

BUSINESS LOCATION, BUSINESS CAPITAL, AND INFRASTRUCTURE FACILITIES ON INCOME LEVELS OF STREET TRADERS AT WATER BOOM TOURISM OBJECT IN SAWAHLUNTO CITY

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ABSTRACT

This study aims to test the influence of business locations, business capital, and infrastructure on the income level of street vendors at waterboom tourist attractions in Sawahlunto City. This research uses quantitative methods. The population of this study was all street vendors at waterboom tourist attractions, as many as 100 respondents and a sample of 100 respondents. The sampling technique is a total sampling technique where the entire population is sampled. Data analysis using multiple linear regression analysis by using the SPSS version 20 application. The results showed that the business location has a positive and significant effect on the income of street vendors, business capital has a positive and significant effect on the income of street vendors and facilities have a positive and significant effect on the income of street vendors on waterboom tourist attractions in Sawahlunto City.

Keywords: *Business Location, Business Capital, Infrastructure, Street Traders*

INTRODUCTION

The economic growth of a country or region is important for creating social welfare, with this increase the income of people's welfare runs smoothly on an ongoing basis. Economic development is also inseparable from the economic activities of the community. Therefore, a good economy requires important aspects, needs that serve the people's welfare, and also require clear facilities and infrastructure. The informal and formal sectors are important aspects of realizing human welfare.

Economic development is a process that causes the per% capita income of a community's population to increase in the long run. Economic development has the goal of distributing income to increase people's welfare, namely by providing vast employment opportunities so that it can absorb labor, reduce unemployment, and increase income so that it can also increase the standard of living or welfare of people in a country or region.

Tourism is one sector that has a contribution in terms of income. Because tourism brings tourists. The arrival of tourists in the tourist area opens opportunities for residents to open shops. This business is an opportunity for local people to work so that they can earn income from this work. Thus, it can be said that the existence of tourism in an area will affect the level of income (Pandani, 2020) Indonesian tourism is a sector that has the potential to be managed and developed optimally. The development and development of

the tourism sector can certainly help the economy in the area so that it can increase the income level of the people in the area, especially traders.

The informal sector is a small business unit with small capital and a very simple processing system. The informal sector is quite dominant in absorbing the workforce, especially in urban areas. One of the business activities in the informal sector is trading. Most people engage in trading activities because, without special skills or high education, they can easily enter into informal sector activities, one of which is to become a trader.

The problem faced by the informal sector such as street vendors (PKL) is the difficulty in increasing their income. Therefore, to increase the income of street vendors, they must be supported by mastery of the business(Hanum, 2017) The existence of street vendors must be considered so that the trade sector can provide improvements and support the economy so that it can reduce the unemployment rate in a country or region.

Street vendors are one of the informal sectors that can be found in urban areas. These traders often use places that are used as centers of public activity, such as in front of tourist attractions, shops, sidewalks, near educational centers because according to them such places are strategic places for them to trade. Sawahlunto City is no exception, especially street vendors in the Sawahlunto City waterboom tour who sell various types of merchandise such as food, drinks, pulses,

workshops, accessories, mixed shoes and sandals, and clothing (Bintari Suprihatin, 2015). The purpose of having street vendors in general is to earn income. To obtain income, street vendors must have a strategic location selection, because the location affects the success or success of the business to sell and get good business opportunities for the income of street vendors. With the activity of street vendors, it is hoped that people's purchasing power will increase and the per capita income of the people themselves. So that everything that becomes their needs can be fulfilled and improve their welfare. In this way, more or less, it can have a better effect on the country's economy.

The city of Sawahlunto is one of the cities in West Sumatra which makes tourism a regional economic development concept. There are various tourist objects in Sawahlunto City. One of the biggest contributors to Sawahlunto City's income is a tourist destination with Cold Water Baths or what is now known as Waterboom, Sawahlunto City is the main bathing destination in West Sumatra whose beautiful natural scenery has become a tourist attraction. This city is a city with a concentration of residents with different economic, social and cultural backgrounds. The high cost of living has forced people to always actively seek sustenance. And with this tourist attraction, some parties take advantage to seek sustenance by trading or selling tourist objects in the hope of fulfilling their economy. The presence of tourists can provide income to the area or local community when they use the money they bring to eat, drink, buy souvenirs, and so on. Local people indirectly experience positive impacts such as higher incomes, business opportunities, and increased crowds.

