

ANALYSIS OF THE EFFECT OF BUSINESS CAPITAL AND WORKING HOURS ON MSME INCOME IN SURABAYA CITY (CASE STUDY OF A COFFEE SHOP IN SUKOLILO SUB-DISTRICT)

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ABSTRACT

The coffee shop itself is just a place that provides and sells coffee management products, ready-to-serve coffee, besides that the coffee shop business offers food and soft drinks. Coffee shops are included in small individual-owned businesses that can make it easier for Indonesian people to get jobs and improve the economy. The coffee shop itself does not require to have special skills in blending coffee using more modern technology. This study aims to determine the effect of working capital and working hours on the income of a coffee shop business in Sukolilo District, Surabaya City. The type of research used is quantitative with multiple linear regression analysis, t-test and f-test and correlation analysis of determination using SPSS 26. This study took samples from the number of coffee shop entrepreneurs in Sukolilo District. The number of samples used as many as 40 respondents. The variables used in this study are working capital variables, working hours which are independent variables, and income as the dependent variable. Based on multiple linear regression analysis, the following results were obtained $Y = 1.310 + 0.603X_1 + 0.992X_2 + e$. This means that the variables of working capital and working hours have a positive effect on the income of coffee shops in Sukolilo District. The results of the t-test indicate that the venture capital variable partially has a significant positive effect on the income of the coffee shop business in Sukolilo District. It can be proven that the variable X_1 has a t_{count} of 8,557 which is greater than t_{table} of 1,68830. The variable working hours partially has a positive effect on the income of coffee shops in Sukolilo District. It can be proved that the variable X_2 has t_{count} of 3.768 which is lower than t_{table} of 1.68830. The results of the f test show that the capital variable and can simultaneously have a significant effect on the income of the coffee shop business in Sukolilo District. This can be seen from the sig value of 0.000. The value of F_{count} (33.099) is greater than F_{table} (3.29).

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1. INTRODUCTION

The coffee shop business is an example of a rapidly growing informal sector. A coffee shop is a small business owned by an individual that can make it easier for Indonesian people to get jobs and improve the economy. In the city of Surabaya itself, many have opened a coffee shop business and used it as a livelihood to meet the family's economy. Coffee shops in the city of Surabaya itself are growing rapidly from year to year and their existence will be very easy to find. One of the factors that influence the development of coffee shops is that most people have difficulty getting jobs, which encourages people to choose to establish a coffee shop business. The coffee shop itself does not require to have special skills in blending coffee using more modern technology. The coffee shop itself is just a place that provides and sells coffee management product services, ready-to-eat coffee, besides that the coffee shop business offers food and soft drinks, such as packaged rice, various kinds of fried foods, coffee, ginger wedang and other packaged drinks. The coffee shop also provides facilities such as wifi, television, speakers and sockets that

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are used to charge customers' cellphones or laptops. There are also some coffee shops that provide live music as entertainment for customers. These factors attract customers to come to coffee shops, ranging from teenagers to adults. In addition, the price factor also affects the increase in the number of coffee shop customers, at a coffee shop, customers can order coffee or other products offered at a price of around IDR 2,000 to IDR 15,000. People in the city of Surabaya themselves are very enthusiastic about the development of the coffee shop industry, this is due to changes in people's lifestyles which make coffee shops a place to gather with colleagues and friends, besides that for students, coffee shops are one of the choices. to do schoolwork. This has an impact on increasing the number of micro-enterprises in the trading category in Surabaya.

To start a coffee shop business, there are several aspects that need to be considered, one of which is the capital aspect. In order for the business to run, capital is needed, besides that capital is also useful in order to be able to develop the business and expand the market share of the business. Another factor that affects income is the production factor is an important factor and needs to be taken into account in the production process. What is needed must be adjusted to the needs to a certain level in order to achieve optimal results (Wanty, 2006).

The informal sector is small-scale business units that produce and distribute goods and services with the main objective of creating job opportunities for themselves and in their efforts are faced with various obstacles such as capital, both physical and human (knowledge) and skill factors (Manning, 2007). 1995:120).

In Sukolilo Subdistrict itself has a fairly rapid population and in the subdistrict there are also many offices and educational institutions so that it has an impact on increasing the number of consumers in coffee shops. Coffee shops in Sukolilo District also have various names that can attract consumers, including CJDW coffee shop, corner village coffee shop, seduluran coffee shop and many more. So that this sector is expected to be able to become a driver, trigger and at the same time a driving force for regional development.

2. METHOD

Research design

In this study using quantitative research. Quantitative research itself is research that uses data in the form of numbers. The approach to writing this research uses a quantitative approach in the form of associative, meaning that this research was conducted to determine the effect of the independent variable (X) on the dependent variable (Y).

Place and time of research

The location of this research is in Sukolilo District, Surabaya City, by taking the time period from April to completion.

Data Types and Sources

The author in this study uses the type of quantitative data.

Population and Sample

The sample in this study was a coffee shop micro entrepreneur in Sukolilo District. The sample used is as many as 40 respondents.

Data Analysis Method

In this study, there are several data that are processed using several methods of data analysis, namely multiple linear regression analysis, the coefficient of determination and the T test and F test.

