FACTORS AFFECTING THE INCOME OF FASHION MSMES IN INDRAMAYU REGENCY

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ABSTRACT

MSMEs have a significant role in the Indonesian economy. The Ministry of Tourism and Creative Economy encourages the creative economy to be more advanced, and MSME players, including the fashion sector, are increasingly innovating in an effort to generate substantial revenue. Income for business actors is the main goal. Various factors can influence the income of business actors. This study aims to analyze the effect of capital, selling price, working hours, and business location on the income of fashion business actors and the variables whose influence is most dominant on such income. This study used primary data obtained from the distribution of questionnaires to fashion business actors and analyzed it using multiple linear regression methods and elasticity analysis. The results showed that capital has a positive effect on the income of fashion business actors; selling price and working hours do not affect the income of fashion business actors; and there is no difference in income between business actors located in strategic and non-strategic places.

Keywords: MSMEs, Revenue, Capital, Selling Price, Working Hours, and Business Location

1. Introduction

1.1. Background

Indonesia is entering a new normal life phase after facing the COVID-19 pandemic, which is able to paralyze almost all sectors of life, especially the economy. Many businesses were forced to close due to the prolonged outbreak. The Coordinating Minister for the Economy, Airlangga Hartarto, stated in a Jakarta press release on March 9, 2021, "The creative industry is one of the sectors that is expected to be a support for national economic growth". The creative economy is the creation of added value based on ideas from the creativity of science-based human resources (creative people) and includes cultural and technological heritage (Ministry of Tourism and Creative Economy, 2020).

The top sub-sectors that contributed to Indonesia's exports to the world in 2017 were fashion, amounting to 11.964 million US dollars; Crafts, amounting to 6.000 million US dollars; and culinary, amounting to 1.300 million US dollars. According to the Creative Economy Agency,

these three sub-sectors are a priority for the Indonesian state in order to restore the economy. If you look at the projected contribution of the sub-sector to GDP in 2020 during the COVID-19 pandemic in Indonesia, the contribution of the creative economy sub-sector, which has the highest contribution to national GDP, namely fashion, is ranked second highest with a percentage of 17.26%. Fashion is a lifestyle in appearance that reflects one's self or group identity. Fashion has a fast fashion cycle; that is, demand only increases in a short time, and it is difficult to predict how far the fashion trend will go. This shows that the fashion sub-sector is still an attraction for consumers and producers to increase state revenues.

West Java Province is called the home of the largest creative economy in Indonesia because the creative economy in 2020 grew 2.44% compared to 2019. There are the three highest sub-sectors that contribute the most to the GDP structure and exports of creative economy products to foreign countries, of the 17 existing creative economy sub-sectors, namely craft (27.1%), culinary (26.4%), and fashion (16.67%). West Java fashion is often used as a trend setter by fashion MSMEs from other regions because West Java has more than 500 universities that teach fashion and entrepreneurship, so fashion MSMEs in West Java already have an entrepreneurial spirit that encourages many innovations and fashion trends from around the world to be developed in the design work (modification).

Areas in West Java Province that have creative economic potential are the CiaYuMajaKuning region (Cirebon, Indramayu, Majalengka, and Kuningan). The region is projected to become an impressive center of economic growth because the scale is not only national or regional but already international.

Indramayu Regency is an area that has creative economic potential because it is in a strategic location. Apart from being the center of government, Indramayu is also often used as an indicator of development success. This condition encourages MSMEs in Indramayu to increase. According to Jabarprov data for 2021, the MSME fashion sector in Indramayu Regency is a sector that is in demand by the community after the handicraft sector. Therefore, the growth of MSMEs in the fashion sector is very rapid. The growth in the number of MSMEs in the fashion sector can be seen in Figure 1.

Source : *https://opendata.jabarprov.go.id/id*
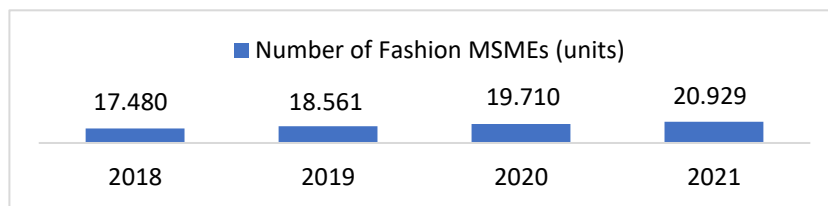
Figure 1. Growth in the number of MSMEs in the fashion sector in 2018-2021 (units).

