Strategy Analysis of Increasing Income of Standard Traders in West Timor

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ABSTRACT

The purpose of this study is to describe the income of street vendors or moblie street traders and to determine the right strategy for increasing the income of street vendors in the cities of Kupang, Belu and Malaka. This study uses a qualitative approach. Data will be obtained by means of in-depth interviews to explore the perceptions of street vendors on the income they earn. Data analysis was carried out in a qualitative descriptive manner. Qualitative data analysis will be carried out through the stages of data presentation, reduction and conclusion/verification (Miles & Hubermans). Furthermore, a SWOT analysis is also carried out to determine the right strategy to increase the income of street vendors. The results of the study illustrate that business capital, working hours, age, length of business and labor can affect the level of opinion of street vendors in Kupang City, Belu Regency and Malacca. Furthermore, based on the SWOT analysis, the calculated values for IFAS and EFAS are obtained: the total value is 2.9853 for internal factors (IFAS) and the total value is 3.0289 for external factors (EFAS). The IFAS and EFAS values are then entered into the IE matrix and the result is that the street vendors are in cell II. Cell II position describes the strategy used, namely incentive strategies such as market penetration, market development, and product development.

Keywords: Revenue, Street Vendor, SWOT Analysis.

1. INTRODUCTION

Economic development in a country can be seen from the economic development of that country, as well as in Indonesia. One of the things that drives economic development in Indonesia is the success of the informal sector. In general, although the informal sector is classified as an economic activity that is not too large, it provides a potential contribution to the national economy, this is because the informal sector provides opportunities for every level of society without having to have higher education or formal education. One of the businesses in the informal sector is the business of street vendors. According to the Contemporary Indonesian Dictionary (1991) Street Vendors are traders who sell their merchandise on the roadside or in their business using facilities and equipment that are easily dismantled or moved and use parts of roads or sidewalks, places that are not intended for business or activities. somewhere else that doesn't belong to him.

The phenomenon of the informal sector, including street vendors, is a common phenomenon in developing countries, one of which is Indonesia. The swelling of the informal sector is caused by the inability of the formal sector to absorb more workers. The inability of the formal sector is caused by

classic problems in developing countries such as population growth exceeding the speed of job creation, etc. Therefore, informal sector economic activities become the main alternative to reduce unemployment (Korompis, 2002). The alternative can be explained as follows: the informal sector provides more jobs for people in a country, this job opportunity provides an opportunity for increasing the income of the people of that country, this increase in income is one indicator to measure the level of economic development of a country and the level of community welfare. the. Income is often used as a benchmark in measuring the level of welfare of a society and the success of a country's economic development (Gesmani, 2010).

De facto, in this effort to increase income, there are still various basic problems or it can also be said as downstream problems experienced by informal sector business actors, especially street vendors. These problems can be seen as factors that affect the income level of traders in an effort to give birth or to develop their businesses, such as business capital, length of business, working hours, distance between traders, type of food, gender, business experience, labor force. work, cleanliness, competition, taste, business location, number of visitors and so on. These factors alone or together affect the income earned by traders (Wahyudi, 2010).

Samosir's research (2015) on Income Analysis of Informal Sector Street Vendors in Central Semarang District, Semarang City, shows that the number of working hours, and operational capital affect the income of informal sector street vendors in Central Semarang District, Semarang City. Likewise, Amelia's (2013) research on the Analysis of Factors Affecting the Income of Gladag Langen Bogan Traders in Surakarta, shows that partially capital, length of business and labor have a significant effect on income,

while education level and location have no significant effect on income.

This study was directed at three districts in West Timor, namely Kupang City, Belu District and Malacca District. Kupang City is used as one of the objects because Kupang City is the capital city of East Nusa Tenggara Province where economic activity, especially street vendors, is an important element in the development of SMEs that have an impact on income levels, as well as Belu and Malacca Regencies which are two districts directly adjacent to Timor Leste, where the economy stretches, is not only influenced by existing local wisdom but also in interactions with the people of Timor Leste.

The problem to be investigated in this study is related to how the influence of working capital, working hours, age of traders, length of business and labor on the income of street vendors in West Timor and what strategies are used to increase the income of street vendors in West Timor? The objectives to be achieved are to describe the effect of working capital, working hours, age of traders, length of business and number of workers on the income of street vendors in West Timor and to find out the right strategy for increasing the income of street vendors in West Timor.