3. RELUST AND DISCUSSION

Table 1

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Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.310	1.685		.777	.442
	Startup Capital	.603	.070	.744	8.557	.000
	Working hours	.992	.263	.386	3.768	.001
a. Dependent Variable: Income						

Data source processed by SPSS

$$Y = 1.310 + 0.603X_1 + 0.992X_2 + e$$

From the results of multiple linear regression testing above, there are equations that can be explained that:

1. constant

The constant value is 1,310 then the independent variable consisting of business capital, working hours is considered constant, then the income value is 1,310.

2. Coefficient ($\beta_1 = 0.603$) Working Capital

This means that if the business capital has increased by 1 unit, it will result in an increase in income (Y) of Coffee Shops in Sukolilo District by 0.603. A positive coefficient means that there is a positive relationship between capital and income.

3. Coefficient ($\beta_3 = 0.992$) Working Hours

This means that if working hours are reduced by 1 unit, it will result in an increase in the income of coffee shops in Sukolilo District (Y) which will increase by 0.992. A positive coefficient means that there is a positive relationship between working hours and income. If working hours increase, income will increase.

Table 2. Correlation Coefficient and Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.734	.712	.27655
a. Predictors: (Constant), Working_Hours, Business_Capital, Labor_Employees				

Data source processed by SPSS

The value of the correlation coefficient (R) shows how closely the relationship between the independent variable (the variable of venture capital (X1), working hours (X2) and the dependent variable (income (Y), the magnitude of the correlation coefficient is 0.857. This value indicates that the relationship between the variable of working capital (X1), working hours (X2)) with the purchase decision variable (Y) is very close or very strong that is equal to 85.7%.

The value of the coefficient of determination (R Square) is 0.734, this means that the contribution

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or contribution of the influence of the business capital variable (X1), working hours (X2) to changes in the ups and downs of the Income variable (Y) is 73.4%. While the rest (100% - 73.4% = 26.6%) is influenced by other variables that are not included in the research variables.

Table 3. Hypothesis test F Uji test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.592	3	2.531	33.089	.000 ^b
	Residual	2.753	36	.076		
	Total	10.345	39			
a. Dependent Variable: Income						
b. Predictors: (Constant), Working_Hours, Business_Capital, Labor_Employees						

Data source processed by SPSS

In the data table above shows the results of the F test of 33,089 with a significance level of 0.000. The value of sig is less than 0.05 or $0.000 < 0.05$, then H_0 is rejected and H_a is accepted so that business capital, working hours together affect the income of coffee shop entrepreneurs in Sukolilo District, Surabaya City.

Table 4.
T TEST

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.310	1.685		.777	.442
	Startup Capital	.603	.070	.744	8.557	.000
	Working hours	.992	.263	.386	3.768	.001
a. Dependent Variable: Income						

Based on the output, it shows the T table obtained by each variable. To make a conclusion to accept or reject H_0 , it must first be determined the value of the t table that will be used. The value depends on the degree of freedom (df) and uses a significance level of 5% and a value (df) of n-k. Based on this formula, it can be calculated $40-4 = 36$, so the t table value is 1.68830. Based on the table above, it can be concluded in explaining the results of hypothesis testing in this study as follows:

1. Test the X1 variable (Business Capital)

The business capital variable (X1) shows a sig value of 0.000 where the sig value is smaller than the probability value of 0.05 or $0.000 < 0.05$, and X1 has a t count of 8.557 with a t table of 1.68830. So $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_a is accepted.

2. Test variable X2 (Working Hours)

The working hours variable (X2) shows a sig value of 0.001 where the sig value is smaller than the probability value of 0.05 or a value of $0.001 < 0.05$, and X1 has a t-count of 3.768 with a t-table of 1.68830. So $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_a is accepted.

4. CONCLUSION

Conclusion

1. The variable of working capital affects the income of micro entrepreneurs of Coffee Shops in Sukolilo District, Surabaya City.
2. Variable working hours affect the income of micro entrepreneurs of Coffee Shops in Sukolilo District, Surabaya City.
3. All independent variables, namely business capital (X1), working hours variable (X2) together (simultaneously) have a significant effect on the income of micro entrepreneurs of Coffee Shops in Sukolilo District, Surabaya City.

Suggestion

Some suggestions that can be submitted based on the results of the research above include:

1. To increase income, it is recommended that coffee shop micro entrepreneurs continue to develop business capital (X1) by maintaining capital stability, because this variable greatly affects the income of coffee shop micro entrepreneurs in Sukolilo District, Surabaya City.
2. For micro entrepreneurs of coffee shops in Sukolilo District, it is recommended to develop the quality and facilities of coffee shops because they will attract consumers. It is also recommended to pay attention to working hours, because one of the factors that affect the amount of income earned is working hours, where the longer the working hours used, the more consumers who come and further increase the income and profits obtained.
3. It is hoped that this research can be used as reference material and contribution of thought for the development of students in the Department of Development Economics and additional libraries for the 17 August 1945 University library in Surabaya.
4. The next researcher is expected to be able to complete this research by looking at other factors that can affect the level of income of the coffee shop business.

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