



The Influence of The Number of Buyers, Length of Business, Type of Merchandise and The Use of E-Commerce on The Income of Kreneng Folk Market Traders in Denpasar

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Received: 14 05 2023. Revised: 11 06 2023. Accepted: 03 07 2023.

Abstract : This study aims to analyze the number of buyers, length of business, type of merchandise and use of E-Commerce simultaneously and partially on the income of Kreneng Folk Market traders in Denpasar City. This research was conducted at the Kreneng Folk Market with a sample of 92 traders using the Proportional Random Sampling technique. The data used are qualitative and quantitative data. This study used multiple linear regression analysis techniques. The results showed that the number of buyers, length of business, type of merchandise and use of E-Commerce simultaneously had a significant effect on the income of Kreneng Folk Market merchants. The results of this study show that the number of buyers has a positive and partially significant effect on the income of traders in the Kreneng Folk Market. The length of business does not have a partial effect on the income of traders in the Kreneng Folk Market. Traders who sell types of basic food merchandise have an income that is not higher than traders who sell types of non-staple food merchandise at the Kreneng Folk Market. Merchants who use E-Commerce have a higher income than merchants who do not use E-Commerce at the Kreneng Folk Market.

Keywords : Merchant revenue, Number of buyers, Length of business, Type of merchandise, Use of E-commerce.

INTRODUCTION

Indonesia's economic growth in 2020 was affected by the COVID-19 pandemic that hit the entire world. This is due to various government measures that have been taken to break the chain of transmission of COVID-19. The government's policy is contrary to efforts to improve the economy. Badan Pusat Statistik (2021) recorded that Indonesia's economic growth reached minus 2.07% in 2020, which shows how severe the impact of the COVID-19 pandemic has been on the Indonesian economy. In general, economic growth can be described by Gross Domestic Product (GDP) figures. Based on data from Badan Pusat Statistik (2022), the trade sector is one of the dominant sectors that contributes the third largest to Indonesia's GDP. Direktori Pasar (2021) states that the trade sector has an important role in efforts to accelerate

economic growth. Badan Pusat Statistik (2022) the retail trade sector contributes around 6.7% of Indonesia's total GDP.

In Bali Province, in addition to the tourism and agriculture sectors, the industrial and trade sectors also play an important role in Bali's economic growth (Dinas Perindustrian Dan Perdagangan, 2020). Denpasar City is the capital of Bali Province. Denpasar City as the center of government and economic center causes Denpasar City to become a city that has per capita income and high economic growth in Bali Province.

Tabel 1. Percentage of Working Population According to Business Field in Denpasar City, 2019-2021 (percent)

Business Sector	Year		
	2019	2020	2021
Mining	0,10	0,06	0,08
Electricity, Water and Gas	1,45	0,69	0,71
Agriculture	1,91	2,29	3,40
Finance	4,01	4,38	4,78
Construction	5,34	5,04	5,63
Transportation, Communication	6,62	5,93	6,58
Industry	11,58	13,53	12,04
Services	26,91	29,24	28,83
Commerce, Hotels and Restaurants	42,09	38,83	37,96

Based on Table 1. The composition or proportion of business fields of the population working in Denpasar City has almost the same pattern during 2019, 2020, and 2021, which is still dominated by three categories of business fields as follows, namely the trade, hotel and restaurant sectors; services; and industry. The trade sector makes a significant contribution. The trade sector makes a significant contribution, especially the retail trade sector which is considered as a potential sector to encourage economic growth and job creation. One of the trade sectors that improves the regional economy is the folk market. The folk market is a trade sector that improves the regional economy as is the case in Bali Province (Dewi & Yuliarmi, 2022). The market in Bali in addition to selling daily necessities also sells distinctive and unique merchandise, such as handicrafts, traditional clothing, and Hindu ceremonial needs. These products are often produced locally and sold directly by local manufacturers or sellers. So that the existence of the market is very helpful for the lives of people in Bali Province. According to the Department of Industry and Trade in the Bali region, especially in Denpasar City, in 2023 PD Pasar Bali manages as many as 51 market units with a total of 11,711 traders. These markets are folk markets in Denpasar City. According to data obtained from the Bali Provincial Industry

and Trade Office, it was noted that Kreneng Market in North Denpasar District had the most traders among markets in other districts in Denpasar.