In addition, the City of Sawahlunto has a variety of tourist attractions, which include: Sawahlunto Railway Museum, Ransoem Sawahlunto Warehouse Museum, Mbah Soero Hole, Kalam Hole, Cemara Peak, Sawahlunto Blue Lake, Kandih Sawahlunto Lake, Kandi Animal Park, Sharp Stone and Microwave Peak, Sawahlunto Cemara Peak, Rantih Tourism Village, and Waterboom Muaro Kalaban, Sawahlunto City. The Waterboom tourism object in Sawahlunto City is a new movement in 2007 in the world of tourism in West Sumatra. Mayor of Sawahlunto at that time Ir. H. Amran Nur had an idea to advance and increase investment opportunities in his area after the mayor saw the potential of the bathhouse to become a waterboom arena. Before the founding of the Waterboom, it was only an ordinary bathing object, known as the Muaro Kalaban Cold Water

Baths. However, the Bina Ria Air Cold bath has not many visitors because this bath is just an ordinary bath which is not very attractive for the public to visit and cannot increase the Local Revenue (PAD) of Sawahlunto City. However, after the founding of Waterboom, then the increase in visitors(Destaria et al., 2017)

Location is a factor to consider in trading. Strategic location is one of the important factors that determine the success of a business. 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 to see by consumers, and a location that many target consumers go through. So the exact location of the business will support the success of the trading business which will affect the income of street vendors. Apart from the location of the business, in business, one of the most important things needed is capital. Capital is an important supporting factor for traders for the continuity of their business. Various studies on the informal sector or the development of micro-enterprises always prioritize the role of capital as the main difficulty faced by business actors. This also affects the income level of traders. The greater the capital expenditure in trading, the greater the income earned by traders(Husaini & Fadhlani, 2017).

In addition to these factors, infrastructure facilities are also one of the determinants of income levels. Infrastructure is a tool that has an important role in supporting the success of a process or business. Supporting infrastructure includes the availability of parking lots, availability of garbage disposal sites, availability of clean water networks, availability of drainage, availability of electricity services, mats, tables, carts, semi-permanent stalls, and kiosks.

Research conducted by (Husaini & Fadhlani, 2017) concerning the Effects of Working Capital, Length of Business, Working Hours, and Business Location on Monza Income at the Simalingkar Market in Medan, states that the Business Location Variable has a positive effect on the income of Monza traders. The results of the study show that a strategic business location greatly influences the business so that Monza traders' income at Simalingkar Market will increase.

Previous research was also carried out by (Fatma et al., 2021) proving that the more strategic the location of the business where traders sell, the easier access it will be for consumers, so that more consumers will come. Choosing a good location is something that must be considered by

traders so that their business can be seen by many people. The more strategic the location of the business, the more it will affect the success of the business.

H1: It is suspected that business location has a positive and significant effect on the income of street vendors.

In research conducted by (Atun, 2016) concerning the Effects of Capital, Location, and Type of Merchandise on the Income of Prambanan Market Traders, Sleman Regency, he mentioned that Capital has a positive effect on income, if capital increases, income will increase. The capital factor is a factor that affects the trader's income because the more capital a trader has, the greater his income will be.

Previous research was also conducted by Pratama (2018) Capital has a positive effect on trader income. This shows that traders' income increases more depending on the capital owned by traders by the business they have. This means that the higher the capital traders own the higher the income from trading in the Sarimalaha market, Tidore City Islands.

H2: It is suspected that working capital has a positive and significant impact on the income of street vendors.

In research by Agrina (2021) states that there is a relationship between the availability of health center infrastructure and community behavior towards itowardication. Martini (2020) Shows results that there is a positive relationship between the availability of infrastructure and the implementation of micro-business actors. The availability of infrastructure facilities will be carried out well if business actors provide infrastructure facilities that support the success of a business. (Kurnia Utari, Arneliwati, 2022) The results of the analysis of the relationship between the availability of infrastructure and the behavior of street vendors show that there is a relationship between the availability of infrastructure and the behavior of street vendors.

