THE EFFECT OF THE NUMBER OF VISITORS, NUMBER OF BUYERS, AND BUSINESS CAPITAL ON THE INCOME OF CULINARY TRADERS AT THE LASIANA BEACH TOURISM OBJECT, KUPANG CITY

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ABSTRACT

This study aims: (1) to determine the number of visitors to culinary income; (2) to determine the number of buyers to culinary income; (3) to determine business capital to culinary income; and (4) to determine the number of visitors, number of buyers, and business capital to culinary income at the Lasiana Beach Tourism Object, Kupang City and the benefits of this study are to apply the knowledge gained during lectures and analyze the influence of the number of visitors, number of buyers, and business capital at the Lasiana Beach Tourism Object, Kupang City and as information material for parties who need it. The analysis tools used to determine the effect of the number of visitors, number of buyers, business capital on the income of culinary traders at the Lasiana Beach Tourism Object, Kupang City are classical assumption tests, model determination tests, multiple regression analysis, and hypothesis tests. This study found that: the influence of the number of visitors, the number of buyers, and business capital have a significant effect on the income of traders. This means that the more visitors come, the greater the income of traders. From the results of the analysis, business capital also has a significant effect on the income of traders, namely having a contribution to income. The influence of the number of buyers and business capital simultaneously on the income of culinary traders at the Lasiana Beach Tourism Object, Kupang City.

Keywords: *(a) Number of Visitors, (b) Number of Buyers, (c) Business Capital, and (d) Trader Income.*

1. INTRODUCTION

Tourism is one of the main sectors in economic development. Tourism can be developed in an area to provide economic benefits and can also be a source of regional income. Therefore, local governments must have more attention to the tourism sector in order to attract tourists to visit tourist attractions in the area. This competition for tourist visits will have an impact on traders in tourist locations. The rise and fall of the number of visits and also buyers to tourist attractions will make the income received by traders who do business at tourist locations unstable, this will make traders inconsistent in running their businesses, experience losses and will close their businesses. With that, the number of unemployed will increase and will have an impact on the country where the number of unemployed increases and people's income decreases resulting in increased poverty.

Culinary Traders

According to (Damsar, 2002), a trader is a person or institution that selling products or goods, to consumers either directly or indirectly. Use and management of income obtained from trade, so that traders can be grouped into 4, namely: professional traders, semi-professional traders,Subsistence Traders, and Pseudo Traders.

Venture capital

Capital is all forms of wealth that can be used directly or indirectly directly in the production process to increase output. According to (Amirullah, 2005:7) business capital in this sense can be interpreted as an amount of money used in carrying out business activities.

Merchant Income

According to (Sukirno, 2010:37), a trader's income is money for a number of people. business actors who have been accepted by a business from purchases as a result of the process of selling goods or services. The amount of trader income can be seen through the total income obtained by the trader. Total income is the total income of the producer from each sale it produces. This income can be calculated by multiplying the total number of goods sold by the selling price of the goods per unit. (Fernando, 2016) as follows:

TR = Px.Q

TR = Total Revenue

P = Price of Goods Per Unit

Q = Number of Items Sold

Number of Visitors

Visitors can be divided into two types, namely socio-economic characteristics and characteristics of tourist trips. In this case, visitor characteristics have an indirect influence on tourism development (Smith, 1989). Visitors are people who visit tourist objects and attractions, in this case culinary objects as research locations (Muljadi 2009).

Number of Buyers

Buyer is taken from the foreign term (English), namely consumer, literally in the dictionary-dictionary is defined as "a person or a company that buys certain goods or uses certain services". The rights and obligations of the buyer are not only sellers who have rights and obligations, buyers also have certain rights and obligations.

2. RESEARCH METHODS

Research Approach

The research approach used in this study is quantitative descriptive. Quantitative research methods can be interpreted as research methods that are based on the philosophy of instruments, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, quantitative data analysis with the aim of testing the established hypothesis, (Sugiyono, 2012).

