



Research Paper

Vegetable Traders' Income in Traditional Markets and The Factors That Influence It

Marhawati Najib¹, Rini Sastika², Nurhalim³, Andi Sawe Ri Esso⁴

^{1,2,3,4}(Faculty of Economics, Universitas Negeri Makassar)

Corresponding Author: Marhawati Najib

ABSTRACT: *Marasa Market is a traditional market where traders and buyers meet, especially vegetable traders, to meet consumers' daily needs. This research aims to analyze the influence of business capital, working hours, labor, and location rental on the income of vegetable traders at Marasa Market, Wonomulyo District, Polewali Mandar Regency. The sampling method used the Purposive Sampling Method with a total sample of 51 people. Data processing used IBM SPSS version 25 with multiple linear regression analysis, the results of the R² determination test showed that 72% of the independent variables had a significant effect on the income of vegetable traders. The results of the research on the F test showed that all variables have a significant effect on the income of vegetable traders, while the T-test shows that business capital and labor have a positive effect, while the variables of working hours and location rent show no influence on the income of vegetable traders.*

KEYWORDS: *Traditional Markets, Working Hours, Business Capital, Income, Labor, Location Rental*

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I. INTRODUCTION

Vegetable production is an important sector in global agribusiness, especially for the Indonesian economy and development, because it can increase agricultural productivity compared to cereals and other staple crops [1]. Vegetable production in Indonesia has experienced significant growth, but its market share is relatively low compared to the global vegetable industry. Marketing in the agricultural sector is carried out to increase production. This has an effective policy effect in increasing producer income and consumer purchasing power, especially for food products [2]. The right decision for producers in selling their products is to organize efforts to increase their income. Improved agricultural practices, availability of several crop varieties, and improved irrigation infrastructure are some of the reasons for the recently observed increase in vegetable production [3].

In the current dynamic global economic era, vegetable traders play an important role in connecting producers and consumers, [4] not only by providing fresh vegetables but also having the effect of increasing income [5]. At the local level, selling vegetables has become an inseparable part of daily life and has a big impact on supporting household finances. According to [6] trading vegetables plays an important role in measuring the economy by providing vegetables and food ingredients which are daily necessities. Selling vegetables has become a livelihood for many individuals, especially among small traders and micro-entrepreneurs [7]. Selling vegetables provides significant economic opportunities and opens doors for those who want to start a business with limited capital. According to [8] vegetable traders have an important role in overcoming poverty and increasing people's purchasing power. In this context, vegetable traders not only fulfill basic food needs but also become a source of sustainable income.

Traditional markets are still the first choice for some people in Indonesia to fulfill their basic daily needs. It is no surprise that traditional markets are still always busier than modern markets [9]; [10]. Marasa Market is the only main market in Wonomulyo District which is used as a trading center. According to a monograph from the Wonomulyo District Office in 2022, there were 195 mixed vegetable traders resident vegetable traders, and mobile vegetable sellers. Based on this data, it shows that the economic activities of the people in Wonomulyo District depend on Marasa Market for their livelihood by selling vegetables.

Production activities are very dependent on capital, so capital is needed to expand existing businesses. Business capital is an amount of money used to run a business or enterprise. This business capital has an impact on the income of market traders' micro businesses [11]. According to [12] business capital can be defined as an

amount of money used to finance various business needs. Apart from business capital, working hours can also affect income. According to [13], the longer the operational working hours used, the higher the income earned by traders. Working hours are the time to do work both day and night [14]; [15]. Labor is one of the economic drivers which is an important element in creating a good economy [16]. In line with research results [17] it is clear that labor has a significant influence on income. This has the consequence of the relationship that when labor is added, the resulting income will also increase. However, on the other hand, location is an important influence in trading. Location is the place where activities take place. In trading, a strategic place is needed to support buyers so that it influences sales. For strategic locations, traders must rent or lease land. According to [18] if the rental cost is affordable it will show a profitable or greater income.

Vegetable sellers often face fluctuations in commodity prices, weather changes that can affect supplies, and changes in marketing policies. All of these factors can directly impact the income and welfare of vegetable traders [19]. Therefore, it is important to understand the factors that influence income to increase business sustainability. This research uses variables of business capital, working hours, labor, and location rent which can affect the income of vegetable traders who sell at the Marasa traditional market, Wonomulyo District, Polewali Mandar Regency.

