

Analysis of Factors That Influence the Income of Women Street Vendors during the Implementation of Car Free Day



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ABSTRACT: Street vendors are people who carry out trading or service business activities who tend to move around and use public facilities to sell. One of the public facilities in Denpasar City that is used by street vendors is car free day on Jalan Raya Puputan Niti Mandala Denpasar. The factors driving women to work are economic factors and social factors. The aim of this research is to analyze the influence of capital, type of merchandise, price, levies and number of workers simultaneously and partially on the income of women street vendors during the implementation of car free days. This research uses an associative quantitative approach. The sample collection technique is accidental sampling and the number of samples required is 65 respondents. Data collection was carried out using questionnaire instruments and structured interviews. Data analysis techniques use descriptive statistical analysis, multiple linear regression analysis, classical assumption test, F test and t test. The results of the research show: (1) the variables of capital, type of merchandise, price, fees and number of workers simultaneously have a significant effect on the income of women street vendors during car free days, (2) the variables of capital and number of workers partially have a positive effect and significant on the income of female street vendors during the implementation of car free day, (3) the price and levy variables partially do not have a significant effect on the income of female street vendors during the implementation of car free day, and (4) the income of female street vendors with types of food merchandise are higher than the income of women street vendors with non-food merchandise during car free days.

KEYWORDS: Income, Capital, Type of Trade, Price, Retribution, Number of Workers

I. INTRODUCTION

Indonesia is a developing country that has a large population. High population growth causes an imbalance between labor demand and labor supply in Indonesia. This causes various problems because the economic carrying capacity is limited. These supporting capacities include the lack of job opportunities which results in unemployment, low levels of income per capita of the population and unequal levels of community income (Siswanto, 2013).

Limited employment opportunities encourage people to migrate to destination areas, one of which is Denpasar City. Migrants' interest in mobility to urban areas is partly due to the high labor market in urban areas (Manning & Pratomo, 2013). The main goal of migration is to improve the standard of living of migrants and their families. So, in general, workers who live in areas with relatively low economic conditions tend to migrate to areas with higher economic conditions.

Denpasar City is one of the areas in Bali Province with the highest migration rate compared to other districts (Risky & Murjana Yasa, 2018), so Denpasar City is a city that has a high population density. The population census carried out in 2010 showed that the population in Bali Province was 3,890,757 people. Of this number, 788,589 people or 20.26 percent live in Denpasar City. This will affect the increase in vehicle volume so that air pollution in Denpasar City will also increase. One of the efforts to control air pollution carried out by the Denpasar City Government is implementing a car-free day.

Car Free Day (CFD) is a motorized vehicle-free day where this activity is carried out every weekend starting from 06.00 WITA until 10.00 WITA. This activity is one of the ways carried out by the Denpasar City government to minimize people's dependence on the use of motorized vehicles. The aim of this activity is to maintain air quality caused by vehicle exhaust pollution and create a comfortable public space for pedestrians.

During the car free day, several motorized roads will be closed and pedestrians will use them for exercise, such as jogging, gymnastics, yoga, cycling, etc. which are beneficial for physical and mental health. Apart from that, people can also take advantage of this activity to gather and have free recreation which is beneficial for family harmony. However, in reality, this car free day activity has increased in function from initially only being for exercise, gathering and recreation. Currently it has become an activity for socialization and selling. Socialization activities that are usually found are promotions, campaigns, or even product socialization. Apart from that, you can also find many street vendors selling food, drinks, clothes, etc.

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Street vendors (PKL) are a form of trading activity in the informal sector. The informal sector helps the community when there is no work in the formal sector, the community depends on the informal sector to earn income (Ondoa, 2018). According to Wenagama (2013), the informal sector is a sector that has a strategic role in national economic development, because apart from playing a role in economic growth and employment, it also plays a role in the distribution of development results. Street vendors can be defined as people who carry out trading or service business activities who tend to move around and in carrying out this business they only use simple equipment and use public facilities to sell. One of the public facilities in Denpasar City that is used by street vendors to sell is car free day on Jalan Raya Puputan Niti Mandala Denpasar. This moment is used by street vendors to increase their income from selling around the location of the road where the car free day is held.

The number of street vendors during car free days on Jalan Raya Puputan Niti Mandala Denpasar increases every year. The increasing number of street vendors makes contributions to society, both positive and negative contributions. The positive contribution of having street vendors is that they provide jobs for the community, while the negative contribution is that some street vendors sell dirty goods because they do not provide their own rubbish dumps. The number of street vendors during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar was 332 traders which are presented in Table 1.

Table 1. Number of Street Vendors Implementing Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar Based on Gender, 2023

No.	Gender	Number (People)
1	Man	145
2	Woman	187
Total		332

Source: Sumerta Kelod Village Owned Enterprise (BUM), 2023

Based on Table 1, it can be seen that the number of female street vendors is greater at 187 people and the number of male street vendors is 145 people. This shows that there is women's involvement in working to meet life's needs. Factors that encourage women to work are economic factors such as weak economic conditions and social factors related to education level. Just as men work to support their families, women have the right to work to earn a living so that women can contribute income to meet their living needs (Fatakh, 2018). The contribution of women in small businesses cannot be ignored. Apart from being tenacious, women are also very disciplined in running their businesses.

According to Tuwu (2018), female workers are very helpful in increasing income to meet daily living needs. Among economically disadvantaged people, they will be motivated to do any job where the job is a job that does not require higher education, certain skills and large amounts of capital. With women's limitations in terms of education and skills, women are willing to work in all types of jobs, and many women work in the informal sector, namely trading. Therefore, this research focuses on female street vendors.