2. LITERATURE REVIEW

Sumerta et al (2011) stated that street vendors are people who in their business activities use simple temporary or permanent equipment that utilizes roadsides, sidewalks and public facilities for selling. They are called street vendors because the traders who sell on the sidewalks use wheelbarrows. The cart has two wheels. In order for the cart to stand stable, one support pole is added so that it is considered to have three legs. Plus the merchant's feet, the total is five. However, this is still unreliable, because traders who use carts are said to have only existed since the 1980s.

According to Wirosardjono (2008) that the term street vendor usually denotes a number of small-scale economic activities, as for the characteristics of street vendors, namely: (1) The pattern of activities is irregular in terms of time, capital and revenue, (2) No touched by regulations or provisions set by the government (so that their activities are often categorized as illegal), (3) Capital, equipment and supplies as well as turnover are usually small and are cultivated on a daily basis, (4) Their income is low and erratic, (5) Does not have a fixed place and or attachment to other businesses, (6) Generally carried out by and serves low-income groups of people, (7) Does not require special skills and skills so that it can widely absorb various levels of labor , (8) In general, each business unit employs a small number of personnel and is from family, acquaintances or come from the same area, (9) Do not know the banking system, bookkeeping, credit and so on, (10) As a channel for the flow of goods and services, street vendors are the final link before reaching consumers from one long chain from the main source, namely the manufacturer.

Revenue is money for a number of business actors that has been received by a business from buyers as a result of the process of selling goods or services. Income or what can be called economic profit is the total income obtained by business owners after deducting production costs (Sukirno, 2005:37). Income can also be called income from someone who is obtained from the results of buying and selling transactions and income is obtained when there is a transaction between a trader and a buyer in a joint price agreement. Revenue is the result of selling merchandise. Sales arise because there is a sale and purchase transaction between the seller and the buyer. It doesn't matter whether the transaction is made with payment in cash, credit, or part cash, part credit. As long as the goods have been handed over by the seller to the buyer, the proceeds from the sale are included as income (Kuswadi, 2008). The income referred to in this study is the result of the sale of merchandise minus the costs incurred in daily operational activities called net income.

Income can be affected by the following: Working Capital, Working Hours, Age of Traders, Length of Business and labor. According to Sawir (2005:129) "working capital is all current assets owned by the company, or can be intended as funds that must be available to finance daily operational activities". The relationship between working capital and net income is that working capital has a significant effect on the business income of traders. This means that the greater or the increase in the capital owned, the income obtained will increase and vice versa if the capital owned is small or decreases, the income earned will also decrease (Tyas and Susanti, 2012). Working hours is the period of time used to run a business. What is meant by working hours in this study is the time used by street vendors in selling their wares every day. Working hours depend on the type of merchandise being traded, the speed at which merchandise is sold out, the weather and others that affect the working hours of traders. A person's age can describe productivity so that it affects his income. Miller and Meiners (2000) state that "income increases with age and length of service; beyond that limit, increasing age will be accompanied by a decrease in income. The peak limit is estimated to be at the age of forty-five to fifty-five years. The length of time the business operates will have an impact on increasing the number of customers and this will have a positive influence on traders, namely traders will have higher acceptance (Vijayanti and Yasa, 2016). According to Priyandika (2015), that the length of a business can lead to a business experience, where experience can affect a person's observation of behavior. The length of business will affect its productivity (professional ability

or expertise), so it will increase efficiency and be able to reduce production costs which are smaller than sales results. The longer you are in the trading business, the more knowledge about tastes or consumer behavior and income. Labor is the most important factor in production activities, because it is these workers who allocate and utilize other factors to produce a useful output. The presence of workers also provides better service to buyers. Labor is one of the variables that is quite influential on the magnitude of the profits of the traders. The more the number of workers owned, the greater the income obtained, Amelia (2013). The more the number of workers or employees owned, the customers will be served well because of the efficiency of time so that the quality of the service will look good. The workforce referred to in this study are people who work either by their own business owners or by employees who assist traders or business owners in running their business and receive wages for the labor they use.

3. RESEARCH METHODOLOGY

a. Research Location and Time

This research was conducted in three districts in West Timor, namely: Kupang City, Belu Regency and Malacca Regency. The time to conduct this research is 4 months, namely August, September, October and November

b. Types of research

This research was conducted with a qualitative approach. This approach tries to portrat a reality as holistic/whole, complex, dynamic, full of meaning and interactive/reciprocal relationships (Sugiyono, 2018). Qualitative research, therefore, has several characteristics (Moleong, 2017), including:

1. Natural background.
2. Humans as a tool (instrument).
3. Using qualitative methods.
4. Inductive data analysis
5. Descriptive.