H3: It is suspected that infrastructure has a positive and significant impact on the income of street vendors

RESEARCH METHODS

Type of Research

The type of research in this study is quantitative which is used to examine certain populations or samples, data analysis is

quantitative or statistical in nature to describe and test established hypotheses (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R& D, 2018)

Research Object

The object of research is a place or a company or agency that has a big business and has adequate employee performance and complete facilities following the business and business run by the company (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R& D, 2018). Based on the title of this study, the focus of this research is the effect of the business location, business capital and info, and infrastructure on the level of income of street vendors in Waterboom Tourism, Sawahlunto City. So this research was conducted in Sawahlunto City.

Population and Sample

Population

In this case, the population is an area or area of observation that can have characteristics through the objects/subjects studied, therefore it can study and be able to research problems that occur through the population and samples that are obtained and accepted (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R& D, 2018). The population in this study was 100 traders at the Waterboom tourist attraction in Sawahlunto City.

Sample

The sample is part of the population's number or result and the population's characteristics (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R& D, 2018). The sampling technique used is total sampling. Where the entire population is used as a sample, namely as many as 100 traders are used as a sample.

Data Types and Sources

In this study, the type of data used is quantitative data, namely data that is whichumbers obtained through distributing questionnaires to respondents. Source of data used primary data and secondary data. Primary data, namely data obtained by researchers by distributing questionnaires to respondents. Secondary data, namely researchers obtain data through books, magazines, literature, articles, and scientific writings that support the research topic (Sugiyono, Metode Penelitian Kuantitatif, Kualitatif dan R& D, 2018).

Variable Operational Definition

The operational definitions of the variables to be used in this study can be seen in the following table:

Table 1
Operational definition

No	Variable	Operational definition	Indicator	Source
1	Street vendor income (Y)	<p>Income influences the continuity of life of the company, the higher the total income the more ability the finance company and the whole economy generated from the bustle.</p> <p>Trader foot five is a trader with capital business Wa is relatively small, or can Also depicted as a trader from class economy weak, Which sell goods And service For fulfill need consumer with capitiate al Which relatively small, trails der foot five traders product in places Which forbidden And Lots visited person.</p>	<p>1. Daily sales results 2. Sales results when busy per day. 3. Income can meet family needs</p>	(Marhawati, 2020)
2	Business Location (X1)	<p>Determining a business location is very important for a new business that will start operations or when the business is already running and growing. Determining the right business location will make a business operate more efficiently and achieve the expected income.</p> <p>A strategic business location can increase a trader's income because choosing a business location is also a business strategy for gaining profit or income</p>	<p>1. Access 2. Visibility 3. Traffic 4. Environment 5. Parking lot</p>	(Rasya Hasna Sri Narizki, 2021)
3	Venture capital (X2)	<p>Capital is factor production or inputs Which important inis detedeterminescthe ess business tightly relatiorelatesatol.</p>	<p>1. Total capital 2. Source of Capital</p>	KCapital2021

No	Variable	Operational definition	Indicator	Source
4	Infrastructure (X3)	Meansown role important is in support success something process or objective Which can achieve structure Also facility which absolute easy achievement something activities objective certain.	1. Goals to be achieved 2. Availability of facilities 3. Maintenance implementation	(Rasya Hasna Sri Narizki, 2021)

- a. Independent variable, namely Business Location (X1)
- b. Independent variable, namely Business Capital (X2)
- c. The dependent variable, namely Infrastructure (Y)

Data Collection Techniques

This study uses use-collection techniques, namely by questionnaire. The questionnaire is a data collection technique that is carried out by giving several questions and written statements to the respondents to answer. Therefore, giving several questions and statements to members of the respondent sample is also called a questionnaire.

Data Analysis Techniques

Research Instrument Test

Validity test

The validity test is the degree of accuracy of the actual data that occurs in the research object with the data reported by the researcher. That way valid data is data that is not different from data reported by researchers with data that is the object of research. The validity of a statement item can be seen in the SPSS output results in the table entitled Item-Total Statistics. Assessing the validity of each statement item can be seen from the Corrected Item-Total Correlation value which is the calculated r value of each statement item. An item statement is said to be valid if the value of r count $> r$ table is 0.300 (Sugiyono, 2017).

