

THE INFLUENCE OF LONG TIME OF BUSINESS, PLACE OF BUSINESS AND WORKING HOURS ON THE INCOME OF VEGETABLE TRADERS IN THE TRADITIONAL MARKET, WONOKROMO SUB-DISTRICT, SURABAYA CITY

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ARTICLEINFO

Keywords: Business Location, Length of Business, Working Hours, Merchants' Income

ABSTRACT

This study aims to examine the effect of business capital, business location, length of business, and working hours on the income of fruit traders in the Traditional Market, Wonokromo District, Surabaya City. This research was a quantitative research. Using the statistical method used was multiple linear regression analysis. The author used the questionnaire and interview methods to collect data from 65 selected respondents, whose trading kiosk was located in the nearest traditional market to the Wonokromo Railway Station. The object of this research was the fruit traders at the Darmo Trade Center (DTC) Market, Mangga Dua and Bendul Merisi. The variables of business location, length of business and working hours have a simultaneous effect on the fruit traders' income in the Traditional Market, Wonokromo District, Surabaya City. And partially on business capital, business location, length of business that influence and affect the fruit traders income and working hours which do not affect the income of fruit traders in the Traditional Market, Wonokromo District, Surabaya City.

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1. INTRODUCTION

The existence of markets, especially traditional markets, can be the most visible indicator of community economic activity. This is because the market is a shopping place that fulfills people's daily needs, which makes the potential for more income higher than in other places.

Moreover, the market in Wonokromo District is the legendary and largest market in South Surabaya City. Wonokromo Market is a Market I building which is under the

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management of a Regional Owned Enterprise (BUMD) namely the Regional Company (PD) Pasar Surya.

Of course this can boost the community's economy with the continuity of buying and selling transactions from the surrounding community, out-of-town workers, tourists, / travelers who have just got off the Wonokromo Train Station. That way, making Wonokromo Market a wheel of trade / trade transaction center in the South Surabaya area with more income.

According to Wahyono (2017) there are several factors that influence the income of vegetable traders, namely capital, length of business, hours of work and level of education. This also happens during working hours which will affect the opportunity to offer products first and the longest (Nurhayati, 2017). The results of Kotler's research (2008:51) reveal that one of the main keys to achieving success is location. For this reason, business locations that are considered strategic are places that are often passed by people, where they are potential buyers.

In Wonokromo District, it is surrounded by government facilities, namely several traditional markets such as the Darmo Trade Center (DTC) Market, Mangga Dua Market and Bendul Merisi Market which are close to the Wonokromo Train Station, so there are indications that the location of a vegetable seller's business also has an effect on income because it is close to station.

Based on the PDRB of the City of Surabaya, according to the business sector, the trade sector contributed quite a lot, namely 28.39 percent with a total of Rp. 103,505,069.00, and followed by the processing industry by 19.37 percent with a total of Rp. 70,632,660.16 . This shows that the field of small and medium businesses by working as vegetable traders certainly has profitable prospects.

2. METHOD

Population and Sample

The population studied was 65 vegetable sellers in the traditional market in Wonokromo district. The sample used is a saturated sample taken by census as many as 65 vegetable traders in traditional markets. The locations to be more precise are DTC Market with 30 samples, Mangga Dua Market with 30 samples, and Bendul Merisi Market with 5 samples.

Data Analysis Techniques

In order to know the high influence of the existing factors on the income of vegetable traders in traditional markets in the Wonokromo sub-district, a statistical test of multiple regression models was carried out with the formulation, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon \dots\dots$$

Information :

- Y = Income of vegetable traders in traditional markets (Rp/sales proceeds)
- a = Constant which is the intercept of the line X with Y

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- X1 = Business Location Variable (m)
- b1 = regression coefficient X2 against Y
- X2 = Length of Business Variable (Year)
- b2 = regression coefficient X3 against Y
- X3 = Working Hours Variable (Time)
- b3 = independent regression coefficient X4 to Y
- e = Multiple Linear Regression error

conceptual framework

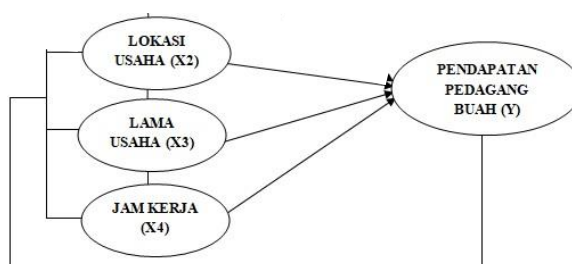


Figure 1 Conceptual Framework

3. RESULT AND DISCUSSION

Table 1.