II. RESEARCH METHODS

This research was conducted at Marasa Market which is located in Wonomulyo District, Polewali Mandar Regency, West Sulawesi. This research was carried out for two months, from January to February 2024.

The use of research data includes primary and secondary data. Primary data was obtained from observations and direct interviews with vegetable sellers at Marasa Market. Meanwhile, secondary data was obtained from related agencies such as the Central Statistics Agency, data from sub-districts, the internet, journals, online news, and references related to the research conducted.

The population in this study consisted of a distribution of vegetable sellers at Marasa Market, consisting of 195 vegetable sellers. Respondents in this study used purposive sampling, each population had the same opportunity to be selected. The sample was selected as 25 percent of the population with a total of 51 vegetable sellers. The data analysis used in this research is descriptive and statistical analysis methods using multiple linear regression analysis with SPSS 25 tools.

a. Descriptive Statistical Test

[20] states descriptive statistical analysis is a complete discussion of the actual situation. Descriptive analysis is carried out with the aim of finding out how much income there is and describing or providing an overview of the object being studied through the sample or population as it is, without carrying out analysis and making conclusions for the general public.

b. Classical Assumption Test

The classic assumption tests used in this research are the normality test, multicollinearity test, heteroscedasticity test

1. Normality Test

The normality test is carried out to test whether the residual values are normally distributed in the regression model. A good regression model requires that the residual values be normally distributed [21]. In this study, Kolmogorov Smirnov was used. The residual can be said to be normal if the significance is > 0.05 . Assuming normality, whether the data is normally distributed or not can be identified by looking at the histogram. This test uses the plot test/Q-Q plot, Chi-Square test, kurtosis, and Kolmogorov Smirnov test.

2. Multicollinearity Test

The multicollinearity test was carried out to test whether, in the regression model, a correlation was found between the independent variables. In this study, the statistical tool used to detect multicollinearity was seen from the tolerance value and Variance Inflation Factor (VIF). If $VIF < 10$ and tolerance > 0.1 then it can be concluded that the multicollinearity assumption is not met, and vice versa if $VIF > 10$ and tolerance < 0.1 then multicollinearity has occurred. A good regression model should not correlate with independent variables.

3. Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether in the regression model, there is an inequality of variance from the residuals of one observation to another. A good regression model is one where heteroscedasticity does not occur. To find out whether heteroscedasticity exists, look at the scatterplot graph. A regression model that does not occur heteroscedasticity if the points show an unclear pattern and spread above and below the 0 number on the y-axis [22].

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a statistical method used to determine the influence of the independent variable (X) and the dependent variable (Y). Multiple linear regression analysis is used to determine how much influence the relationship between the variables capital (X1) working hours (X2) labor

(X3) business location (X4) has on the income of vegetable traders (Y). The multiple linear regression equation is formulated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \dots\dots\dots (1)$$

Information :

Y = Vegetable trader's income

a = Constant

$\beta_1 \beta_2 \beta_3 \beta_4$ = Variable coefficient

X1 = Business Capital

X2 = Working hours

X3 = Labor

X4 = Business location

e = Influence of other variables

1) Coefficient of Determination

This coefficient of determination aims to predict and see how much influence the independent variable (X) contributes simultaneously to the dependent variable (Y) provided that the F test results in the regression analysis have a significant value. The coefficient of determination value is $0 < R^2 \leq 1$. If the value of the coefficient of determination (R^2) is smaller, the simultaneous influence of the independent variable on the dependent variable will be weaker. If the value of the coefficient of determination (R^2) is getting closer to 1, it means that the simultaneous influence of the independent variable on the dependent variable is getting stronger [23].

2) F test

The F test is used to determine whether two independent variables simultaneously influence the dependent variable. Hypothesis testing with F statistics can be used by comparing F_{count} with F_{table} . The F-test steps are:

- a) Determine F_{count} based on the results of the regression analysis output.
- b) Significant level (α) 0.05 or 5% to test whether the hypothesis proposed in this research is accepted or rejected.
- c) Test criteria:
 - If $F_{count} < F_{table}$, it means H_0 is rejected
 - If $F_{count} > F_{table}$, it means H_a is accepted

3) T-test

The t-test is used to find out whether each independent variable affects the dependent variable. The partial test in this research data analysis uses a degree of significance, namely 0.05. T-test using SPSS.