Reliability Test

Reliability is a toosuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to the questions are consistent or stable from time to time. A construct or variable is said to give a Cronbach Alpha value > 0.700 (Sugiyono, 2017).

Descriptive Analysis

Descriptive research is research conducted on independent variables without making comparisons or connecting with other variables. Descriptive analysis is used by using a frequency table to see how the data is spread in a variable. Then it can be calculated using the formula:

Information:

TCR = Level of Attainment of Respondents
Rs = Average score of respondents' answers (mean)
n = Score the answer

Classic assumption test

Normality test

The Normality Test aims to assess whether the data in a group either data or variables, whether the distribution of the data is normal or not. Presented the One-Sample Kolmogorov Smirnov test wOne-Sampledard Alpha of 0.05 as a guideline for the normality test as follows:

- a. If the significant value < 0.05 (95% confidence level) the distribution is not normal.
- b. If the significant value is > 0.05 (95% confidence level) the distribution is normal.

Multicollinearity Test

This multicollinearity test aims to determine whether there is multicollinearity, done by analyzing a fairly high correlation matrix. The relationship of each variable is shown by looking at the VIF (Varian inflation factor & Tolerance) value, namely:

- a. If the tolerance number is > 0.10 or the VIF value is < 10 , then there are no symptoms of multicollinearity.
- b. If the tolerance number is < 0.10 or the VIF value is > 10 then there are symptoms of multicollinearity.

Heteroscedasticity Test

Heteroscedasticity is a condition where there is an inequality of variance from the residuals for all observations in the regression model where there are some errors or the observed model does not match the variant being observed/observed. How to detect whether there are symptoms of heteroscedasticity is done with the Glejser option. If the value of the relationship to the standard residual squared over time is not significant ($P > 0.05$), then it can be said that there is no heteroscedasticity.

Multiple Regression Analysis

To determine the effect of the business location, business capital, and infrastructure on the level of, income of street vendors at the Waterboom tourist attraction in Sawahlunto City, it can be stated that the Multiple Linear Regression equation with the following equation:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3$$

Hypothesis testing

Table 2
Validity Test Results

Variable	Number of Items	R Count	R Table	Conclusion
Street Vendor Income (Y)	9	0.741	0.300	Valid
Business Location (X1)	10	0.940	0.300	Valid
Business Capital (X2)	4	0.714	0.300	Valid
Infrastructure (X3)	6	0.703	0.300	Valid

Source: SPSS 20 data (data processed in 2023)

Based on Table 1 it can be seen that all variable items have an R Count value greater than 0.300. So it can be concluded that all statements in this study are valid.

Reliability Test

The reliability test obtained results as shown in Table.3 below:

Table 3
Reliability Test Results

No	Research variable	Cronbach's Alpha	Roll Of Thum	Conclusion
1	Street Vendor Income(Y)	0.969	0.700	Reliable
2	Business Location(X1)	0.863	0.700	Reliable
3	Venture capital(X2)	0.888	0.700	Reliable
4	Infrastructure (X3)	0.930	0.700	Reliable

Source: SPSS 20 data (data processed in 2023)

From the results of the reliability test, Cronbach's Alpha value for the rich variables Business Location (X1), Business Capital (X2), and Infrastructure (Y) is greater than 0.700 which gives the result that the variables studied can be said to be reliable.

Classic assumption test

Normality test

The Normality test is carried out to test whether, in a regression model, the independent variables and the dependent variable have a normal distribution or not. The data is said to be normally distributed if Asymp Sig (2-tailed) is greater than the level of significance used, namely 0.05.

Table 4
Normality Test Results

Symp.	Sig. (2-tailed)	Alpha	Symp
	0.050	0.05	Normal Distributed

Source: SPSS 20 data (data processed in 2023)

Based on the table above, it can be seen from the processed data that the value of Asymp.Sig. (2-tailed) 0.050 > 0.05, so it can be concluded that the processed data is normally distributed.