Kreneng Market is a folk market located in Denpasar City, North Denpasar District, Bali which was built since 1979. Based on data from Perumda Pasar Sewakadarma Denpasar City in 2023, Kreneng Market has a number of traders, namely 1,098 active traders selling at kiosks, los, courtyards, areas near parking lots and traders selling in cars. Kreneng Folk Market can be said to be a crowded folk market by traders. The large number of traders can give rise to stiff competition. Competition in a market that is becoming increasingly fierce makes traders have to compete to attract the attention of buyers and offer competitive prices to win sales. The large number of traders can also trigger unfair competition by lowering the price of goods and services. This can cause some traders to lose money because they are unable to compete, thus affecting the income of traders König & Zimmermann (1986) state that the more competitors present in the market, the higher the level of market share instability (reduced market share) experienced by traders. This market share instability can affect the trader's income i.e. the reduced revenue the trader receives and can even cause the trader to go out of business. The trader's income is very important to help traders improve their welfare.

In trading activities, buyers are an important factor. In economics, a buyer is someone who buys something in the form of goods or services in return for services in the form of money. Increasing the number of buyers will increase income. According to Wiramatha & Karmini (2019), the number of buyers has a positive and significant effect on income, because the more buyers, the merchant's income will increase. This is because the large number of buyers affects the reduction in available inventory. The reduced inventory of goods will be replaced with the money that merchants receive as income. Traders who have been in business for a long time have a greater understanding of market demand. Merchants who have more understanding will allow them to understand the tastes of buyers. Buyers who feel satisfaction with the product or service will increase sales and revenue. Therefore, the length of business is also one of the factors that can affect the trader's income. The results of research conducted by Firdausa & Arianti (2013) and Artaman et al. (2015) argue that the length of business has a positive and significant effect on income. The longer a person is in his business field, the greater the opportunity to get a greater income. In the folk market, the most prominent characteristic is that traders sell the same types of goods and services (Pratiwi & Sutrisna, 2021). Product variations are needed by companies or traders to increase competitiveness, market share, meet different consumer needs and create profits (Ramdas, 2003). In this very rapid digital era, the use of E-

commerce can encourage merchants to do business activities easily with various benefits. E-commerce makes it easier for merchants to market, introduce and sell products. Currently, E-commerce is widely used by merchants to boost business and increase sales. The wider the network to promote the product, the higher the sales target. This is a weakness for stores that do not use E-Commerce because limited space to market goods will have an impact on the number of buyers and revenue.

RESEARCH METHODS

This study used a quantitative approach in associative form. The research was conducted at the Kreneng Folk Market, North Denpasar District, Denpasar City because the Kreneng Folk Market is one of the large trading centers located in the heart of Denpasar City and is one of the folk markets with the most traders among the markets in Denpasar City. The data used in this study are quantitative data and qualitative data with primary data sources obtained through non-participant observations, questionnaires, interviews and secondary data sources derived from statements from respondents (market traders), related agencies, including Badan Pusat Statistik and Perumda Pasar Sewakdarma Kota Denpasar.

Sampling is carried out using the Proportionate Random Sampling method. Based on the calculation results using the slovin formula, the number of samples used in this study amounted to 92 traders at the Kreneng Folk Market. This study used five (5) variables, consisting of one dependent variable and four independent variables. The dependent variable in this study is the income of Kreneng Folk Market traders. The independent variables in this study are the variables of the number of buyers, length of business, type of merchandise and use of E-Commerce. The collected data is then analyzed descriptively and inferentially using the help of EViews10 software. Inferential analysis was performed using multiple linear regression tests.

RESULTS AND DISCUSSION

The number of respondent traders found in the Kreneng Folk Market that was sampled was 92 people. Research data shows that female respondents or traders are 59 respondents or 64 percent and the remaining 33 people or 36 percent. It can be concluded that the number of traders in Kreneng Market is dominated by female traders. Trade activities are economic activities that are open to anyone regardless of gender. Education has a role to play in improving the quality of life. Respondents of traders in the Kreneng Folk Market had the highest education

history, namely at the university level of 6 people or 7 percent, high school education history which amounted to 48 respondents or 52 percent, then followed by education history of Junior High School and Elementary School each of which amounted to 18 respondents or 20 percent in each group. Then the least frequency lies in the history of non-school education amounting to 2 respondents or 2 percent. The results show that the education level of traders in the Kreneng Folk Market is relatively good.