Basic decision-making based on count and table:

- a. If the value of count $>$ table then the independent variable (X) affects the dependent variable (Y).
- b. If the value of count $<$ table then the independent variable (X) does not affect the dependent variable (Y).

The basis for decision-making is based on the results of the significance value:

If the Sig value. $<$ 0.05 then the independent variable (X) affects the dependent variable (Y).

If the Sig value. $>$ 0.05 then the independent variable (X) does not affect the dependent variable (Y).

III. RESULT AND DISCUSSION

RESULT

Classical Assumption Test

The classical assumption test is carried out in multiple linear regression research as a condition that must be met before hypothesis testing is carried out, namely, it must fulfill the multicollinearity test and heteroscedasticity test. Following are the test results using the SPSS 25 program.

a. Normality test

The normality test is a statistical test used to test whether the observed data has a normal distribution or not. In this research, the normality test uses the Kolmogorov-Smirnov method to determine the normality of the distribution of some data.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test
Unstandardized Residual

N	51
Normal Parameters	Mean
	0,378304,3311
Test Statistic	0,088
Sig	0,200
Monte Carlo	0,799

Source: SPSS Data Processing Results, 2024

b. Multicollinearity Test

According to (Rahmawati & Suratman, 2022) Multicollinearity can cause parameter variance to become greater and reduce the estimate's accuracy. You can see the tolerance and VIF values to find out the relationship between variables. If tolerance > 0.01 = there is no multicollinearity and vice versa. Based on the VIF value < 10.00 = there is no multicollinearity and vice versa.

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Business Capital (X1)	.868	1.152
Working Hours (X2)	.956	1.046
Labor (X3)	.923	1.084
Location Rental (X4)	.970	1.031

a. Dependent Variable: Income (Y)
Source: SPSS 25 Data Processing Results

In Table 1, the Tolerance value for business capital is 0.868, working hours 0.956, labor 0.923, and location rent 0.970. All Tolerance results on independent variables have a value of >0.10, which means that all variables do not experience multicollinearity problems. At the VIF value, the business capital is 1,152, working hours are 1,046, labor is 1,084, and location rent is 1,031. All VIF results on independent variables are <10.0, so all variables do not experience multicollinearity problems.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. The heteroscedasticity test is a situation where there is unequal variance in the residuals for all observations of the regression model [24]. The requirements for passing the heteroscedasticity test can be seen from the significance value. If the Sig value is >0.05, it means that there are no symptoms of heteroscedasticity. If the Sig value <0.05 means there are symptoms of heteroscedasticity.

Table 3. Heteroscedasticity Test

Coefficients a

Model	Sig.
1 (Constant)	.000
Business Capital (X1)	.470
Working Hours (X2)	.235
Labor (X3)	.881
Location Rental (X4)	.692

a. Dependent Variable: Income (Y)

Source: SPSS 25 Data Processing Results

Based on the analysis results as shown in Table 3, the Sig value for business capital is 0.470, working hours 0.235, labor 0.881, and location rental 0.692. All Sig results on variables have a value of >0.05, which means that all variables do not experience heteroscedasticity problems.

Multiple Linear Regression Analysis

In this research, the data analysis used is multiple linear regression analysis, to determine the significant level of each regression coefficient of the independent variable on the dependent variable, namely proving the hypothesis of the partial and simultaneous influence of business capital, working hours, labor and location rental on trader income vegetables at Marasa Market.

Table 4. Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	814826.952	190624.022		4.275	.000		
	Business Capital (X1)	.996	.090	.891	11.103	.000	.868	1.152
	Working Hours (X2)	-5.565	276.305	-.002	-.020	.984	.956	1.046
	Labor (X3)	-2.659	1.152	-.180	-2.309	.026	.923	1.084
	Location Rental (X4)	.024	.873	.002	.028	.978	.970	1.031

a. Dependent Variable: Income (Y)