6. Qualitative research emphasizes more on the process
7. There is a limit determined by the focus.
8. Temporary design
9. Research results are negotiated and mutually agreed

c. Data Types and Sources

In this study there are two types of data needed, namely primary data and secondary data. Primary data is data that is directly obtained from the first source through in-depth interviews and observations related to the aspects studied according to the problem and research objectives. This research also requires quantitative data as secondary data related to socio-economic aspects, such as demographics and potential of street vendors.

d. Data Collection Technique

The data needed in this study will be collected by means of in-depth interviews, observation, documentation, interviews are needed to explore how street vendors perceive the income they earn.

Observations are needed to observe the behavior/treatment of the community towards street vendors. Documentation is a medium to strengthen the visual side of field observations.

e. Data Analysis

1. Qualitative data analysis

   The qualitative analysis model referred to in this study is the model proposed by Milles and Huberman (1992) that qualitative analysis is a series consisting of three activities that occur simultaneously, namely: Data Reduction, Data Presentation and Conclusion Drawing/Verification.

2. SWOT analysis

   In accordance with the direction of the research objectives, this study also conducted a SWOT analysis to find strategies to increase the income of street vendors. This analysis is built on the premise that a good strategy is a strategy that is

built based on factual conditions and various trends of change. The best strategy is a combination of the elements of each internal factor (strengths and weaknesses) and external factors (opportunities and threats). In an effort to find the best composition, Rangkuti (2001) suggested making External Factors Analysis Summary (EFAS) and Internal Factors Analysis Summary (IFAS). Both are done by making a matrix to facilitate the analysis process of determining strategic factors. Then it will be included in the SWOT quadrant for determining the right strategy.

4. RESULTS AND DISCUSSION

There are several important factors that affect the income of street vendors in West Timor. These factors are then grouped as internal and external factors. The details of internal factors are as follows:

1. Strengths (Relatively affordable prices, Complete range of products/services, Open almost every day, Friendly and maximum service, Flexible working hours, Low operating costs)
2. Weaknesses (Innovation and creativity, Availability of skilled labor, Small budget, Short time to complete needs, Some consumer demands are not met, Market knowledge)

While the external factors are as follows:

1. Opportunities (Strategic business location, Business location is easily accessible to consumers, There is attention from the local government, Moderate and prospective business risks, Relatively stable consumer

demand, Has resilience in crisis situations),
2. Threats (There are many competitors, Competitors offer lower prices, Security problems, thuggery and extortion, Negative sentiment towards business, Loss of consumer attention to products/services, Unstable economic conditions of society).

After identifying various factors and classifying the existing factors into several classes, namely strengths, weaknesses, opportunities and threats, then data analysis is carried out. The analysis was carried out by processing primary data from 6 key respondents into the IFAS and IFAS tables as follows:

Tabel 1. IFAS

INTERNAL FACTORS		GRADE Average	RATING Average	SCORE
Strength	Relatively affordable price	0.0994	5.000	0.4971
	The products/services sold are quite complete	0.0986	4.667	0.4600
	Open almost every day	0.0752	4.333	0.3257
	Friendly and maximum service	0.0868	3.500	0.3037
	Flexible working hours	0.0869	4.333	0.3764
	Low operating costs	0.0762	4.167	0.3175
Weakness	Innovation and creativity	0.0867	1.167	0.1011
	Availability of skilled labor	0.0819	2.000	0.1637
	Small budget	0.0820	1.333	0.1093
	Short time to complete needs	0.0574	1.833	0.1053
	Some consumer requests cannot be fulfilled	0.0869	1.333	0.1158
	Market knowledge	0.0822	1.333	0.1096
TOTAL				2.9853

TABEL 2. EFAS

EXTERNAL FACTORS		GRADE Average	RATING Average	SCORE
Opportunity	Strategic business location	0.1008	4.833	0.4874
	The location of the business is easily accessible to consumers	0.0951	5.000	0.4755
	There is local government attention	0.0786	4.000	0.3142
	Moderate and prospective business risk	0.0841	4.333	0.3646