Operational Definition of Variables

This study has four research variables, namely: number of visitors, number of buyers, business capital, and income.

Data Types and Sources

The type of data collected in this study is quantitative descriptive. The data sources are used as a primer.

Data collection technique

There are three data collection techniques used in this research, namely literature study, interviews, and documentation.

Data Analysis Techniques

The data analysis techniques used are: classical assumption test, model consistency test, analysis multiple regression, and hypothesis testing.

3. RESEARCH RESULTS & DISCUSSION

Descriptive Analysis of Variables

Referring to the frequency distribution results for the number of visitors variable in table 4.8 below:

Table 1
Distribution of Respondents' Answers to the Number of Visitors Variable

No	N	Frequency					Percentage				
		SS	S	N	TS	STS	SS	S	N	TS	STS
1	20	4	10	6			20.0	50.0	30.0		
2	20	7	7	4	2		35.0	35.0	20.0	10.0	
3	20	1	8	7	4		5.0	40.0	35.0	20.0	
4	20	6	5	5	4		30.0	25.0	25.0	20.0	
5	20	3	9	4	4		15.0	45.0	20.0	20.0	
6	20	3	10	7			15.0	50.0	35.0		
7	20	6	5	6	3		30.0	25.0	30.0	15.0	
8	20	3	7	8	2		15.0	35.0	40.0	10.0	
9	20	6	9	5			30.0	45.0	25.0		

Source: Primary Data processed by SPSS ,(2022)

Table 1 shows the distribution of answers to the questionnaire on the number of visitors with the results showing that 9 respondents or (45.0%) respondents agreed that the number of visitors affects income. This means that the number of visitors greatly affects the income of Lasiana Beach Tourism traders.

Referring to the questionnaire that has been distributed to respondents, the respondents' answers to the gender variable (x2) can be presented in table 2 below:

Table 2
Distribution of Respondents' Answers to the Number of Buyers Variable

No	N	Frequency					Percentage				
		SS	S	N	TS	STS	SS	S	N	TS	STS
1	20	1	7	9	3		5.0	35.0	45.0	15.0	
2	20	2	8	7	3		10.0	40.0	35.0	15.0	
3	20	1	7	6	6		5.0	35.0	30.0	30.0	
4	20	5	7	5	3		25.0	35.0	25.0	15.0	
5	20	2	7	4	4	3	10.0	35.0	20.0	20.0	15.0
6	20	1	5	6	3	5	5.0	25.0	30.0	15.0	25.0
7	20	7	5	5	3		35.0	25.0	25.0	15.0	
8	20	3	7	7	3		15.0	35.0	35.0	15.0	
9	20	1	6	4	4	5	5.0	30.0	20.0	20.0	25.0

Source: Primary Data processed by SPSS, (2022)

Table 2 shows the distribution of answers to the questionnaire on the number of visitors with the details of the results can be seen that 6 respondents or (30.0%) respondents agreed that the number of buyers affects income. This means that the number of buyers affects the income of Lasiana Beach Tourism traders.

Referring to the questionnaire that has been distributed to respondents, the respondents' answers to the working hours variable (X3) can be presented in table 3 below:

Table 3
Distribution of Respondents' Answers to Business Capital Variables

No	N	Frequency					Percentage (%)				
		SS	S	N	TS	STS	SS	S	N	TS	STS
1	20			1	11	8			5.0	55.0	40.0
2	20	8	10	2			40.0	50.0	10.0		
3	20	11	9				55.0	45.0			
4	20	10	9	1			50.0	45.0	5.0		
5	20	6	7	2	5		30.0	35.0	10.0	25.0	
6	20	7	9	1	3		35.0	45.0	5.0	15.0	
7	20	11	5	2	2		55.0	25.0	10.0	10.0	
8	20	2	7	1	6	4	10.0	35.0	5.0	30.0	20.0
9	20	4	7	1	6	2	20.0	35.0	5.0	30.0	10.0

Source: Primary Data processed by SPSS, (2022)

Table 3 shows the distribution of answers to the business capital questionnaire with the details of the results. It can be seen that 7 respondents or (35.0%) respondents agreed that business capital affects income. This means that business capital affects the income of Lasiana Beach Tourism traders.