Source: SPSS 25 Data Processing Results

Based on the results of the multiple linear regression equation above, it can be explained that business capital (X1), working hours (X2), labor (X3), and location rent (X4) affect the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency, as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4 X_4 + \epsilon$$

$$Y = 814826.952 + 0.996X_1 - 5.565X_2 - 2.659X_3 + 0.024X_4 + e$$

- 1) The constant value (α) has a positive value of 814826.952, which means it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables are business capital (X1), working hours (X2), labor (X3), and location rent (X4) have fixed values or do not change, then the vegetable seller's income is worth 814,826,952.
- 2) Business Capital (X1)
Business capital has a positive value of 0.996. This shows that if business capital increases by 1%, then the vegetable seller's income will increase by 0.996 assuming the other independent variables are considered constant. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable.
- 3) Working Hours (X2)
Working hours have a coefficient value of -5.565. This value shows a negative or opposite influence between the working hours variable and the vegetable seller's income. This means that if the working house variable increases by 1%, then on the other hand the income variable will decrease by 5.565. Assuming that other variables are held constant.
- 4) Labor (X3)
Labor has a coefficient value of -2.658. This value shows a negative or opposite influence between the labor variable and the income of vegetable sellers. This means that if the labor variable increases by 1%, then on the other hand the income variable will decrease by 2.659. Assuming that other variables are held constant.
- 5) Location Rental (X4)
Location rent has a coefficient value of 0.024. This value shows that if location rent increases by 1%, then the income of vegetable traders will increase by 0.024. Assuming that other variables are held constant.

Determination Tes

The coefficient of determination test is carried out to determine and predict how much influence the independent variables together have on the dependent variable.

Table 5. Determination Test (R2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.743	.720	394759.96026

Predictors: (Constant), Business capital (X1), Working hours (X2), Labor (X3), Location Rental (X4)

Source: SPSS 25 Data Processing Results

The coefficient value of R2 (Adjusted R-Square) is 0.720. It is known that 72% of the independent variables of business capital, working hours, labor, and location rent explain their influence on vegetable sellers' income. Then the remaining 28% is influenced by other independent variables. This shows that the independent variable has a big influence on the dependent variable.

F test

The statistical f-test aims to test the variable as a whole to find out whether the regression coefficient is significant in determining the value of the dependent variable. According to [25] the F test is a test of the independent variable against the dependent variable together aimed at finding the influence of the independent variable.

Tabel 6. Statistical F test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20250850555268.777	4	5062712638817.194	33.196	.000 ^b
	Residual	7015518072182.184	46	152511262438.743		
	Total	27266368627450.960	50			

- a. Dependent Variable: Income (Y)
 - b. Predictors: (Constant), Location Rental (X4), Working Hours (X2), Labor (X3), Business Capital (X1)
- Source: SPSS 25 Data Processing Results

Table 6 shows that the f-count value is 33.196. It is known that the value of $F_{table \alpha = 5\%}$ with $df = n - k - 1 = 46$ is 2.57. Based on $f\text{-count } 33.196 > F_{table} 2.57$, H_0 is rejected and H_1 is accepted. The significance value is smaller than the significance level used of $0.000 < 0.005$. So it can be concluded that business capital, working hours, labor, and location rental simultaneously have a significant positive effect on the income of vegetable sellers. So it is proven that business capital, working hours, labor, and location rental have a significant effect on the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency.

T-test

A statistical T-test is a method that tests hypotheses individually to prove the value of the dependent variable. To find out more clearly, the linear regression coefficient hypothesis testing of the independent variables consists of business capital, working hours, labor, and location rental using T-statistics.

Table 7. Statistical T Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	814826.952	190624.022		4.275	.000
	Business Capital (X1)	.996	.090	.891	11.103	.000
	Working Hours (X2)	-5.565	276.305	-.002	-.020	.984
	Labor (X3)	-2.659	1.152	-.180	-2.309	.026
	Location Rental (X4)	.024	.873	.002	.028	.978

- a. Dependent variable: Income (Y)
- Source: SPSS 25 Data Processing Results

In Table 7 the T-test results explain that:

a) Business Capital (X1)

From the test results, a t-hit value of 11.103 was obtained. With the hypothesis test, the significance level value was 5% ($\alpha=0.05$), and the t-test significance value was $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted,

which means business capital influences the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency.

b) Working Hours (X2)

From the test results, it was obtained that the t-value was -0.020. By hypothesis testing, the significance level value was 5% ($\alpha=0.05$), and the t-test significance value was 0.992. So the significance value of the t-test is $0.984 > 0.05$, so H_0 is accepted and H_1 is rejected, which means that working hours do not affect the income of vegetable sellers. So the hypothesis in this research is that working hours do not affect the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency.

c) Labor (X3)

