

Market Analysis of Bantul Markets After Revitalization

Arie Perwitasari¹

Universitas Ahmad Dahlan
Department of Economic Development
Yogyakarta, Indonesia
perwitasari.arie@gmail.com

Rifki Khoirudin²

Universitas Ahmad Dahlan
Department of Economic Development
Yogyakarta, Indonesia
rifki.khoirudin@ep.uad.ac.id

Abstract—This research was to know the different traders income in Bantul market before and after revitalization program, the effect of capital, location, length of bussines, working hours, and age to traders income after revitalization, and the most dominant variable effect to traders income at Pasar Bantul. This type of study is asosiatif and kuantitatif where the populations are traders in Pasar Bantul who affected revitalization with 84 sample. The data analyze method using multiply regression and doing the normality test, classical assumption test (multikolinearity and heterokedastisity), wilcoxon test, apriori test, and statistic test (*t* test, *F* test, and *Ajusted R²*). The research show that 1) traders income before and after revitalization are different 2) there are three of five variables that affect to traders income at Pasar Bantul after revitalization there are capital, length of bussines, and age, while locations and working hours have no effect. 3) the most dominant variable affect the traders Pasar Bantul income is capital, therefore traders should increase their capital for more variation of merchandise.

Keywords—traders income, length of bussines, locations, capital, age

I. INTRODUCTION

Traditional markets can be used as a driver of the economy for middle and low society. The Senator forum for the people's dialogue held on Sunday, May 17, 2015 in Bakoel Cofee, Cikini, Jakarta with the theme of populist economy in the framework of the nawacita states that traditional markets become one of the heart of the people's economy and used as a forum to deal with poverty because it can build villages and can be used to maximize crops managed by farmers so that traditional markets serve as the foundation of the national economy [1]. Traditional markets therefore receive attention from the government because it can reduce unemployment and involve many economic actors.

In 2011-2015 Bantul Market obtains the highest retribution revenue from 31 markets managed by the Trade Office of Bantul Regency[2]. Mid-2013 was revitalized in Pasar Bantul in the form of physical repair of the damaged market, one of which was due to the earthquake in 2006 by rebuilding the market and arranging kiosks, stalls and yard to improve the quality of market infrastructure to increase the community visit. but the income of traders is influenced by various factors

This study aims to know whether there are differences in the income of traders of Pasar Bantul before and after revitalization, the influence of capital factors, location, length

of business, working hours and age to the income of traders and know the most dominant factor affecting the merchant's income.

II. LITERATURE REVIEW

Market

The broad market in economics is not just a place for sellers and buyers to make transactions but cover the entire demand and supply, all contacts or interactions between sellers and buyers to exchange goods and services. So the function of the market as a chain that brings together sellers (who have goods and want money) and buyers (who have money and want goods) [3].

Revitalization

According to Prof. Danisworo theoretically revitalization is an attempt to re-vitalize a region or part of the area that was once vital / alive but suffered a setback. The process of revitalizing a region includes the improvement of physical aspects, economic aspects and social aspects [4]. Revitalization conducted in Bantul Market in the form of physical improvement.

Income

Revenue earned by the merchant or Total Revenue (TR) is the amount of money that the buyer paid and received by the seller. Revenue is generated from the product of the price per unit by the number of units sold or the result of output sales [5].

Capital

Economists calling capital a cost opportunity or considered the most important cost in almost all businesses [5]. Working capital has a significant positive effect on the merchant's income, the greater the capital, the higher the income earned by the capital that will enable the sale of the product variation [6].

Location

The location of the trade affects merchant revenue because the strategic location will be easy to reach by the buyer [7]. In line with the research [8] the longer the trading business will have the potential to have a regular customer that can

increase the merchant's income because it better understand the conditions of the market and can implement the strategy of marketing strategy.

Working hours

The analysis of working hours by the community in undertaking activities which are the willingness of individuals to work in the hope of earning or not working with the consequences of sacrificing income earned by the individual's willingness to work in the short and long term is the individual's decision [9]. Firdausa (2013) disclose any additional operating time will open up opportunities for increased sales turnover[10].

Age

Simanjuntak (1985, 48) stated that in the beginning the age of the workers goes up this makes the productivity level of the worker will increase because the worker is in productive age position but after the age of the worker get older then the level of work productivity will decrease due to physical and health limitations which influence [11].

Research model

The model in this study consists of one dependent variable and 5 independent variables shown in the function as follows:

$$Y = f(X1, X2, X3, X4, X5) \quad (1)$$

Where :

Y = Revenue of Merchants in Pasa Bantul after revitalization

X1 = capital

X2 = location

X3 = length of business

X4 = working hours

X5 = age

Hypothesis

From the basis of the above theory studies, then compiled several research hypotheses.

