working capital has a negative direction towards income.

Effect of Working Hours (X2) on Food Stall Business Income in Denpasar City

Test results using multiple linear regression analysis show that the working hours variable has a positive and significant effect on the income of food stall business operators in Denpasar City.Working hours are the length of time spent running a business, starting from preparation until the business closes. Working hours are the most common part that must be in a business. The higher the working hours spent opening a business, the higher the probability of net income received by the entrepreneur.

This is in accordance withBeckerb's (1965) time allocation theory suggests that time is a source of increased income and welfare that is equivalent to goods and services. Therefore, maximum welfare can change due to income constraints and time constraints. Furthermore, according to Becker, goods and services are not the only input to create a commodity, but there is another input, namely time. The main ideas of Becker's time allocation theory are to explain the use of leisure as working time to increase income (money income).

This is in accordance with research conducted by Schalembier (2019), Robiyanti (2020) and Widyawati (2021) who also stated that working hours have a positive and significant effect on income. If the time devoted to work (work hours) increases, the income earned will increase. Vice versa. If the time devoted to work (work hours) decreases, the income earned will also decrease. However, there are different results from research by Damariyah (2015) and Artaman (2015) stating that working hours do not have a positive and insignificant effect on income, this means that trading working hours do not affect the level of income earned by traders.

Effect of Number of Buyers (X3) on Food Stall Business Income in Denpasar City

Test results using multiple linear regression analysis show variablesThe number of buyers has a significant and positive effect on the income of food stall business actors in Denpasar Cityin Denpasar City, where every increase in the number of buyers can increase the income received by traders. In this research, the number of buyers is the dominant variable in influencing food stall income. Food Stall Business Actors inDenpasar Cityreally depends on every buyer who comes to shop. The number of buyers also reflects the large volume of sold-out sales which is directly related to the high and low income of the food stall.

The research results are in accordance with the theory stated by Mankiw (2003), consumer demand can be influenced by price and income. When the price of goods is too high, consumers will limit the purchase of the quantity of goods they want, which will affect the trader's income. Consumer behavior considers these two factors in choosing, buying, using goods or services, including the process of making decisions regarding prices based on needs, which in principle consumers will also continue to buy the goods being sold. Therefore, the number of consumers or buyers greatly influences the amount of income earned.

This is in accordance with research conducted by Wiramatha and Karmini (2019) which states that the number of buyers has a positive and significant effect on income, because the more buyers who come, the income earned by traders will also increase. This is because the number of buyers affects the reduction in the amount of stock of goods available, the reduced stock of goods will be replaced with money, this money will later be received by traders as income earned.

The Effect of Price (X4) on Food Stall Business Income in Denpasar City

Based on test results using multiple linear regression analysis, it shows that the price variable has a positive and significant effect on the income of food stall business actors in Denpasar City. Price is a marketing element to generate income, namely by making sales (Bernik, 2019). Price is a component that has a direct effect on business profits. Pricing is an important element in a company because it is the basis for determining the profit desired by business actors. Pricing affects the life of the company. This is in accordance with research conducted by Bernik (2019) and Erawati (2022) which states that setting the right price influences consumer psychology in making purchases so that sales increase and income increases. However, there are different results from Febriantoni's (2019) research which shows that the variable price of goods partially does not have a significant influence on traders' income.

The Influence of Business Location (X5) on Food Stall Business Income in Denpasar City

Based on test results using multiple linear regression analysis, it shows that the income of food stall business actors who have strategic business locations is higher than those who have non-strategic business locations.The strategic location makes it easier for consumers to reach and also guarantees security. So, there is a relationship between strategic location and consumer attraction to purchase a product.

This is in accordance with research conducted by Hidayat (2014) and Elvera (2020) which states that business location has a positive and significant influence on sales. Because a strategically located business will increase sales volume which is the main goal in making sales. The results of research conducted by (Pratiwi et al. 2019) also state that business location and income have a positive and significant effect. Business location has a significant effect on income because with a strategic location, large parking area, easily accessible place and a business location that is close to crowds, consumers will be interested in coming, so the business location influences MSME income. However, there are different results from Damariyah's (2015) research which states that business location has no positive and insignificant effect on income, this means that the location of the trading business does not affect the level of income earned.

The Effect of Marketplace Utilization (X6) on Food Stall Business Income in Denpasar City

Based on test results using multiple linear regression analysis, it shows that the income of food stall business actors who use the marketplace is higher than those who do not use the marketplace. This is in accordance with the research results of Rahayu and Day (2016) which state that companies that use the marketplace will experience greater benefits than companies that do not use the marketplace. The benefits obtained are expanding market reach, increasing sales, increasing external communication, improving image. company, increasing employee speed and productivity.

This is in accordance with the research conductedby Marantiani and Kembar Sri Buddhi (2017) the use of technology in the form of a marketplace has a positive and significant effect simultaneously and partially on the income of SMEs in Denpasar City. In line with research conducted by Helmalia & Arfinawati (2018), Pinatih & Indrajaya (2019), and Setyorini et al (2019) which states that the use of marketplaces has a positive and significant effect on income.However, there are different results from research by Cahyaningsih (2023) which shows that marketplace use has a negative and insignificant effect on income.

CONCLUSION

Based on the results of the analysis described in the previous chapter, several conclusions can be drawn to answer the problem formulation, namely as follows:

1) Working capital, working hours, number of buyers, price, business location and marketplace utilization simultaneously have a significant influence on the income of food stall business actors in Denpasar City
2) Working capital, working hours, number of buyers, price, business location and marketplace utilization partially have a positive and significant effect on the income of food stall business actors in Denpasar City

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