Based on Figure 1, the number of fashion MSMEs in Indramayu Regency continues to grow every year. In 2021, it will have reached 20.929 business units. The addition of units encourages increased competition in the sales of fashion products. This has an impact on the sales value and income of each MSME business actor. This can be seen from the results of interviews with several fashion MSMEs in the preliminary survey conducted by the researcher.

Based on the results of interviews during the preliminary survey on Sunday, April, 2023, at the Indramayu Regency Sports Center during Car Free Day, at that time, almost all MSME players from various sectors had the opportunity to sell. Among them are fashion MSMEs. The preliminary survey yielded information that some fashion MSMEs complained that they did not

get their capital back because relatively few products were sold, resulting in low income. These MSMEs have sales that exceed the target and tend to earn a higher income. Thus, the income of MSME business actors is a benchmark for the sustainability of their businesses.

Based on the results of the preliminary survey and several literature reviews, it can be seen that there are several factors that can affect the income of fashion MSMEs. The first factor is capital. A business unit cannot run and develop if it does not have capital. Capital is very important in meeting the needs of a business, both small, medium, and large. The income of MSME actors can increase when they have large business capital. If business actors have large capital, MSME actors can meet their business needs so that they are able to increase the amount of goods produced and the variety of business products (Marfuah and Hartiyah 2019; Putri and Jember 2016). However, this is contrary to research conducted by Syahputra, Ervina, and Melisa (2022) that shows business capital has no effect on income.

The second factor that can affect the income of MSME actors is the selling price. The selling price is one of the factors that becomes a reference in the sale of products or services. If the selling price is set higher, the greater the income earned by producers; however, this condition must pay attention to market conditions because selling prices that are too high will also reduce consumer demand. Therefore, the influence of setting the selling price affects the increase in income of a business (Santi, Haris, and Sujana, 2019; Wahab and Pamungkas, 1987).

The third factor that can affect the income of MSME actors is working hours. Working hours are the time spent doing work. The time usually used is during the day and/or night. Working hours have an influence on product sales profits because increasing working hours can generate greater income (Nursyamsu et al., 2020; Putro, 2022).

Business location is the fourth factor that can affect the income level of MSME actors. If a business is in a strategic location, it can easily attract consumers and provide opportunities for MSME actors to earn greater income (Syahputra et al., 2022). But on the contrary, when the business location is in a place that is not strategic, it can reduce consumer interest, so that their income tends to decrease too. Therefore, business location has an influence on the income level of a business (Marfuah and Hartiyah, 2019; Putri and Jember, 2016).

Based on the explanation of the background of the problem above, the researcher considers it urgent to study "factors that affect the income of fashion MSMEs in Indramayu Regency".

1.2 Problem Formulation

Based on the description of the problem formulation in the background above, some of the research questions are as follows:
1. Do the factors of capital, price, working hours, and business location collectively and individually affect the income of fashion MSMEs in Indramayu Regency?
2. Which factor is most dominant in influencing the income of fashion MSMEs in Indramayu Regency?

1.3. Research Purposes

This research was conducted to analyze the effect of capital, price, working hours, and business location together on the income of fashion MSMEs in Indramayu Regency and to analyze the most dominant factors influencing the income of fashion MSMEs in Indramayu Regency.

2. Literature Review

2.1. Literature Review

2.1.1. Definition of Capital

The company provides capital to finance its daily business operations, such as paying employees' salaries and wages, providing down payments to buy raw materials, and so on. Small businesses also need funds to maintain the continuity of their businesses. The amount of business capital can be calculated in order to find out how much capital is needed to run a business by adding up fixed costs and variable costs (Reka avisha, 2018). The capital of a business can affect the income of MSME actors. If MSME actors have high capital, they can meet the needs of their business development. Therefore, the amount of capital ownership has an influence on income (Aditya Pratama, 2018).

2.1.2. Selling Price Definition

The price is the value that must be paid by consumers to producers for the services they buy. According to Meilinda and Mahmud (2020), price is the relative value of a product. This value is not a definite indicator of the amount of resources needed to produce a product. Setting the right selling price can provide benefits for sellers or producers as well as a reference for consumers in assessing the quality of a good or service, so that it affects the income of MSME actors. When MSME actors set a high selling price for their products, they tend to increase income because sales of these products have high prices (Hanif and Zebua, 2012).