1. Suspected income difference between before revitalization and after revitalization
2. Independent variables affect the dependent variable
 - a. Capital positively affects the income level of traders of Pasar Bantul after revitalization
 - b. The location negatively affects the level of hiring of traders of the Bantul market after revitalization
 - c. The length of business has a positive effect on the income level of the market trader after the revitalization
 - d. Working hours have a positive effect on the income level of market traders after the revitalization
 - e. Age affects the income level of traders of the Bantul market after revitalization

III. RESEARCH METHODS

This research is a kind of quantitative associative to know the influence of capital, location, length of business, working hours, and age to income trader of Market of Bantul after revitalization by using cross section data. The population in this research is the traders affected by the revitalization that occupies the los, which amounts to 478 traders and the court is 50.

Determination of samples with Slovin formula with a 10% error rate resulting in 84 trader. This study determines the sample by purposive sampling technique that determines the sample with certain consideration [12] The following criteria are as follows:

1. Market traders who only operate in the stalls and the court on the morning until late afternoon
2. Traders who are affected by revitalization

Data analysis

Analyzer used SPSS 16 while data analysis technique is used to answer the purpose of research as follows:

1. Knowing whether there is any difference between pre-revitalization and after revitalization in Bantul markets by using two different mean test.
2. Knowing the factors that influence the merchant's income after revitalization is done by multiple regression analysis tools

Creating Regression Equations

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 \quad (2)$$

Information :

Y = dependent variable (merchant revenue)

α = constants

β = regression coefficient

X = independent variable

X1 = capital

X2 = location

X3 = length of business

X4 = working hours

X5 = age

IV. ANALYSIS AND DISCUSSION

Results of data analysis

1. Different Test To analyze the difference of merchant's earnings before revitalization and after revitalization using wilcoxon rank test, Asymp value results. Sig (2-tailed) 0.000, then reject H0, so the conclusion there is a significant difference of merchant's income before and after revitalization
2. Result of residual normality test The asymp sig (2-tailed) value of the residual normality test is 0.127 which means that all data is normally distributed.
3. Classic Assumption Test Results

- a. Test Multicollinearity The VIF value of all independent variables is less than 10, so there is no multicollinearity in this regression.
- b. Heteroscedasticity Test The result of the glejser test of all variables has a sig value > 0.05 so there is no heteroscedasticity problem.

Statistical Test Results

- a. Test t
Based on the value of t arithmetic, the independent variables that significantly influence the capital (LnX1), length of business (X3), and age (X5). While the non-significant variables are location (LnX2) and working hours (LnX4).
- b. Test F
Testing using $\alpha = 5\%$, and F test result that is 340,806 with significant value 0.000 at level 0,05. From result of output obtained $F_{count} > F_{table}$ (340,806 > 2,33). Then H_0 is rejected and H_a accepted. So concluded the capital, business location, business duration, and working hours affect together to the merchants income Market Bantul.
- c. Adjusted R2
The result of output value of Adjusted R2 0,953 shows that variation of capital variable, location, length of business, working hours and age can explain the dependent variable equal to 95,3%, and the rest 4,7% explained by variable outside model.

Table. 1 Average Revenue before and after revitalization

Income	Total
Before Revitalisasi	11.644.645
After Revitalisasi	8.511.905
Difference	3.132.740

^a. Source: primary data (processed)

There was a decrease in merchant's income between before and after market revitalized by Rp 3,123,740,00 difference. This may be because after the revitalization of the Bantul market the government starts to set zoning on the type of merchandise, so traders with the same type of merchandise must compete competitively in one zone.

Influence of Capital, Location, Old Business, Working Hour, And Age Against Merchant's Revenue The result of regression equation as follows

$$\ln Y = 2,829 + 0,909 \ln X_1 + 0,13 \ln X_2 + 0,003 X_3 - 0,201 \ln X_4 - 0,005 X_5 \quad (3)$$

Se (0,526) (0,025) (0,028) (0,001) (0,069)
(0,002)

F = 340,806

The effect of independent variables on income is as follows:

- a. Capital
Based on the result of capital estimation (LnX1) has a positive influence on the merchant market income means that the increase of merchandise capital will increase the merchant's income. Coefficient of capital of 0.909, which means if capital rose 1% then income will rise 0.909%. Assuming location variable, length of business, working hours and age are fixed.
- b. Location
The location hypothesis (LnX2) has a negative influence on the merchants' income of the bantul market, which means that the closer the location to the main entrance of the market will increase the income of the market trader because it is easy to reach by the buyer. However, the result of location estimation has a positive and insignificant influence to the merchant's income of Pasar Bantul meaning that the distance of the location with the main entrance has no influence on the merchant's income of Pasar Bantul.
This is due to the market side there is a small hall or door that can be used by the buyer to enter into the market without having to pass through the main door. In addition buyers do not pay attention to the location of traders because it is in the form of zoning, so if the location of traders away from the main entrance of the market but sell the goods required buyers then still choose to shop at the merchant.
- c. Old Business
The result of the estimation of the length of business (X3) has a positive influence on the income of the market trader of Bantul. The coefficient of business duration of 0.003 means if the length of business increased 1 year then the income will increase 0.3%. With the sumsi variables capital, location, working hours and fixed age.
- d. Working hours
The working hour variable (LnX4) does not have a positive influence on the merchant's income in Pasar Bantul. Long hours of work in one day has not contributed to increasing revenue. This is in line with previous research conducted Artaman (2015) associated with working hours, the variable of working hours has not affected income. .
- e. Age
Estimated age (X5) has a negative influence on the merchant's income. the coefficient of age of -0.04 this result indicates if the age of traders increased 1 year then the income received by traders will be reduced by 4%. Assuming variable capital, location, length of business and working hours remain.

V. ANALYSIS AND DISCUSSION

Conclusion

Based on the results of research and discussion that has been described, it can be concluded that the average return of traders of Pasar Bantul before revitalization and after revitalization experience the difference. The second is based

on the analysis of factors affecting the market pendudukan bantul market after revitalization as follows;

- a. The capital variable (X1) has a positive effect on the merchant's income in Bantul Market. This means that when traders increase their capital then the income received by traders will increase.
- b. The location variable (X2) does not negatively affect the merchant's income in Pasar Bantul.
- c. The length of business (X3) has a positive effect on the income of traders of Pasar Bantul. This means that the more experience the merchant will have to increase the merchant's income received by the trader.
- d. Working Hours (X4) does not positively affect merchant's earnings. That is, the increase in hours of work the merchant has will reduce the income earned by the trader.
- e. Age (X5) has a negative effect on the merchant's income in Pasar Bantul. This means that the age perception of the trader will reduce the income earned by the trader. Third, the most dominant variable affecting the income of market traders is capital with coefficient value of 0.990.

Suggestion

Through the results of research, it can be suggested that, capital is a variable that has a significant and dominant influence on the merchant income Market Bantul. Therefore traders are expected to increase their capital for more merchandise variation, and can get a cheaper price so as to be more attractive to consumers. The Government of Bantul Regency or the trade office and the relevant Bank institutions should facilitate the lending of capital to the traders.

REFERENCES

- [1] Ars, "Peran Pasar Tradisional Sebagai Pondasi Dasar Ekonomi Kerakyatan," *Dewan Perwakilan Daerah Republik Indonesia*, 2015. [Online]. Available: <http://www.dpd.go.id/artikel-957-peran-pasar-tradisional-sebagai-pondasi-dasar-ekonomi-kerakyatan>. [Accessed: 18-Apr-2016].
- [2] B. P. S. K. Bantul, *Kabupaten Bantul Dalam Angka, Bantul in Figures 2016*. Bantul: BPS- Statistics of Bantul Regency, 2016.
- [3] Gilarso, *Pengantar Ilmu Ekonomi Mikro*, Revisi. Yogyakarta: Kanisius (Anggota IKAPI), 2007.
- [4] A. Modcoll, "REVITALISASI KAWASAN KOTA Sebuah Catatan dalam Pengembangan dan Pemanfaatan Kawasan Kota," 2011. .
- [5] N. G. Mankiw, *Principles of Economics : Pengantar Ekonomi Mikro*, 3rd ed. Jakarta: Salemba Empat, 2006.
- [6] N. I. Atun, "Pengaruh Modal , Lokasi , Dan Jenis Dagangan Terhadap," *J. Pendidik. dan Ekon. UNY*, vol. 5, pp. 318–325, 2016.
- [7] S. Ma'arif, "Economics Development Analysis Journal," *Econ. Dev. Anal. J. UNES*, vol. 4, no. 3, pp. 276–284, 2013.
- [8] D. M. A. Artaman, N. N. Yuliarmi, and I. K. Djayastra, "PEDAGANG PASAR SENI SUKAWATI GIANYAR," *E-Jurnal Ekon. dan Bisnis Univ. Udayana*, vol. 02, pp. 87–105, 2015.
- [9] P. A. Samuelson and W. D. Nordhaus, *Ilmu Mikroekonomi*, 17th ed. Jakarta: PT Media Global Edukasi, 2003.
- [10] R. A. Firdausa and F. Arianti, "Pengaruh Modal Awal, Lama Usaha dan Jam Kerja Terhadap Pendapatan Pedagang Kios di Pasar Bintoro Demak," *Diponegoro J. Econ.*, vol. 2, no. 1, pp. 1–6, 2013.
- [11] P. J. Simanjuntak, *Pengantar Sumber Daya Manusia*. Jakarta: Fakultas Ekonomi Universitas Indonesia.
- [12] I. Ghozali, *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro, 2001.