Age affects a person's performance so that it will affect his income. The productive age group is the population aged 15 to 64 years. In this study, traders who sell in Kreneng Market are still classified as productive age, namely traders aged 30 to 64 years as many as 87 traders or 95 percent, while traders who are in an unproductive age as many as 5 traders or 5 percent. Human physical strength to perform activities is closely related to age. If human age has passed the productive period, then the decline in physical strength causes productivity to decrease and income also decreases. According to Tracy (2004) a buyer is someone who wants to meet needs and desires by buying products or services. The variable average number of buyers obtained by Kreneng Folk Market traders during the month obtained is the number of buyers 27-262 people totaling 42 respondents or 46 percent, the number of buyers 263-498 people totaling 24 respondents or 26 percent, the number of buyers 499-734 people totaling 17 respondents or 18 percent, the number of buyers 735-970 people totaling 5 respondents or 5 percent, The number of buyers 971-1206 people amounted to 2 respondents or 2 percent, the number of buyers 1443-1678 people amounted to 1 respondent or 1 percent and the number of buyers 1679-1914 people amounted to 1 respondent or 1 percent.

Length of business is the length of time the trader runs his business. The longer a trader runs his business, the more experience he has, the more mature and precise he is in managing, producing and marketing his products. In respondents' research, most of the length of time the business was run was in the group of 1 to 8 years with a frequency of 50 respondents or 54 percent. Then followed by the old business group of 9 years to 16 years with a frequency of 28 respondents or 30 percent. Then the business group of 17 years to 24 years with a frequency of 8 respondents or 9 percent. Business group 25 years to 32 years with a frequency of 2 respondents. Then the least frequency lies in the group of business length 33 years to 40 years, 41 years to 48 years, 49 years to 56 years, and 57 years to 64 years with the frequency of each group 1 respondent or 1 percent.

In this study, the type of merchandise is the type of goods or services sold by traders in the Kreneng Folk Market to carry out their business activities. In this study, the number of

traders selling basic food merchandise was 49 respondents or 53 percent. While traders who sell non-staple food types of trading there are 43 respondents or 47 percent. E-commerce is a place of buying and selling activities that occur between a business and consumers who use internet intermediaries and the World Wide Web (WWW) as a tool for selling and serving consumers. In the Kreneng Folk Market, traders who use E-Commerce are 43 respondents or 47 percent. While merchants who do not use E-Commerce there are 49 respondents or 53 percent. Multiple linear regression equations are obtained through processed data using the EViews 10 program whose more detailed results are presented in Table 2 below.

Table 2. Multiple Linear Regression Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	15.77453	0.218831	72.08541	0.0000
Numbers of Buyers (X ₁)	0.001328	0.000408	3.250354	0.0016
Length of Business (X ₂)	0.017424	0.012328	1.413352	0.1611
Type of Merchandise (D ₁)	0.310740	0.234839	1.323203	0.1892
E-Commerce (D ₂)	0.952087	0.253910	3.749707	0.0003
R-squared	0.392696	Mean dependent var		17.05818
Adjusted R-squared	0.364774	S.D. dependent var		1.317247
S.E. of regression	1.049860	Akaike info criterion		2.988005
Sum squared resid	95.89188	Schwarz criterion		3.125059
Log likelihood	-132.4483	Hannan-Quinn criter.		3.043322
F-statistic	14.06402	Durbin-Watson stat		1.810995
Prob(F-statistic)	0.000000			

Based on the results of multiple regression analysis in table 4.9 obtained with the help of the E-Views program, the regression equation is obtained as follows:

$$\hat{Y} = 15.77453 + 0.00132X_1 + 0.01742X_2 + 0.31074D_1 + 0.95208D_2 \dots \dots \dots (1)$$

Classical Assumption Test. The normality test aims to test whether in the residuals of the regression model it is normally distributed or not. A good regression model has a normal or near-normal residual distribution (Utama, 2016). The normality test used is to look at the probability of Jarque Bera.