	Relatively stable consumer demand	0.0837	4.500	0.3768
	Have resilience in crisis situations	0.0666	4.000	0.2666
	There are many competitors with the same type of business	0.0838	1.667	0.1396
	Competitors offer lower prices	0.1008	1.333	0.1345
	Security issues, thuggery and extortion	0.0722	1.667	0.1204
	There is a negative sentiment towards business	0.0671	1.667	0.1118
Threat	Loss of consumer attention to the products/services offered	0.0782	1.333	0.1042
	Unstable community economic conditions	0.0889	1.500	0.1334
	TOTAL			3.0289

Based on the existing IFAS and EFAS tables, some information can be drawn as follows:

1. Strength

a. Relatively affordable price

The magnitude of the weight of 0.0994 indicates that the relatively affordable price is the average strength or middle level strength. And, judging from the rating which has a value of 5, it can be said that affordable prices are the biggest strength of street vendors.

b. The products/services provided are quite complete

The weight value of 0.0986 indicates the completeness of products and services as an average strength. With a rating of 4.7, it proves that the completeness of service products is a major strength of street vendors.

c. Open every day

The weighted value of 0.0986 indicates that the business opening time which is carried out almost every day has an average level of strength. This is certainly a great strength for traders and is evidenced by the large 4.3 rating.

d. Friendly and maximum service

With a weight value of 0.0868, it can be said that friendly and maximum service is the average strength. With a rating of 3.5, it can be said that good and maximum service is classified as a minor/minor strength.

e. Flexible working hours

Flexible working hours weight is 0.0869. With a rating of 4.3 making flexible working hours a major force on an average scale.

f. Low operating costs

The weight of 0.0762 shows low operating costs as a medium scale strength and with a rating of 4.2 makes low operating costs one of the mainstay strengths of traders.

2. Weakness

a. Innovation and creativity

Innovation and creativity get a weight of 0.0867 and make it a big weakness. In addition, innovation and creativity received a rating of 1.2 so it can be said that innovation and creativity are major weaknesses.

b. Availability of skilled labor

With a weight of 0.0819 and a rating of 2, the availability of skilled labor is a major weakness.

c. Small budget

The small budget gets a weight of 0.0820 and a 1.3 rating makes it a big weakness.

d. Short time to complete needs

This weakness has a weight of 0.0574 and a rating of 1.8 so that it can be said that the short time to complete the needs is a weakness with a medium scale.

e. Some consumer requests cannot be fulfilled

This weakness has a weight of 0.0869 and a rating of 1.3 making it a major weakness facing street vendors.

f. Market knowledge

This weakness has a weight of 0.822 and a rating of 1.3 making it a major weakness of street vendors.

3. Opportunity

a. Strategic business location

The strategic location of the business gets a weight of 0.1008 and a rating of 4.8 making it a very big opportunity for traders.

b. The location of the business is easily accessible to consumers

With a weight of 0.0951 and a rating of 5, it makes business locations that are easily

accessible to consumers as a big opportunity in increasing traders' income.

c. There is attention from the local government

The government's attention gets a weight of 0.0786 and a rating of 4 makes it a great opportunity for increasing the income of street vendors.

d. Moderate and prospective business risk

With a weight of 0.0841 and a rating of 4.3, it makes a moderate and prospective business risk a great opportunity for traders to increase their income.

e. Consumer demand is relatively stable

Stable demand has a weight of 0.837 and a rating of 4.5 making it a great opportunity for street vendors to increase their income.

f. Have resilience in crisis situations

Resilience in crisis situations has a weight of 0.0666 and a rating of 4 makes it a great opportunity that affects traders' income levels.

4. Threat

a. There are many competitors

With a weight of 0.0838 and a rating of 1.7, competitors are a big threat that affects the income level of street vendors.

b. Competitors offer lower prices

With a weight of 0.1008 and a rating of 1.3, the threat of low prices belonging to competitors is the biggest threat to traders' income levels.

c. Security issues, thuggery and extortion

With a weight of 0.0722 and a rating of 1.7, the issue of security, extortion and thuggery is a serious threat to traders.

d. There is a negative sentiment towards business

With a weight of 0.671 and a rating of 1.7, negative sentiment poses a serious threat to street vendors.

e. Loss of consumer attention to products/services

This threat has a weight of 0.0782 and a rating of 1.3, making the loss of consumer attention to products/services a major and serious threat to the income level of street vendors.

f. Unstable community economic conditions

With a weight of 0.0889 and a rating of 1.5, the unstable economic condition of the community is a serious threat to street vendors.

Based on the internal aspects (strengths and weaknesses) and external aspects (opportunities and threats) that have been discussed previously, the following strategies can be formulated.