List of Names of Traditional Markets in Wonokromo District and Number of Questionnaires Sent

No	Traditional Market Name	Sent Questionnaires
1	Darmo Trade Center (DTC)	30
2	Mangga Dua	30
3	Bendul Merisi	5
Total		65

The sample in this study was 65 respondents consisting of 30 vegetable traders at the Darmo Trade Center (DTC) market, 30 vegetable traders at the Mangga Dua market and 5 vegetable traders at Bendul Merisi market.

Table 2

Age of Vegetable Traders in Traditional Markets

No	Age	Frequency	Percentage
1	25-35	18	27,69%
2	36-45	25	38,46%

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3	45-55	22	33,84%
Total		65	100%

The highest number of respondents were vegetable traders aged 36-45 years, amounting to 25 people or 38.46% and vegetable traders respondents aged at least 25-35 years were 18 people or 27.69%.

Table 3
Gender Vegetable Traders in Traditional Markets

No	Gender	Frequency	Percentage
1	Man	22	66,15%
2	Woman	43	33,84%
Total		65	100%

Female gender, totaling 43 people or 66.15% and male respondents totaling 22 people or 33.84%.

Table 4
Total Respondents by Income Level

No	Total Income (Rp)	Total Respondents	Percentage
1	< Rp. 1.500.000	0	0
2	Rp. 1.500.000 until Rp. 3.000.000	3	5 %
3	Rp. 3.500.000 until Rp. 4.000.000	21	32,30%
4	>Rp. 5.000.000	41	63,07%
Total		65	100%

At the highest income level for 1 month which is above IDR 5,000,000 with a percentage of 63.07% and the total respondents who are at that income level are 41 people. And the level of income < Rp. 1,500,000 nothing.

Table 5
The total distance between the business location and the train station

No	Station Distance (m)	Total Respondents (Person)	Percentage
1	200	30	46,15%
2	400	0	0
3	600	30	46,15%
4	>700	5	8 %
Total		65	100%

Business location based on distance to Wonokromo Train Station >700 meters has a percentage of 8% and the number of respondents is 5 people. The distance of 600 meters has a percentage of 46.15% and the number of respondents is 30 people. Then there is no distance of 400 meters, and the last distance of 200 meters has a percentage of 46.15% and the number of respondents is 30 people.

Table 6
Total distance between business locations and traditional market entrances

No	Entrance Distance (m)	Total Respondents (Person)	Percentage
1	10-20	53	81,53%
2	25-30	10	15,38%
3	>40	2	4%
Total		65	100%

The business location based on the distance to the Traditional Market entrance >40 meters has a percentage of 4% and the number of respondents is 2 people. The distance of 25 to 30 meters has a percentage of 15.38% and the number of respondents is 10 people. Then a distance of 10 to 20 meters has a percentage of 81.53% and the number of respondents is 53 people.

Table 7
Number of Years of Business of Vegetable Traders in Traditional Markets

No	Length of Business (Year)	Total Responden (Orang)	Percentage
1	7	10	15,38%
2	10-15	16	24,7%
3	16-20	39	60 %
Total		65	100%

The length of business of the vegetable traders in the Wonokromo District Traditional Market, namely the range of 16 to 20 years, reached 60%, while the latest (not long) 7 years reached 15.38% and with 10 respondents.

Table 8
Number of Working Hours of Vegetable Traders in Traditional Markets

No	Working Hours (Time)	Total Respondents (Person)	Percentage
1	03.00 – 16.00	5	8%
2	06.00 – 17.00	15	23,07%

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3	06.00 – 18.00	30	46,15%
4	24 Jam	15	23,07%
Total		65	100%

The working hours of vegetable traders at the Wonokromo District Traditional Market 24 hours reached 23.07% with 15 respondents. Working hours from 06.00 to 18.00 reached 46.15% with 30 respondents. Working hours from 06.00 to 17.00 reached 23.07% with 15 respondents, and lastly working hours from 03.00 to 16.00 reached 8% with 5 respondents.