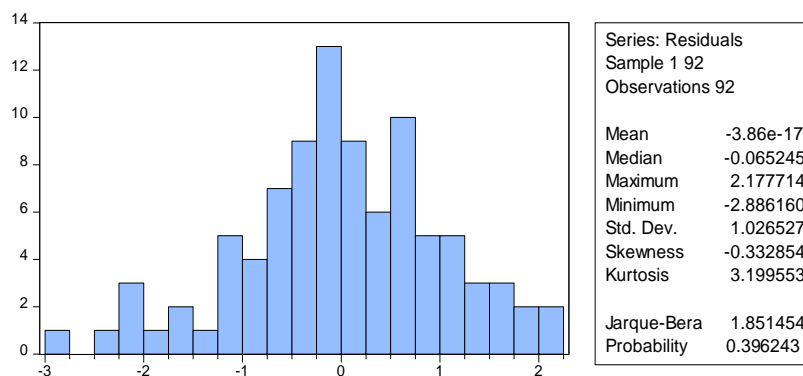


Figure 1. Normality Test

Based on Figure 1. It is known that the results obtained from the normality test with probability values of $0.396243 > 0.05$ In accordance with the basis of decision making in the normality test, it can be concluded that the residuals are normally distributed.

The heteroscedasticity test aims to test whether in the regresi model there is an inequality of variance from one observation to another. If the regression model contains heteroscedastisas symptoms, it will provide distorted prediction results (Utama, 2016). To detect the presence and absence of heteroscedasticity can use the Glejser Test.

Table 3. Heterokedasticity Test Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.619348	0.132579	4.671533	0.0000
Jumlah Pembeli (X ₁)	0.000340	0.000247	1.374757	0.1727
Lama Usaha (X ₂)	-0.009355	0.007469	-1.252489	0.2137
Jenis Dagangan (D ₁)	0.249723	0.142278	1.755179	0.0827
E-Commerce (D ₂)	0.040841	0.153832	0.265489	0.7913

Based on Table 3, data from the heteroscedasticity test using the Glejser Test shows the variables Number of Buyers (X₁), Length of Business (X₂), Type of Trade (D₁), use of E-Commerce (D₂) has a probability value greater than 0.05 so it does not contain heteroscedasticity.

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. The test is performed on linear regression when using more than one independent variable. If the VIF value < 10 or the Tolerance value > 0.1 , it is stated that multicollinearity does not occur.

Table 4. Multicollinearity Test Results

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	0.047887	3.997085	NA
Numbers of Buyers (X ₁)	1.67E-07	3.180848	1.339158
Length of Business (X ₂)	0.000152	2.777448	1.263656
Type of Merchandise (D ₁)	0.055150	2.451744	1.145924
E-Commerce (D ₂)	0.064470	2.515151	1.339591

Based on Table 4. the value in the Centered VIF column, displaying the VIF value of the number of buyers is 1.339158, length of business is 1.263656, type of merchandise is 1.145924, and E-commerce is 1.339591 smaller than 10 so that it can be concluded that the regression model does not occur multicollinearity.

The Effect of the Number of Buyers, Length of Business, Type of Trading Simultaneously on the Income of Kreneng Folk Market Traders in Denpasar City. Based on

Table 2. it can be seen that the $F_{\text{calculate}}$ value is 14.06402. The value of F_{table} at the significance level of 5 percent is determined through $F_{\text{table}} = F_{\{(k-1), (n-k)\}}$ so that $F_{\text{table}} = F_{\{(4), (87)\}}$ obtained F_{table} of 2.48. This result shows that $F_{\text{calculate}} > F_{\text{table}} = 14.06402 > 2.48$, so H_0 is rejected or $p \text{ value} = 0.00 < \alpha = 0.05$. So it can be concluded that simultaneously the number of buyers, length of business, type of merchandise and use of e-commerce have a significant effect on the income of Kreneng Folk Market merchants in Denpasar City.

The Effect of the Number of Buyers on the Income of Kreneng Folk Market Traders in Denpasar City. The variable number of buyers has a calculated value of 3.250354 and t_{table} is $t_{\{\alpha(n-k)\}} = t_{\{(0.05); (87)\}} = 1.66256$. Thus the calculated value = $3.250354 > t_{\text{table}} = 1.66256$ or $p \text{ value} = 0.00 \leq \alpha = 0.05$ then H_0 is rejected, meaning that partially the number of buyers has a positive and significant effect on the income of Kreneng Folk Market traders in Denpasar City. That is, every increase in one person the number of buyers, the income of Kreneng Folk Market traders in Denpasar City will increase by 0.001328 rupiah assuming other variables, namely length of business, type of trading and constant use of E-Commerce. This research is in line with the research of Wiramatha & Karmini (2019), Tandidatu (2018), Widyawati & Karijati (2021) which argue that the number of buyers has a significant and positive effect on income. The results of this study are also in line with the research of Cannon & Perreault (1999) that merchants rely heavily on the existence of buyers to maintain their business and increase revenue. Increasing the number of buyers can increase seller revenue in the short and long term.

