



ANALYSIS OF FACTORS INFLUENCING THE LEVEL OF INCOME OF STREET VENDORS AT COASTAL TOURISM OBJECTS KOKA VILLAGE OF WOLOWIRO, PAGA DISTRICT, SIKKA REGENCY

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ABSTRACT

The purpose of this study was to: (1) determine the effect of capital on the income level of street vendors at the Koka Beach tourist attraction, (2) determine the working hours on the income level of street vendors at the Koka Beach tourist attraction, (3) determine the length of business on the income level of street vendors at the Koka Beach tourist attraction, and (4) determine the level of education on the income level of street vendors at the Koka Beach tourist attraction. The data analysis technique used in this study was a quantitative descriptive analysis technique. The results of the analysis of this study indicate that: (1) capital has an effect on increasing the income of street vendors at Koka Beach, due to the minimal withdrawal of money for personal needs (private), (2) working hours have an effect on increasing the income of street vendors at Koka Beach, due to the increasing time spent waiting for consumers to arrive. This can increase income for street vendors, (3) the length of business has an effect on increasing the income of street vendors at Koka Beach, because these traders already have experience in managing their businesses to be more advanced, and (4) the level of education does not have an effect on increasing income, because in the field of work street vendors are not required a high level of education but rather the work experience and skills of each street vendor.

Keywords: (a) Capital, (b) Working Hours, (c) Length of Business, (d) Education Level.

1. INTRODUCTION

The tourism sector plays an important role in the Indonesian economy as a creator of jobs and business opportunities as well as a source of income. foreign exchange earner. Tourism is an activity that directly touches and involves the community, thus bringing various impacts to the local community. Tourism as one of the national strategic sectors, does have a double effect caused by tourism activities. These effects can be direct such as the absorption of labor, or indirect such as the development of economic activities supporting tourism such as restaurants, lodging, sellers of various souvenirs and souvenirs typical of tourist destinations, transportation, and other public services. Proper management of the tourism sector can not only increase economic and social growth but also does not damage the environment, and even supports the process of preserving the environment itself (YunitaLisa, 2021:751).

The informal sector can be defined as business units that do not or receive very little official economic protection from the government. According to Todaro (1998), the characteristics of the informal sector are very varied in the field of small-scale production of goods and services,

Wilhelmina Moi Roi, Pius Bumi Kellen, Emilia Gie, and Junita C. Nenabu

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production units owned by individuals or groups, use a lot of labor (labor-intensive), and the technology used is relatively simple, the workers themselves usually do not have formal education, generally do not have skills and working capital. There are many informal sector fields that have the potential to be developed into one of the business fields that can generate income, and can absorb labor. Trading businesses are one alternative to informal employment that absorbs a lot of labor. One of them is street vendors.

Street vendors are one of the dominant informal sectors in urban areas, as a form of economic activity on a scale that produces and distributes goods and services, goods sold on the side of the road and in city centers that are crowded with visitors, they provide necessities for this group, but not infrequently those from the upper economic class also join in invading the informal sector (Andi, 2018).

The community around the tourist spot switched to selling as informal traders or often called street vendors and left their old profession after the existence of the Koka Beach tourist spot and the many tourists who visited. Koka Beach tourism has brought about changes in the economy of the surrounding community to develop its natural resources as a tourist spot. Street vendors in this place sell various kinds of food and drinks. The food sold consists of snacks and heavy meals, while the drinks sold include mineral water, young coconut water, coffee and fruit ice. The number of street vendors in the Koka Beach area is interesting to study, because traders with a fairly large number, the types of products are also almost the same.

Income

Revenue is the amount of money received by a company or organization from its activities such as selling products and/or services to customers. For the government, such as income through tax receipts or levies. For investors, income is less important than profit, which is the amount of money received after deducting expenses.

In general, there are many things that influence income. However, in the relocation review there are main factors influencing income, including:

1) Working Hours

Working hours are the time used by traders to sell their merchandise in a day.

2) Capital

Capital is a collection of money or goods used to carry out a job.

3) Level of Education

Education plays an important role for society as a reference in preparing, forming and developing the community's abilities regarding the importance of education in the future.

4) Length of Business

The length of time a trader has been running or managing his business. In running the business, the length of time in the business plays a very important role in determining a person's experience in entrepreneurship because the length of time in the business can determine a person's decision productivity (Asmie, 2008).



Informal Sector

The Informal Sector is a small-scale unofficial business unit that produces and distributes goods and services without having a business license and/or location permit based on the provisions of applicable laws and regulations. The informal sector is described as a small-scale business activity managed by individuals with a high degree of freedom in determining how and where the business is run.