Table 9
Multiple Linear Regression Results

No	Variables	Coefficient	T	Sig.
	Constant	2411538,523	2,014	,048
1	Business Location	1812,457	2,222	0,030
2	Length of Business	58264,164	2,427	0,018
3	Working hours	-46960,196	-1,434	0,157
R		= 0,610 ^a		Rsquare = 0,372
F _{count}		= 8,875		Rsquare = 0,372
F _{tabel} = (df 2/63 ; 5%) = 2,52		t _{tabel} = (df 2/63 ; 0,025) = 1,99834		

Based on Table 4.9 presented, the regression equation is found, namely:

$$Y = 2411538.523 + 1812.457 X_1 + 58264.164 X_2 + (-46960.196) X_3$$

1. The results of the mathematical equation above show that a constant value of 2411538.523 means that the trader's income will experience a profit of Rp. 2411538,523, - if the business location, length of business and working hours are zero.
2. The business location variable has a regression coefficient with a value of +1812.457, which means that if the business location is more strategic, income will increase by IDR 1812.457. The positive sign shows that there is a one-way influence between the location of the business and the income of the vegetable traders.
3. The length of business variable has a regression coefficient that is worth + 58264.164 which means that if the length of business is longer, you will have a lot of experience in trading which can increase your income by 58264.164 rupiah. The positive sign shows

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that there is a one-way effect between the length of the business and the income of vegetable traders.

- The working hours variable has a regression coefficient which is -46960.196, which means that if working hours increase by 1 per month, income will decrease by 46960.196 rupiah. The negative sign shows that there is an inverse relationship between working hours and the income of vegetable traders, so that it can be said that working hours have no effect on their income.

Table 10
 Partial t test results
 Coefficients (a)

Models		Unstandardized Coefficient		Standardized Coefficient	t	Sig
		B	Std. Error	Beta		
1	(Constanta)	2411538,523	1197138,372		2,014	,048
	X1	1812,457	815,593	,274	2,222	,030
	X2	58264,164	24004,837	,257	2,427	,018
	X3	-46960,196	32739,166	-,166	-1,434	,157

According to the estimation results shown in table 10, the results of the t test were found which are explained below:

- The business location variable (X1) has a tcount value of 2.222 > a ttable value of 1.99834 and a significance value of business location 0.030 < 0.05 which makes H_a accepted, meaning that the business location variable has a significant and positive effect on the income of vegetable traders
- The length of business variable (X2) has a tcount value of 2.427 > a ttable value of 1.99834 and a significance value of business location 0.018 < 0.05 which makes H_a accepted, meaning that the length of business variable has a significant and positive effect on the income of vegetable traders.
- The working hours variable (X3) has a tcount value of -1.434 > a ttable value of 1.99834 and a significance value of working hours is 0.157 > 0.05, so H_0 is accepted, meaning that the working hours variable has no significant and no positive effect on the income of vegetable traders.

Table 11
 Vegetable Elasticity Calculation Results

No	Variable	Regression Coefficient (b)	Average	Elasticity
1	Business Location	1812,457	446,6923077	10717,859 > 1

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	(X2)			
2	Length of Business (X3)	58264,164	27,21538462	209.917,11 > 1
3	Working Hours (X4)	-46960,196	14,61538	-90.859,817 < 1

Based on the results of the elasticity calculation in Table 11, it is interpreted as follows:

1. The results of the elasticity of business location on the income of vegetable traders is 10,717.859. So that it can be said that the business location has an effect on income and is elastic where the positive sign is more than one and if the business location increases by 1%, the income of vegetable traders will increase by 10717.859%.
2. The results of the length of business elasticity on the income of vegetable traders is 209,917.11. So it can be said that the length of business has an effect on income and is elastic where the positive sign is more than one and if the business location increases by 1%, the income of vegetable sellers will increase by 209,917.11%.
3. The results of the elasticity of working hours on the income of vegetable traders are -90,859.817. So it can be said that the duration of the business has no effect on income and is elastic (inelastic) because it has a value of <1, where a negative sign smaller than one indicates no effect on income. When working hours increase by 1%, the vegetable seller's income will decrease by 90,859.817%. This happens because of the original nature of the vegetable itself (easily decomposes). So that if there are additional working hours it will not guarantee that the income of the vegetable traders will increase, the traders must try to sell their wares quickly, so as not to suffer losses caused by rotten vegetables.