Multicollinearity Test

Based on the results of the multicollinearity test in the table above, the

tolerance value of the Business Location variable is $0.842 > 0.1$ the VIF value is $1.188 < 10$, the Businessital variable is $0.977 > 0.1$ and the VIF value is $1.003 < 10$, the Infrastructure variable is $0.844 > 0.1$ and the VIF value is $1.185 < 10$, so it can be concluded that among the three variables there is no multicollinearity problem or it is commonly called free from multicollinearity symptoms.

Table 5
Multicollinearity Test Results

No	Variable	VIF	tolerance	Conclusion
1	Business Location	1,188	0.842	Free of multicollinearity symptoms
2	Venture capital	1,003	0.977	Free of multicollinearity symptoms
3	Infrastructure	1,185	0.844	Free of multicollinearity symptoms

Source: SPSS 20 data (data processed in 2023)

Heteroscedasticity Test

Based on the results of processed data from the Heteroscedasticity test in Table 5, it shows that the significance value of TableBusiness Location variable is $0.599 > 0.05$, the Business

Capital variable is $0.674 > 0.05$, the Infrastructure variable is $0.564 > 0.05$, it can be concluded that the independent variables are free from symptoms of heteroscedasticity.

Table 6
Heteroscedasticity Test Results

No	Variable	sign	Alpha	Conclusion
1	Business Location	0.599	0.05	There is no heteroscedasticity
2	Venture capital	0.674	0.05	There is no heteroscedasticity
3	Infrastructure	0.564	0.05	There is no heteroscedasticity

Source: SPSS 20 data (data processed in 2023)

Results of Multiple Linear Regression Analysis

Multiple Regression Analysis can be used or enabled to determine the relationship between the independent variable (independent variable)

and the dependent variable (bound). The following is a test of multiple regression that has been carried out in the table below:

Table 7
Multiple Regression Analysis Test Results

Information	Coefficient
Constand	20,424
Business Location	0.404
Venture capital	0.412
Infrastructure	0.483

Source: SPSS 20 data (data processed in 2023)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 20.424 + 0.404(X_1) + 0.412(X_2) + 0.483(X_3)$$

From the table above it can be seen that the constant value is 20,424 with positive parameters which can be concluded that the income of street vendors is 20,424 assuming other variables are zero. The regression coefficient value of Business Location is 0.404 with positive parameters which can be concluded that each increase in one-unit Business Location will result in an increase in the coefficient value of Street Vendor Income by 0.404. The value of the regression coefficient for Business Capital is 0.412 with positive parameters which can be concluded that every increase in one unit of Business Capital will result in an increase in the coefficient value of Street Vendor Income by 0.412. The regression

coefficient value of Means of InfThestructure is 0.483 meaning that if the Income of Street Vendors increases by one unit,

Hypothesis testing

T-test

T-test is a test of the regression coffin-test of the dependent variable on the dependent variable to find out how much influence the independent variable has on the dependent variable. Testing is carried out using a significance of 0.05 ($\alpha = 5\%$), where acceptance and rejection of the hypothesis are carried out with criteria, if the significant value is > 0.05 then the hypothesis is rejected (regression coefficient is not significant), and if the significant value is < 0.05 then the hypothesis is accepted (significant regression coefficient).

Table 8
T-test results

No	Variable	t-count	t-table	Alpha	T-test	Conclusion
1	Business Location (X1)	4,405	1,660	0.05	0.002	H1 is accepted
2	Business Capital (X2)	4,539	1,660	0.05	0.007	H2 is accepted
3	Infrastructure (X3)	4,046	1,660	0.05	0.000	H3 is accepted

Source: SPSS 20 data (data processed in 2023)

Based on the results of the partial t-test table above, it can be done as follows:

- The t-test of Business Location Variable on Street Vendor Income (H1).

Variable business location variables on the level of income of street vendors at the waterboom tourist attraction in Sawahlunto City with a t-count value greater than t-table ($4.405 > 1.660$) with a significantly smaller value than alpha value ($0.002 < 0.05$) then, the first hypothesis (H1) in this study was accepted.