2.1.3. Definition of Working Hours

Hours of work are the period of time when a person works to get wages. Working hours are usually determined by company leaders based on company needs, government regulations, and the capabilities of the employees concerned (Kusmawan, 2022). Working hours can affect the income of MSME actors when MSME actors or employees in these businesses have busy working hours, which can increase income because the increased working hours cause the shop to open longer, so sales of these products can increase. This affects the increase in income for business actors. This is supported by research (Nursyamsu et al., 2020; Setiaji and Fatuniah, 2018).

2.1.4. Definition of Business Location

A business's location is the place where the business or business activity operates. Selection and determination of the location are very important for a producer in carrying out its company activities. Location, according to Bone (2020), is where the company operates in investigating spatial planning, geographical allocation of business, and social influences so that location selection can determine the success and failure of a business in the future. This is in line with research from Arini, Sahputra, and Nyoman, (2020); Fitriyani, Murni, and Warsono, (2019). Business location can affect the income of MSME actors. If a business is located in a strategic place, the sales of the business will increase and tend to increase revenue. This is supported by research (Setiaji and Fatuniah, 2018).

2.1.5. Income Definition

Income has an influence on the sustainability of a business. When a business can generate high income, it can finance all its expenses. Revenue is an inflow originating from the sale of a product or service during one period (Shintya Ulfa Rotinsulu, Runtu, and Mintalangi, 2021). According to the Indonesian Institute of Accountants (2015:23), income is income derived from entity activities such as sales of goods, production of services, interest, dividends, and leasing.

Income for business actors is their main goal in order to fulfill their life needs by increasing their business. Income is also an element that must exist in a business. If the income earned by a large company means that the company's ability to pay for all expenses and production is getting bigger.

2.2. Hypothesis Development and Research Model Formulation

2.2.1. Framework

Researchers create a frame of mind by focusing on the influence of capital variables, selling prices, working hours; and business locations on the income variables of MSME actors. This framework of thinking can be seen in Figure 2 below:
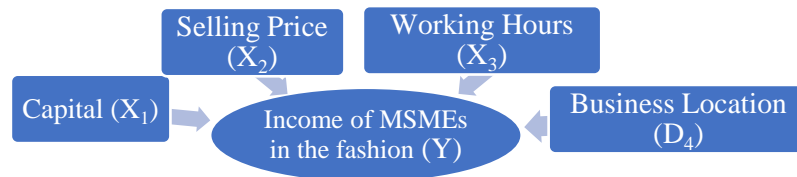

Figure 2. Thinking Framework

2.2.2. Hypothesis

Based on the above framework, the research hypothesis can be formulated as follows:

- The effect of capital on the income of MSME actors
  H1: There is a positive effect of capital (X_1) on the income of MSMEs in the fashion sector in Indramayu Regency.
- The effect of the selling price on the income of MSME actors
  H2: There is a positive influence of selling price (X_2) on the income of MSMEs in the fashion sector in Indramayu Regency.
- The effect of working hours on the income of MSME actors
  H3: There is a positive effect of working hours (X_3) on the income of MSMEs in the fashion sector in Indramayu Regency.
- The effect of business location on the income of MSME actors
  H4: There is a significant difference between the income of MSMEs in the fashion sector in Indramayu Regency who have businesses in strategic and non-strategic locations.
- Factors that have the most influence on income
  H5: Capital (X_1) has the most dominant effect on the income of MSME actors (Y).

3. Research Methodology

The type of research used is quantitative research. This research was conducted on several fashion MSMEs in Indramayu Regency during the implementation period in May 2023.