Effect of Business Location on Income (X1)

The results studied showed that there was an effect of business location on the income of vegetable traders at the Traditional Market, Wonokromo District, Surabaya City. This happens because the business location is close to where you live and is in an area of dense and productive economic activity. Therefore, the more strategic the location of the business, the more it can affect the income of vegetable traders.

It is evident from the research results, the average reason for respondents opening a business in that location is close to where they live with a total of 55 people. A total of 30 people traded vegetables at the DTC Market with a distance of 200m from the station, 30 people traded vegetables at the Mangga 2 Market with a distance of 600m from the station and >700m traded vegetables at Bendul Merisi Market. As well as the location of the

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business stalls, the average traders have a distance of 10-20m from the entrance with a total of 53 people.

Thus the location of the business becomes the most important factor in trading. The more strategic the kiosk is, the more income it will increase, the easier it will be for consumers/customers to memorize the location of the kiosk and the easier it will be to reach the location of the business kiosk.

The results of this study support Kotler's theory (2009: 84) and encourage previous research conducted by Asmawati (2019) which shows that business location has a positive effect on income.

The Effect of Length of Business on Income (X2)

The results studied show that there is an effect of length of business on the income of Vegetable Traders in Traditional Markets, Wonokromo District, Surabaya City. This happens because the longer a vegetable business is run, the more development is done in stages, as well as gaining a lot of knowledge about consumer tastes or behavior. Evidenced by the results of the study, the average number of vegetable traders who have been trading for 20 years is 22 people. And has 10 regular customers totaling 38 people.

Thus, the longer individuals explore their business in trading, the more experience they get. Starting from the ability to market merchandise, the name of the business is increasingly known by many people, to having its own customers. This will certainly have an impact on the income that will be received by vegetable traders.

The results obtained support the theory (Sukirno, 2002: 39) and encourage previous research conducted by Yuniarti (2019) which shows the length of a business has a positive effect on income and rejects the results examined by Fitria (2013) which shows the length of business has no significant effect .

Effect of Working Hours on Income (X3)

The results studied showed that there was no effect of working hours on the income of vegetable traders at the Traditional Market, Wonokromo District, Surabaya City. This happens because Working Hours cannot be used as an excuse for a trader to sell his wares until they are sold.

There is a possibility that merchandise is sold during holidays, at hours that are not busy for consumers or it could be shorter working hours. businesses with long working hours.

It is evident from the research results, the average total working hours of vegetable traders is 12 hours/day with 30 respondents. And as many as 26 respondents chose a holiday to trade vegetables on Hari Raya.

Thus, the longer an individual pursues his trading business, the more experience they get. Starting from the ability to market merchandise, the name of the business is increasingly

known by many people, to having its own customers. This will have an influence on the income earned by vegetable traders.

The results obtained support the theory (Soekartawi, 2003 p: 11) and do not support previous research conducted by Yuniarti (2019) which shows working hours have a positive effect on income and encourage careful results carried out by Fitria (2013) which shows working hours have no effect significant.

The Influence of Business Location, Length of Business and Working Hours on Income

The variables, namely Business Capital (X1), Business Location (X2), and Length of Business (X3) have a positive and significant effect on the Income of Vegetable Traders at Traditional Markets in Wonokromo District (Y), while the variable Working Hours (X4) has a significant influence negative and not significant on Vegetable Traders' Income at Traditional Markets in Wonokromo District (Y). And the variable that partially has the greatest influence on the Income of Vegetable Traders in Traditional Markets in Wonokromo District (Y) is Business Capital (X1).

4. CONCLUSION

According to the results that were researched and tested using the available tools, the authors can conclude that: Working hours have no significant effect and have no effect on the income of vegetable traders at the Traditional Market, Wonokromo District, Surabaya City. The variable that dominates to influence the income of vegetable traders in traditional markets, Wonokromo sub-district, Surabaya city is the business capital variable, with the average business capital of vegetable traders in traditional markets, Wonokromo sub-district, Surabaya city being Rp. 4,000,000 - Rp. 5,000,000 , - / month with a total of 36 respondents. Based on the simultaneous test, namely business location, length of business, and working hours with a significant simultaneous effect on the income of vegetable traders in traditional markets, Wonokromo district, Surabaya city. Elasticity of working hours is inelastic on the income of vegetable traders -90,859.817, which means that it has no effect because of the original nature of the vegetables themselves (easily decomposed).

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