- The Effect of Business Capital on Street Vendor Income (H2).

The business capital variable on the level of income of street vendors at the waterboom tourist attraction in Sawahlunto City with a t-count value greater than t-table ($4.539 > 1.660$) with a significantly smaller value than the alpha value ($0.007 < 0.05$) then, the second hypothesis (H2) in this study was declared accepted.

- The Effect of Infrastructure on the Income of Street Vendors (H3).

Infrastructure variable (X3) affects the level of income of street vendors at the Waterboom tourist

attraction in Sawahlunto City with a t-count value greater than t-table ($4.046 > 1.660$) with a significantly smaller value than alpha ($0.000 < 0.05$) so, the third hypothesis (H3) in this study was declared accepted.

The Effect of Business Location on Street Vendor Income.

Based on the results of testing the first hypothesis, it was found that the variable Business Location has a positive effect on the income of street vendors. Where the t-count value is greater than the t-table ($0.405 < 1.660$) and the significant value is smaller than the alpha value ($0.002 < 0.05$) then the first hypothesis (H1) in this study is accepted. In research, Atun (2016) states that location has a positive and significant effect on merchant income. If the location is more strategic, the income will increase. The location factor is a factor that affects the income of traders because the more strategic the selling location makes it easier for traders to sell their wares. Besides that customers will also be happier if the business is close to the buyer's parking lot, close to other markets. In the research, Wibowo et al. (2021) stated that the location of the business has a positive and significant effect on the income of street vendors.

Proving that the more strategic the location of the business where the merchant sells, the easier access for consumers will be so that more consumers will come. Choosing a good location is something that must be considered by traders so that their business can be seen by many people. The more strategic the location of the business, the more it will affect the success of the business. Choosing a good location is something that must be considered by traders so that their business can be seen by many people. The more strategic the location of the business, the more it will affect the success of the business. Choosing a good location is something that must be considered by traders so that their business can be seen by many people. The more strategic the location of the business, the more it will affect the success of the business.

The Effect of Business Capital on the Income of Street Vendors.

Based on the results of testing the second hypothesis, it was found that the working capital variable affected the income of street vendors. The effect value is greater than the t-table ($4,539 < 1,660$) and the significant value is taller than the alpha value ($0.007 > 0.05$) then the second hypothesis (H2) in this study is accepted. Primary research (2018) states that the capital variable has a positive effect on trader income. This shows that traders' income increases more depending on the capital owned by traders following the business they have. This means that the more capital traders own, the higher the trading income.

The Effect of Infrastructure on the Income of Street Vendors.

Based on the results of testing the third hypothesis, it was found that the Infrastructure variable had a positive and significant effect on the income of street vendors. Where the t-count value is greater than the t-table ($4,046 > 1.660$) and the significant value is smaller than an alpha value ($0.000 < 0.05$) then the third hypothesis (H3) in this study is accepted. Marthyni's research (2020) shows the results that there is a positive relationship between the availability of infrastructure and the implementation of micro-business actors. The availability of infrastructure facilities will be carried out well if business actors provide infrastructure facilities that support the success of a business.

CONCLUSION

From the results of testing the hypothesis that has been carried out regarding the Effect of Business Location, Business Capital, and

Infrastructure on the Income Level of Street Vendors at the Waterboom Tourism Object in Sawahlunto City, the following conclusions are drawn:

Business location (X1) has a positive and significant effect on the income of street vendors at the Waterboom tourist attraction in Sawahlunto City, meaning that choosing a strategic business location is one of the factors that influence the success of a business.

Business Capital (X2) has a positive and significant effect on the income of street vendors at the Waterboom tourist attraction in Sawahlunto City, meaning that initial capital is an important aspect for a trader because if a trader wants to run a business, the trader needs capital so that the business runs smoothly.

Infrastructure (X3) has a positive and significant effect on the income of street vendors at the Waterboom tourist attraction in Sawahlunto City, meaning that the infrastructure commonly used by street vendors at tourist attractions is usually in the form of facilities consisting of selling tables, carts, tents/umbrellas, chairs, mats/rugs, lamps. While the infrastructure that is commonly used is a parking room, changing room, bathroom, and gazebo.

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