The population in this study were all fashion MSMEs in Indramayu Regency. The sample is part of a number of characteristics possessed by the population used for research (Syahza and Riau, 2021). The research population consisted of 20.929 fashion MSMEs in Indramayu. The sampling technique used was the Taro Yamane formula, and the number of samples used in this study was 24 samples of fashion MSMEs in Indramayu Regency using a sampling technique, namely random sampling, because fashion MSMEs have relatively homogeneous characteristics. Data collection techniques in this study included using questionnaires, observation, documentation, and conducting interviews with the owners and employees of the fashion MSMEs. Data analysis in this study uses multiple regression analysis with the following equation models:

$$Yi = \alpha + \beta_1 Xi_1 + \beta_2 Xi_2 + \beta_3 Xi_3 + \beta_4 D_4 + e \tag{1}$$

To get the BLUE (Best Linear Unbiased Estimator) model, this study also carried out classic assumption tests, namely the normality test, multicollinearity test, and heteroscedasticity test. Next, perform the calculation of the coefficient of determination (R^2). Besides that, elasticity analysis is also used to determine the variable with the most dominant influence. The elastic formula is as follows: $Ej = bj \frac{\bar{X}J}{\bar{Y}}$ (2)

4. Results

4.1. Respondent Description

Based on the research that has been done, it is obtained that the general description of the respondents as the object of research is that the age of the respondents in the fashion business in Indramayu Regency is in the range of 28-52 years, with the highest proportion being in the group aged 38-42 years with a total of 11 people. Thus, the majority of fashion entrepreneurs in Indramayu Regency are in the productive age category. Furthermore, the education level of the majority of fashion entrepreneurs is high school education, with a proportion of 18 people, or 75% of all respondents. This shows that fashion entrepreneurs have a fairly high level of education.

Fashion business actors in Indramayu Regency have the majority of income earned in the range of IDR 1.000.000–IIDR 4.999.999, with a total of 11 people, or 45.83%. This shows that the income of fashion actors in Indramayu is still in the category of microbusiness income. Then, information was obtained that the majority of business capital issued by fashion entrepreneurs was in the range of IDR 1.000.000–IIDR 4.999.999, with a proportion of 15 people, or 62.5%. This shows that the business capital of fashion actors in Indramayu Regency is still relatively low.

Based on their working hours, fashion entrepreneurs have working hours > 8 hours per day. If we look at the scores of the respondents, it can be seen that the majority of respondents fall into the "Frequently" category where fashion entrepreneurs open their shops full for a week, namely 20 people with a percentage of 83.33%. In contrast, respondents who fall into the "Sometimes" category, namely fashion entrepreneurs who open their shop only on weekdays, amount to 4 people with a percentage of 16.67%. Furthermore, business locations in Indramayu Regency are divided into two categories, namely "strategic locations" and "non-strategic locations". Fashion business actors in Indramayu Regency have a strategic business location, namely, the location of their business is in a bustling community environment, bypassed by traffic lanes, and there are adequate parking facilities. Meanwhile, the location is not strategic, namely, the location of the business is far from traffic lanes and does not provide adequate parking facilities. Based on the location of the business, it can be seen that the majority of fashion business locations in Indramayu Regency are in strategic locations, with a proportion of 15 people, or 62.5%.

4.2. Data Analysis

This research has passed all classic assumption tests, which include normality tests, multicollinearity tests, and heteroscedasticity tests. Thus, research capital can be said to be valid.

Based on the results of multiple linear regression analysis, the following calculation results are obtained:

Table 1. Results of Multiple Linear Regression Analysis

Variabel	Coefficient	t-count	t-table	Probability
C	-2.371			
X1	1.037	4.788	2.063	0.000
X2	0.010	0.570	2.063	0.573
X3	0.047	0.220	2.063	0.824
D4	0.722	1.006	2.063	0.327
R-Squared	= 0.606	Adjusted R-squared	= 0.523	F-statistik = 7.313

Source: primary data processed, 2023

Table 1 shows the results of statistical tests from the regression model used to answer the hypothesis of the effect of capital, selling price, working hours, and business location on the income (Y) of fashion entrepreneurs. Statistical tests in this study included the calculation of the coefficient of determination (R^2), the F test, and the t test. Besides that, from Table 1, the adjusted R^2 value can be seen.

4.2.1. Multiple Linear Regression Analysis

Based on Table 1, it can be seen that the multiple linear regression coefficients are as follows:

$$\hat{Y} = \alpha + \beta_1 Xi_1 + \beta_2 Xi_2 + \beta_3 Xi_3 + \beta_4 D_4 \tag{3}$$
$$\hat{Y} = -2.731 + 1.037X_1 + 0.010X_2 + 0.047X_3 + 0.722D_4 \tag{4}$$

Based on the multiple linear regression equation above, it can be concluded that the constant is -2.731. This means that when X_1 (capital), X_2 (work hours), X_3 (work hours), and D_4 (business location) are zero (0), then the income of fashion entrepreneurs is IDR -2.731. The regression coefficient of the variable X_1 (capital) is 1.037, the regression coefficient of the variable X_2 (selling price) is 0.010, the regression coefficient of the variable X_3 (work hours) is 0.047, and the regression coefficient of the variable D_4 (Business Location) is 0.722.