The informal sector is currently an important part of the workforce. The informal sector is one of the alternative employment opportunities that can accommodate workers without certain requirements such as education level and work skills. This is one of the main factors that makes it easier for workers to enter this sector and further strengthens its presence as a buffer against the increasing number of the workforce. Street Vendors Street vendors according to Hariningsih (2002) explain that it is a business carried out with relatively little capital that carries out efforts to produce and or sell goods or services to meet the needs of certain consumer groups in society and these efforts are usually carried out in places that are considered strategic. Street vendors are part of the city's informal sector that develops production activities of goods and services outside government control.

Conceptually, street vendors are traders who carry out their business activities within a certain period of time using facilities and equipment that are easy to move and generally use public facilities as a place of business.

2. RESEARCH METHODS

The type of research used in this study is a mix method research. Mix method is a research step by combining two forms of approaches in research, namely qualitative and quantitative. The method used in this study uses a quantitative descriptive method consisting of data from street vendors at the Koka Beach tourist attraction. The collection of data and information needed for the study is observation, interviews, and documentation. The study was conducted on street vendors at Koka Beach.

Population

The population used by researchers in this study were street vendors at the Koka Beach tourist attraction, totaling approximately 8 vendors.

Sample

This study uses saturated samples, namely taking the total population as the object to be studied. This is due to the limitations of the area that is the focus of the study, so that the population that appears is limited.

3. RESEARCH RESULTS & DISCUSSION

Table 1

Business Capital from Street Vendors at the Koka Beach Tourist Attraction

Wilhelmina Moi Roi, Pius Bumi Kellen, Emilia Gie, and Junita C. Nenabu

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Vendors Name	Final Capital	Profit	PrIve	Total
1	2	3	4	5 = 2- (3+4)
Katarina Toi	Rp850,000	Rp200,000	Rp100,000	Rp550,000
Mary Soka	Rp. 800,000	Rp200,000	Rp100,000	Rp500,000
Mikela Pake	Rp700,000	Rp100,000	Rp50,000	Rp550,000
Agnes Pepi	Rp.850,000	Rp200,000	Rp.50,000	Rp600,000
Bernadetha koja	Rp700,000	Rp250,000	Rp50,000	Rp400,000
Blasius woda	Rp950,000	Rp300,000	Rp50,000	Rp600,000
Sylvester Wora	Rp700,000	Rp250,000	Rp50,000	Rp400,000
John Ngasu	Rp800,000	Rp200,000	Rp100,000	Rp500,000
Total				Rp3,800,000

Source: Primary Data Processing Results, (2023)

Table 1 shows that after calculating the Business Capital of street vendors at the Koka Beach tourist attraction, there has been an increase. This increase can be seen from the change in the initial capital of each trader in table 4.2 Distribution of Respondents According to Capital, with an initial capital of Rp500,000 and in the final results of the capital calculation in the table, some traders experienced an increase. This increase occurred because the net profit from the trading business operation was greater than the private, so that the initial capital increased.

Calculation of Business Duration

Table 2
Business of Street Vendors at Koka Beach Tourist Attraction

No	Vendors Name	Business Start Date	Length of Business		
			Year	Bulan	Day
1	Katarina Toi	September 29, 2013	9	11	15
2	MSoka's aria	January 14, 2023	10	7	30
3	Mikela Pake	02 July 2011	12	2	11
4	AgnPepi Ice Cream	November 15, 2000	22	9	29
5	Bernadette Koja	June 24, 2015	8	2	20
6	Blaise Woda	September 13, 2005	18	0	3
7	Silvester wora	January 08, 2018	5	8	5
8	Yohanes Ngasu	November 19, 2014	8	9	25

Source: Primary Data Processing Results, (2023)

Table 2 shows that the trader who has been doing the trading business the longest is Mrs. Agnes Pepi with a calculation of the length of work, which is 22 years, 9 months, and 29 days, calculated from November 15, 2000 until the time of the research. While the trader who has just



started doing trading business is Mr. Silvester Wora with a calculation of the length of work is 5 years, 8 months, 5 days, calculated from January 8, 2018 until the time of the research.

Working Hours Calculation

Table 3
Jam Work From Street Vendors At Koka Beach Tourist Attraction

No	Merchant Name	MStart Work	Finished Work	Lama Work
1	Katarina Toi	09.30	16.30	7 hours
2	Mary Soka	08.00	17.30	9 hours 30 minutes
3	Mikela Pake	10.00	18.00	8 hours
4	Agnes Pepi	09.00	17.00	8 hours
5	Bernadetha koja	08.30	14.30	6 hours
6	Blasius woda	07.00	23.00	16 hours
7	Sylvester Wora	10.00	15.30	5 hours 30 minutes
8	John Ngasu	09.30	15.30	6 hours

Source: Primary Data Processing Results, (2023)

Table 3 shows that the PKL who worked the longest (working hours) is Mr. Blasius Woda with a working time of 16 hours starting from 07.00-23.00 WITA. The fastest working PKL is Mr. Silvester Wora with a working time of 5 hours 30 minutes, calculated from 10.00-15.30 WITA.