The Effect of Business Time on the Income of Kreneng Folk Market Traders in Denpasar City. The business length variable has a calculated value of 1.413352 and t_{table} is $t_{\{\alpha(n-k)\}} = t_{\{(0.05); (87)\}} = 1.66256$. Thus the calculated value = $1.413352 < t_{\text{table}} = 1.66256$ or $p \text{ value} = 0.00 > \alpha = 0.05$ then H_0 is accepted, meaning that the length of business does not have a significant effect on the income of Kreneng Folk Market traders in Denpasar City. The results of this study are in line with research by Husaini & Fadhlani (2017) which states that the length of business has no effect on income.

The Effect of Trading Types on the Income of Kreneng Folk Market Traders in Denpasar City. The trade type variable has a calculated value of 1.323203 and t_{table} is $t_{\{\alpha(n-k)\}} = t_{\{(0.05); (87)\}} = 1.66256$. Thus the calculated value = $1.323203 < t_{\text{table}} = 1.66256$ or $p \text{ value} = 0.00 > \alpha = 0.05$ then H_0 is accepted, meaning that partially traders who sell types of basic food merchandise have an income that is not higher than traders who sell types of non-staple food merchandise at the Kreneng Folk Market in Denpasar City. The results of this study are in line with the research of Pande & Martini Dewi (2020) which states that differences in the type of

trading do not affect anything on the income of traders. The type of merchandise does not have a significant effect on revenue because buyers have different desires and each type of merchandise has a different market share.

The Effect of Using E-Commerce on the Income of Kreneng Folk Market Traders in Denpasar City. The variable of E-Commerce usage has a calculated value of 3.749707 and t_{table} is $t_{\{\alpha(n-k)\}} = t_{\{(0.05);(87)\}} = 1.66256$. Thus the calculated value = 3.749707 > $t_{table} = 1.66256$ or p value = 0.00 \leq $\alpha = 0.05$ then H_0 is rejected, meaning that partially merchants who use E-Commerce have a higher income than merchants who do not use E-Commerce at the Kreneng Folk Market in Denpasar City. The regression coefficient of using E-Commerce (D_2) is 0.952087 thus merchants who use E-Commerce have an income of 0.952087 rupiah higher than merchants who do not use E-Commerce in the Kreneng Folk Market Denpasar City assuming other variables namely the number of buyers, length of business, type of constant trading. This research is in line with the research of Marantiani & Sri Budhi (2017) which states that SMEs who use E-commerce have higher incomes compared to SMEs who do not use E-commerce. The results of this study are also in line with research by Putri & Sukadana (2022) that fashion merchants in Denpasar City who use E-commerce generate higher sales compared to those who do not use E-commerce.

CONCLUSIONS

Based on the results of the discussion that has been described, several conclusions can be drawn as follows, namely the results of the study show the number of buyers, length of business, type of trading and the use of E-Commerce simultaneously have a significant effect on the income of traders in the Kreneng Folk Market. The number of buyers has a positive and partially significant effect on the income of traders in the Kreneng Folk Market. The length of business does not have a partial effect on the income of traders in the Kreneng Folk Market. Traders who sell types of basic food merchandise have an income that is not higher than traders who sell types of non-staple food merchandise at the Kreneng Folk Market in Denpasar City. Merchants who use E-Commerce have a higher income than merchants who do not use E-Commerce at the Kreneng Folk Market in Denpasar City. Based on the results of research analysis, discussion and conclusions, the advice that can be given to parties in need is to develop the trader's business, it is expected that traders apply a more mature and appropriate strategy in an effort to attract buyers because buyers are very influential on income. It is expected for traders to optimize sales by selling various types of merchandise. For merchants who have not

used E-Commerce to use E-Commerce in order to help increase sales. Merchants or business actors should use E-commerce in running their business because there is a difference in income between merchants who use E-Commerce and merchants who do not use E-Commerce. If you use E-commerce, the market will be wider and the reach of buyers will be wider so that it can increase sales so that revenue will increase. The next researcher can include other variables related to the trader's income or conduct market research with different characteristics.

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