4.2.2 Coefficient of Determination (R^2)

The coefficient of determination (R^2) has a function to explain the extent to which the ability of the independent variables (capital, selling price, working hours, and business location) to explain variations in changes in Table 1 shows that the adjusted R^2 value is 0.523, or 52.3%. This shows that the independent variables (capital, selling price, working hours, and business location) are able to explain variations in changes in the dependent variable (income) of 52.3%; the remaining 47.7% are explained by other variables that do not exist or are not taken into account in the analysis of data processing, such as tastes, fashion, and others.

4.2.3 F-Test

The joint effect test is shown by the F-test. The F test was conducted to answer the question of whether the independent variables (capital, selling price, working hours, and business location) together have a significant effect on the dependent variable (income). Based on the results of data

processing in Table 1, it can be seen that the Fcount value is 7.313, which can be said to be significant because Fcount (7.313) > Ftable (2.80), or a probability value of 0.001 < 0.05. Thus, it can be concluded that there is a jointly significant effect of capital, selling price, working hours, and business location on the income of fashion entrepreneurs.

4.2.4 t-Test

The t-test was conducted to determine whether or not there is a partial influence of the independent variable on the dependent variable. Based on Table 1, it can be seen that the partial effect of each independent variable on the dependent variable is as follows:

1) For variable X_1, the result of t-count is 4.786 > t-table 2.036 with a significance level (α) 0.000 <0.05, so it can be concluded that H_0 is rejected and H_1 is accepted, meaning that variable X_1 (capital) has a positive and significant effect on variable Y (income). That is, for every Rp. 1 increase in capital, income will increase by Rp. 1.037, assuming other variables are constant.

2) For variable X_2, the result of t-count is 0.573 < t-table 2.036 with a significance level (α) of 0.570 > 0.05, so it can be concluded that H_0 is accepted and H_1 is rejected, meaning that variable X_2 (selling price) has no effect on variable Y (Income).

3) For variable X_3, the result of t-count is 0.225 < t-table 2.036 with a significance level (α) 0.820 > 0.05, so it can be concluded that H_0 is accepted and H_1 is rejected, meaning that variable X_3 (work hours) has no effect on variable Y (Income).

4) For variable D_4, the result of t-count is 1.006 < t-table 2.036 with a significance level (α) of 0.320 > 0.05, so it can be concluded that H_0 is accepted and H_1 is rejected. This means that variable D_4 (business location) has no effect on variable Y (income).

4.2.5 Elasticity Analysis

Elasticity analysis in this study aims to determine the independent variable that has the most influence on the dependent variable. After doing the calculations, the results are shown in Table 2.

Table 2. Elasticity Calculation Results

Variabel	Standard Coefficient	Average Value	Elasticity Value
Y		2860417	
X1	0.774	3875000	1.354697742

Source: Primary data processed, 2023

Based on the table, it can be seen that among the four independent variables, only variable X_1 (Capital) was tested for elasticity because only variable X_1 had an effect on income. The elasticity value obtained is 1.35%, so it can be concluded that when capital increases by 1%, income will increase by 1.35%.

5. Discussion

After conducting data analysis, the discussion in this study is as follows:

- Effect of Capital on Income

Based on the results of the study, it can be concluded that the variable X_1 (capital) has a positive and significant influence on the income of the fashion business in Indramayu Regency. This shows that when the capital owned by business actors is greater, they have the opportunity to increase production capacity so that they can increase product variations to meet the needs of consumers. Therefore, fashion business actors can increase the number of products that can be sold, which can affect the income earned. This research is in accordance with research (Husaini and Fadhlani, 2017) and (Nadya Nur Novalita, 2016) that shows that capital has a positive effect on income and that by spending more capital, one can buy more varied goods, thereby increasing consumer attractiveness.