CulationLevel of education

Table 4
Education Level of Street Vendors at Koka Beach Tourist Attraction

No	Vendors Name	Level of education		
		SD	SMP	SMA
1	Katarina Toi	√		□ □
2	Mary Soka	√		
3	Mikela Pake			√
4	Agnes Pepi	□ □	√	
5	Bernadetha koja	√ □ □		
6	Blasius woda	√ □ □		□ □
7	Sylvester Wora		□ □	√
8	John Ngasu	√ □		
Total		5	1	2

Source: Primary Data Processing Results, (2023)

Table 4 shows that the last level of education taken by the most PKLs was elementary school with a total of 5 people, junior high school with 1 person and high school with 2 people.

Net Income Calculation

Table 5
Net Income From Street Vendors At Koka Beach Tourist Attraction

Wilhelmina Moi Roi, Pius Bumi Kellen, Emilia Gie, and Junita C. Nenabu



No	Merchant Name	PGross income	BTtotal cost	Total
	1	2	3	4 = 2 – 3
1	Katarina Toi	Rp. 600,000	Rp. 250,000	Rp. 350,000
2	Mary Soka	Rp. 500,000	Rp200,000	Rp. 300,000
3	Mikela Pake	Rp. 550,000	Rp200,000	Rp. 350,000
4	Agnes Pepi	Rp. 700,000	Rp. 300,000	Rp. 400,000
5	Bernadetha koja	Rp600,000	Rp200,000	Rp. 400,000
6	Blasius woda	Rp. 800,000	Rp. 300,000	Rp. 500,000
7	Sylvester Wora	Rp750,000	Rp. 250,000	Rp. 500,000
8	John Ngasu	Rp. 500,000	Rp. 150,000	Rp. 350,000
Total				Rp. 3,150,000

Source: Primary Data Processing Results, (2023)

Table 5 shows that the highest net income from street vendors is IDR 500,000 for 2 traders, IDR 400,000 for 2 traders, IDR 350,000 for 3 traders, and the lowest is IDR 300,000 for 1 trader.

Gross Income Calculation

Table 6
Gross Income From Street Vendors At Koka Beach Tourist Attraction

No	Merchant Name	HSales Price	Jamount	Total
		Product	Bcharcoal	
	1	2	3	4 = 2x3
1	Katarina Toi	Rp30,000	20	Rp. 600,000
2	Mary Soka	Rp. 25,000	20	Rp. 500,000
3	Mikela Pake	Rp. 25,000	22	Rp. 550,000
4	Agnes Pepi	Rp. 50,000	14	Rp. 700,000
5	Bernadetha koja	Rp. 30,000	20	Rp. 600,000
6	Blasius woda	Rp. 50,000	16	Rp. 800,000
7	Sylvester Wora	Rp. 50,000	15	Rp. 750,000
8	John Ngasu	Rp. 25,000	20	Rp. 500,000
Total				Rp. 5,000,000

Source: Primary Data Processing Results, (2023)

Table 6 shows that the highest gross income from street vendors at Pantai Koka is Blasius Woda with an amount of IDR 800,000 from a product sales price of IDR 50,000, multiplied by the number of items of 16. Meanwhile, the lowest gross income is Maria Soka and Yohanes



Ngasu with an amount of IDR 500,000 from a product sales price of IDR 25,000 each, multiplied by the number of products of 20 each.

Comparative analysis between capital, length of business, working hours and education level of one trader with another.

The results of the analysis showed that the increase in capital occurred due to the lack of withdrawals for personal needs (private). The longer the business, the more income the trader generates. This is because the trader has experience in managing his business to become more advanced. Traders with high working hours have the opportunity to earn higher incomes, because more time is spent waiting for consumers to arrive. While the education level variable has no effect on increasing income.

4. CONCLUSION

The results of the research discussion on the income levels of street vendors at the Koka Beach tourist attraction can be concluded as follows:

- 1) Business capital affects the income of street vendors at Koka Beach. Because the increasing business capital will also increase income. This is because with greater capital, the goods that will be produced or distributed will also be greater so that the income that will be received will also be greater. In addition, to increase greater income, it is necessary to reduce the withdrawal of money for personal needs (private) so that the capital does not decrease.
- 2) Working hours affect the income of street vendors at Koka Beach. Because the higher the working hours devoted to trading, the more time is used to wait for the arrival of consumers. This can increase income for traders.
- 3) The length of time the business has an impact on the income of street vendors at Koka Beach. Because the longer the business is pursued by traders in the trading business sector, the more knowledge about consumer tastes or behavior will increase. So that traders can adjust to consumer tastes and if it is in accordance with consumer tastes, more consumers will come, this can increase income for traders.
- 4) The level of education does not affect the income level of street vendors at Koka Beach. Because in terms of income from trading, it is more about experience and knowledge of each person to manage everything (trade).

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