From the test results, it was obtained that the t-hit value was -2.309. With the hypothesis test, the significance level value was 5% ($\alpha=0.05$), and the significance value was $0.026 < 0.05$, so H_0 was rejected and H_1 was accepted, which means that labor influences the income of vegetable sellers. So the hypothesis in this research is proven that labor partially influences the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency.

d) Location Rental (X4)

The test results obtained a t-hit value of -0.028 with a hypothesis test with a significance level of 5% ($\alpha=0.05$). The t-test significance value was $0.978 > 0.05$, so H_0 was accepted and H_1 was accepted, which means that location rental does not influence the seller. vegetable. So the hypothesis in this research is proven that partial location rent does not affect the income of vegetable sellers at Marasa Market, Wonomulyo District, Polewali Mandar Regency.

DISCUSSION

The research results show that the income of vegetable traders at Marasa Market, Wonomulyo District, Polewali Mandar Regency is influenced by 72% by several factors, such as business capital, working hours, labor, and location rental. Another 28% was caused by things not included in this study. The following is a partial explanation of the influence of variables.

The Effect of Business Capital on Income

Investigation findings show that vegetable sellers' income is influenced by their capital. This is in line with research results [26] that working capital influences because capital is needed to run a vegetable business at a fluctuating level. Vegetable sellers with adequate capital are able to provide a variety of vegetables by selling vegetable products at prices that have high profitability and availability [27]. Earning more money becomes more possible, especially with relatively large resources. The greater the capital available to a business, the greater the potential for that business to expand its product line and customer base [28]. adequate financial support, a multi-product sales team can be established. The income generated will also be greater. A trader's income greatly influences the amount of cash they can access, therefore they need to be adept at managing and estimating their capital needs [29].

The beneficial impact of capital is visible from the direct correlation between a company's capital and its profitability, which shows that increasing capital leads to higher levels of financial returns. Capital has beneficial implications in increasing the company's chances of success, this is in line with [30] and [31], that capital has positive implications for increasing the company's probability. It was similarly found [32] that efficient capital raising is an important channel through which business actors create value, this provides evidence of the real long-term impact of fund interventions on company fundamentals. However, [33] states that higher working capital investment may be the fundamental cause of company bankruptcy. This is because investment in working capital represents an amount of money locked up, which can be invested in profitable opportunities.

Effect of Working Hours on Income

The results of the analysis show that the income of vegetable traders is not affected by the reduction in working hours per week. It can be said that salary is not directly proportional to the time spent at the place of business. For traders to be successful, the number of hours they put in each day is not the only variable that influences their profits; other variables, such as market conditions on a particular day, may also play a role. This is in line with research results [34] which state that working hours do not have a significant influence on the income of vegetable traders. This shows that the product offered (vegetables) is specific, vegetables are needed at certain times by buyers. Working hours cannot be used as an excuse for a trader to sell his merchandise until it is sold [35]. This finding is different from [36] in working hours have a beneficial and substantial influence. A person's income is directly proportional to the number of hours he works. Therefore, there is a positive

correlation between a person's working period and his income, where those who work for a longer period tend to earn a greater income.

The effect of labor on income

Labor is a very important factor in a company because labor is the driving factor, without labor a business will not run. In simple terms, a worker is someone who does work for a business with the aim of meeting needs. Increasing labor productivity will encourage increased income. The results of the research on the number of workers will influence the income of vegetable traders. This is in line with research [37] which explains that there is a positive correlation between labor and the income of vegetable sellers which can increase income.

The Effect of Business Location on Income

The results of the analysis show that the geographical location of vegetable traders influences their profits. Location is proven to have a beneficial influence on company profits. Strategic locations have higher rents compared to locations that are ordinary and empty of market visitors. The findings of this research confirm the findings of [38] which found a close relationship between a company's physical location and its financial success. However, the results of this research are by the results of research [39] that location rental does not have an impact on income but is seen from choosing a strategic location. Customers who come to buy vegetables will not pay attention to the size of the rent paid for the location but will look at the quality of the vegetable products. So in this case vegetable sellers need to provide quality vegetables to consumers [40].

IV. CONCLUSION

The income of vegetable traders at Marasa Market, Wonomulyo District, Polewali Mandar Regency is partially influenced by business capital and labor. Meanwhile, working hours and location rental do not partially affect the business income of vegetable traders. Simultaneously, a vegetable trader's income is influenced by many factors, including business capital, working hours, labor, and location rental.

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