IFA / EFAS	Strength: • Relatively affordable price • The products/services sold are quite complete • Open almost every day • Friendly and maximum service • Flexible working hours • Low operating costs	Weakness: • Innovation and creativity • Availability of skilled labor • Small budget • Short time to complete needs • Some consumer demands are not met • Market knowledge
Opportunities: • Strategic business location • The location of the business is easily accessible to consumers • There is attention from the local government • Moderate and prospective business risk • • Consumer demand is relatively stable • Have resilience in crisis situations	SO Strategy 1. Increase the capacity and quality of trade 2. Maintain operating hours to make it easier for buyers 3. Maintain merchandise stock 4. Maintaining affordable prices for consumers	WO Strategy 1. Adding types of merchandise 2. Looking for a capital loan to develop a business 3. Set the time to fulfill operational needs 4. Learn and find out about the latest market conditions through various media.
Threats: • There are many competitors • Competitors offer lower prices • Security issues, thuggery and extortion • There is a negative sentiment towards business • Loss of consumer attention to products/services	ST Strategy 1. Providing competitive and affordable trade prices 2. Provide a variety of merchandise 3. Always updating product knowledge in the market 4. Synergize with other traders in	WT Strategy 1. Report various security issues to local government and law enforcement 2. Collaborate with various parties to provide training and business knowledge 3. Submit requests for

• Unstable community economic conditions	fighting thuggery and extortion	business assistance to the government and related institutions 4. Request the government's commitment in maintaining the inflation rate and regional economic growth

Furthermore, to formulate a strategy which is then matched with the IE matrix (Fred R. David, 2002). This matrix is based on two key dimensions. IFAS on the X axis and EFAS on the Y axis. For the X axis there are three scores, namely:

1. Score 4.0-3.0 : strong internal position
2. Score 2.99-2.0 : average internal position
3. Score 1.99-1.0 : weak internal position
   For the Y axis in the same way, namely:
1. Score 4.0-3.0 : strong external position
2. Score 2.99-2.0 : average external position
3. Score 1.99-1.0 : weak external position

The IE matrix is divided into 3 main sections that have different strategic impacts. Division I, II, or IV can be called grow or develop, the appropriate strategies are incentive strategies such as market penetration, market development, and product development. Divisions III, V, or VII may use defense and maintenance strategies. Market penetration and product development can also be used for this division. Divisions that fall into cells VI, VIII, or IX are harvests or divestments. The most successful businesses are those in cell I.

Based on the previous IFAS and EFAS calculations, it is known that the total value is 2.9853 for internal factors and the total value is 3.0289 for external factors. Then the IE matrix is as follows.
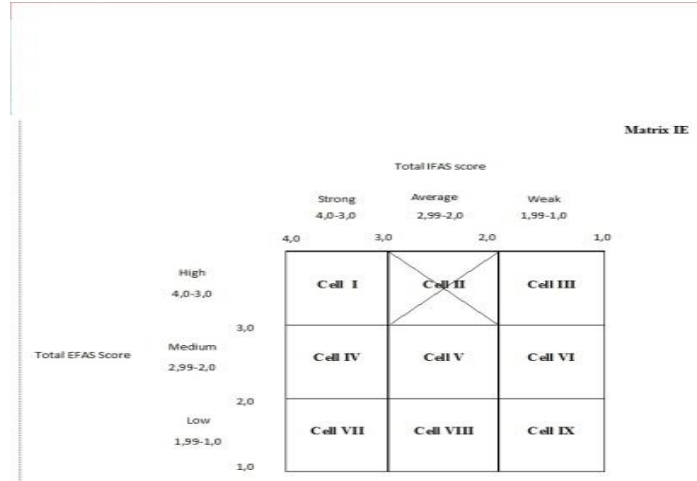
Based on the IE matrix above, it can be said that the street vendors are in cell II position. Then the strategy used is an incentive strategy such as market penetration, market development, and product development.

AUTHORS' CONTRIBUTIONS

The results of this study are recommended to business actors, in this case street vendors in West Timor. Some things that can be seen as a form of the author's contribution are:

1. In order to develop their business, traders need to increase their business capital or build cooperation with the government to obtain support, both in terms of funds and business equipment. Paying attention to working hours every day as well as being good at reading social situations, mobility and community activities. Improving service quality in order to retain loyal customers and attract new customers.

2. In relation to the situation of "growing and developing" as mentioned in the conclusion section above, the right strategy that must be implemented is the incentive strategy, namely market penetration, market development and product development.

ACKNOWLEDGMENTS

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