- Effect of Selling Price on Income

Based on the research results, it can be concluded that variable X_2 (selling price) has no significant effect on variable Y (income). This is because the fashion business in Indramayu, in terms of products, has the best product variations, but there are also those that are standard and even less quality, so fashion business actors in Indramayu set different selling prices and cause consumers to have their own product criteria. This shows that consumers are not always interested in a low selling price if the quality of the product is lacking. This research is in accordance with research conducted by Nurul Nasiyra (2022); Sondakh, Saeran, and Samadi (2019) that shows the selling price has no effect on income.

- Effect of working hours on income

Based on the results of data processing on variable X_3, namely working hours, working hours do not have a significant effect on income. This is because some fashion businesses in Indramayu Regency do not open their shops until late at night; as a result, consumers who only have free time at night will have difficulty buying products. However, several other stores still have a few consumers even though they have opened their shops late at night because consumers already have a customer base for purchasing fashion products. Therefore, the increase in working hours at night cannot ensure that the income earned will increase. This research is supported by research (Ardhianto Karsa Sunaryono et al., 2021; Husaini and Fadhlani, 2017; Kirana, 2022; Suhartika, 2018) showing that working hours have no effect on income.

- Effect of business location on income

The results of the data analysis in the regression model show that the dummy variable business location has no significant effect on income. This means that there is no difference in income between MSMEs selling in strategic and non-strategic locations. The results of this study are inversely proportional to research (Setiaji and Fatuniah, 2018) showing that the location of a business can increase income if it is in a strategic place. In this study, strategic business locations are not necessarily more crowded with buyers than businesses in non-strategic locations. The level of business activity in both strategic and non-strategic locations is relatively the same, supported by the condition of fashion stores in Indramayu Regency, which are sometimes unattractive, and the absence of banners indicating that the store sells fashion products, so that many consumers do not know the existence of these fashion stores. This research is in accordance with the research of Artianto (2010).

- Factors that have the most influence on income

Based on the results of the regression analysis in Table 1, it is known that only the capital variable has a significant effect on the income of fashion MSMEs. Therefore, elasticity analysis is only carried out on the capital variable to determine the level of elasticity of income changes due to changes in capital. Based on the elasticity calculation in Table 2, it is known that the capital elasticity value is 1.35, which is greater than 1. This means that the income of fashion MSMEs is very sensitive to changes in capital. This is because capital is an important factor in a business. With increasing capital, business actors can increase production capacity and increase product variety so that the amount of output produced will increase. This can provide opportunities for fashion businesses to earn a greater income. The results of this study are in line with research conducted by Nursyamsu et al., (2020); Putro (2022); Hoetoro (2016).

6. Conclusions and Implications

6.1. *Conclusion*

Based on the results and discussion, the conclusions obtained in this study are as follows:
- Capital has a positive and significant influence on the income of fashion entrepreneurs in Indramayu Regency. This shows that the increase in capital can increase the variety of fashion products sold and affect the income earned to the maximum.
- The selling price does not have a significant effect on the income of fashion entrepreneurs in Indramayu Regency. This shows that the selling price of each actor is different, so the quality offered is also different, so consumers tend to choose products that are of good quality even though they have a high price.
- Working hours have no significant effect on fashion business income. This shows that the addition of working hours cannot ensure the income that will be obtained because consumers cannot be determined when to visit the store.
- Business location does not have a significant effect on the income of the fashion business in Indramayu Regency, meaning that there is no difference in income between fashion MSMEs in strategic and non-strategic business locations because consumers in Indramayu Regency usually already have shop subscriptions, so even though the distance and location are not strategic, they still buy and come to the shop.
- Capital is the only variable that influences income. The income of fashion entrepreneurs in Indramayu Regency is very sensitive to changes in capital.

6.2 *Implications*

Based on the results of the research analysis and conclusions, the implications of this study are as follows:
- Fashion business actors need to plan the use of capital so that the capital issued is in accordance with their needs. Fashion business actors must conduct research related to the quality of products that are of interest to the public and consider setting selling prices to suit the quality of the products being sold. Fashion business actors need to pay attention to the working hours of their shops by conducting research on consumers regarding peak times of the day and paying attention to the location of a business in terms of decorations inside the store and outside the store. It is also better for fashion businesses to put up banners so that consumers can see them passing by the store.

- The Department of Trade, the Office of Cooperatives, the Office of Industry, and the Regional Government of Indramayu Regency also need to help in increasing the income of fashion players in Indramayu Regency as well as their capital. Access to capital must be made easier for business actors who have difficulty financing their businesses so that fashion entrepreneurs can increase their businesses.

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