Referring to the questionnaire that has been distributed to respondents, the respondents' answers to the business length variable (Y) can be presented in table 4 below:

Table 4
Distribution of Respondents' Answers to Trader Income Variables

No	N	Frequency					Percentage (%)				
		SS	S	N	TS	STS	SS	S	N	TS	STS
1	20	4	3	9	4		20.0	15.0	45.0	20.0	
2	20	2	3	5	6	4	10.0	15.0	25.0	30.0	20.0
3	20	2	5	4	6	3	10.0	25.0	20.0	30.0	15.0
4	20	2	5	5	5	3	10.0	25.0	25.0	25.0	15.0
5	20	3	6	3	5	3	15.0	30.0	15.0	25.0	15.0
6	20	5	5	5	5		25.0	25.0	25.0	25.0	
7	20	4	5	7	3	1	20.0	25.0	35.0	15.0	5.0
8	20	1	4	6	4	5	5.0	20.0	30.0	20.0	25.0
9	20	1	4	5	4	6	5.0	20.0	25.0	20.0	30.0

Source: Primary Data processed by SPSS, (2022)

Table 4 shows the distribution of answers to the trader income questionnaire with the details of the results can be seen that 6 respondents or (30.0%) respondents stated that they strongly disagreed that Lasiana beach tourism would be a source of income for traders. This means that Lasiana beach tourism does not affect traders' income at all. This is because experiencing a global pandemic situation so that visitors who enter tourist locations are very limited, therefore making respondents suffer losses.

Validity and Reliability Test

Validity testing aims to measure whether a statement item is valid or not, which can be seen by comparing r-count with r-table. If r-count is greater than r-table then the question is declared valid. The results of data processing using the SPSS program can be seen in the following table:

Table 5
Variable Validity Test

Variables	Question Items	r Count	r Table	Cap
X1	X1.1	0.112		Valid
	X1.2	0.626		Valid
	X1.3	0.482		Valid
	X1.4	0.078		Valid
	X1.5	0.271		Valid
	X1.6	0.363		Valid
	X1.7	0.342	0.378	Valid
	X1.8	0.532		Valid
	X1.9	0.043		
X2	X2.1	0.550		Valid
	X2.2	0.464		Valid
	X2.3	0.198		Valid
	X2.4	0.389	0.378	Valid
	X2.5	0.443		Valid
	X2.6	0.386		Valid
	X2.7	0.392		Valid
	X2.8	0.379		Valid
	X2.9	0.384		Valid
	X3.1	0.422		Valid
	X3.2	0.449		Valid
	X3.3	0.597		Valid
	X3.4	0.539		Valid
	X3.5	0.736		Valid
	X3.6	0.588		Valid
	X3.7	0.431		Valid
	X3.8	0.479		Valid
	X3.9	0.856		Valid
	Y.1	0.415		Valid
	Y.2	0.489		Valid
	Y.3	0.379		Valid
	Y.4	0.493		Valid
	Y.5	0.395		Valid
	Y.6	0.490		Valid
	Y.7	0.379		Valid
	Y.8	0.388		Valid
	Y.9	0.423		Valid

Source: SPSS output processed in, (2022)

Table 5 has been known that r-count in all statements in the questionnaire is greater than r-table (0.378). Thus it can be concluded that all statements in the indicators of the number of visitors, number of buyers, business capital, and trader income are declared valid.

Reliability testing is carried out simultaneously with validity testing to determine whether the list of questions to be asked to respondents is reliable or not. Reliability measurement is carried out with the help of the SPSS 16 program with a sample size for the reliability test of 20 respondents. A measuring instrument can be said to be reliable if the reliability value >0.600 where 0.600 is the standardization of the reliability value. Based on the following Cronbach alpha value, (According to Imam Al-Ghazali):

Table 6
Instrument Reliability Test

Varia	Reliability	Cronbach	Informatio
Number of Visitors	9 question items	1,401	Reliable
Number of Buyers	9 question items	1,590	Reliable
Venture capital	9 question items	1,509	Reliable
Merchant Income	9 question items	1,464	Reliable

Table 6 shows that each Cronbach alpha > 0.60. Thus, the variables of number of visitors, number of buyers, business capital, and trader income can be said to be reliable.

Does the Number of Visitors Affect the Income of Culinary Traders? Lasiana Beach Tourism Object, Kupang City. Based on the results of data analysis, it shows that the number of visitors has a significant effect on the income of culinary traders at Lasiana Beach Tourism which has a t-value.countis 3,684. This value is greater than t-table(2.11) with t sig 0.005 (0.005<0.05). The hypothesis test is Haaccepted and H0rejected. So it can be concluded that partially the number of visitors affects the income of culinary traders. The results of this study are in line with previous research conducted by Ratna Sari Siregar (2019), which proves that a large number of visitors will increase the income of traders, if there are few visitors it will decrease the income of traders.

Does the Number of Buyers Affect the Income of Culinary Traders at the Lasiana Beach Tourism Object, Kupang City? Based on the results of data analysis, it shows that the number of buyers has a significant effect on the income of culinary traders at the Lasiana Beach Tourism Object which has a statistical result of the t-test for the variable number of buyers obtained a t-valuecountof 2,334 and-table2.11 with a significance value of 0.003 (0.003<0.05). The hypothesis test is Haaccepted and H0rejected. So it can be concluded that partially the number of buyers affects the income of culinary traders. The results of this study are in line with previous research conducted by Paulus Miki Sandro (2019), which proves that an increasing number of buyers will result in increased income for culinary traders.

Does Business Capital Affect Culinary Income at Lasiana Beach Tourism Object? Based on the results of data analysis, it shows that the value of the business capital coefficient obtained is t-value.countof 3,240 and-table2.11 with a significance value of 0.005 (0.005 <0.05). This means that capital has a positive effect on trader income, meaning that the greater the capital, the greater the trader's income. So the hypothesis that states that capital has a positive and significant relationship to the level of income received by culinary traders at the Lasiana Beach Tourism Object is accepted. This study is in line with the opinion of Ratna Sari Siregar (2019) who said that an increase in capital will increase the production of a company or entrepreneur, with an increase in business capital it will increase income. The amount of capital managed by the entrepreneur will increase the entrepreneur's income.

4. CONCLUSION

Based on the research results and discussion in the previous section regarding the Influence Number of Visitors, Number of Buyers, and Business Capital on Culinary Traders' Income at the Lasiana Beach Tourist Attraction in Kupang City, the researcher can provide several conclusions as follows:

1. The Number of Visitors, Number of Buyers, and Business Capital at the Lasiana Beach Tourism Object in Kupang City have a significant effect on the income of traders. This means that the more visitors there are, the greater the income generated by culinary traders. Tourists who visit a tourist spot will definitely need food and drinks as a complement, so that it becomes income for culinary traders in the tourist area.

Suggestions:

1. Business capital is an influential variable and becomes the main factor in obtaining income for culinary traders at Lasiana Beach Tourism, Kupang City. Suggestions for traders to be able to pay more attention to expenses and income so that their business can develop further.
2. For Lasiana Beach Tourism managers, they should be more disciplined in controlling street vendors who do not use the stands/stalls that have been provided, so that traders who already use stands can get more customers so that the tourist spot is more neatly arranged.
3. For culinary traders to improve the quality of service, as well as the creation of food and drinks served to consumers.

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Cendana International Conference on Social and Political Science: Global Knowledge Production from the Southern Region in Social Science 2024

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