The types of merchandise sold by street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar vary, such as food, drinks, clothing, accessories, bags, shoes, toys, etc. which are adjusted to the traders' abilities. the sidewalk. The types of merchandise sold by street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar are presented in Table 2.

Table 2. Number of Street Vendors during Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar based on Type of Trade, 2023

No.	Trading Type	Number (Merchants)
1	Food and Drink	278
2	Clothes	22
3	Toys	15
4	Accessories	16
5	Beauty (Cosmetics)	1
Total		332

Source: Sumerta Kelod Village Owned Enterprise (BUM), 2023

Based on Table 2, it can be seen that the types of merchandise that are mostly sold by street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar are food and drinks as many as 278 traders, then clothing as many as 22 traders, followed by toy traders as many as 15 traders, then there are accessories with 16 traders and finally there is beauty (cosmetics) with 1 trader. Even though the merchandise they sell is different, their goal is the same, namely to earn income.

The amount of income received by female street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar is influenced by many variables, including education, capital, working hours, number of workers, trading location, price, fees and

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type of goods. Merchandise, namely food, non-food and/or services. Research conducted by Purwanti (2020) entitled "External and Internal Factors Determining the Power of Balinese Women in Household Decision Making in Bali Province" explains that education can increase women's equality in making decisions because education provides knowledge, skills and resources to make life choices. Which can improve welfare. In this research, five variables will be taken to be studied, namely capital, type of merchandise, price, levies and number of workers.

Based on the background of the problem that has been described, the problem formulation that can be put forward in this research is as follows:

- 1) Do capital, type of merchandise, price, levies and number of workers simultaneously influence the income of women street vendors during car free days on Jalan Raya Puputan Niti Mandala Denpasar?
- 2) What is the partial influence of capital, type of merchandise, price, levies and number of workers on the income of women street vendors during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar?

Based on the problem formulation that has been determined, the research objectives to be achieved in this study are as follows:

- 1) To analyze the influence of capital, type of merchandise, price, levies and number of workers simultaneously on the income of women street vendors during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar.
- 2) To analyze the partial influence of capital, type of merchandise, price, levies and number of workers on the income of women street vendors during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar.

II. LITERATURE REVIEW

Income Theory

According to Sukirno (2005) income is a very important element in a trading business, because when carrying out a business you certainly want to know the value or amount of income obtained while carrying out the business. In an economic sense, income is remuneration for the use of production factors owned by the household sector and the corporate sector which can be in the form of salaries or wages, rent, interest and profits or profits.

Informal Sector Concept

The concept of the informal sector was originally put forward by Keith Hart in 1971, where the informal sector is part of the workforce in cities that is outside the organized labor market.

Gender Equality Concept

The Ministry of Women's Empowerment and Child Protection (2019) explains that gender equality is an equality of conditions between men and women to have the same opportunities and obtain their rights as complete human beings, so that they are able to participate in various activities in society.

Street Vendor Concept

Street vendors or often referred to as PKL can be defined as a group of traders who usually sell by using the roadside area.

Capital Concept

Capital is a resource obtained from a person before starting a business or while running an ongoing business, whether in the form of personal wealth or originating from external loans to be used to maintain and develop business activities.

Merchandise Type Concept

Type of merchandise is the type of goods sold by traders according to the type of trade group. The types of commodities traded vary, including fruit, vegetables or agricultural products, meat and fish, herbal medicine, basic necessities and agricultural tools, food and drinks, clothing and equipment, household equipment, basic necessities, etc. other.

Price Concept

Indriyo (2014) defines price as a measure of the size of a person's satisfaction with the product they buy. If someone assesses their satisfaction with a product they are going to buy as high, then that person will dare to pay a high price for a product.

Retribution Concept

Retribution is a regional levy as payment for certain services or permits which are specifically provided and/or given by the regional government for the benefit of individuals or entities (Firdausy, 2017).

Labor Theory
According to the Big Indonesian Dictionary, labor is people who work or people who can do something. Broadly speaking, the population in a country can be divided into two groups, namely workers and non-workers.

III. RESEARCH METHODS

The research design used in this research is an associative quantitative research plan. This research was carried out during a car free day on Jalan Raya Puputan Niti Mandala Denpasar. The object of this research is to focus on the income of women street vendors during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar and the factors (capital, type of

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merchandise, price, fees and number of workers) that influence it. Based on the results of calculations using the Slovin Formula, the number of samples taken was 65 female street vendors. The sampling method in this research uses non-probability sampling with the Accidental Sampling technique. The accidental sampling technique is a technique for determining samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is seen that the person they happen to meet matches the data source (Sugiyono, 2018). The data collection method in this research was carried out using several methods, namely observation and structured interviews. Data analysis techniques use descriptive statistical analysis, multiple linear regression analysis, classical assumption test, F test and t test.

IV. RESEARCH RESULTS AND DISCUSSION Results of Descriptive Statistical Analysis

Descriptive statistical analysis in this research is to analyze data by describing the collected data in terms of minimum, maximum, average/mean and standard deviation values.

Table 3. Results of Descriptive Statistical Analysis
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Capital (X1)	65	200000	4000000	1135384.62	679951.921 .434
Type of Merchandise (D)	65		1	.75	
Price (X3)	65	1000	100000	17738.46	16734.393
Levies (X4)	65	60000	160000	141846.15	29521.830
Number of Workers (X5)	65	1	4	2.11	.812
Income (Y)	65	140000	2000000	583384.62	326870.946
Valid N (listwise)	65				

Source: Primary data processed, 2023

Based on the results of descriptive statistical tests in Table 3, it explains that the number of N is 65. This means that there were 65 respondents studied. The results of descriptive statistical tests show that:

The variable, namely capital, has a minimum value of IDR 200,000 and a maximum value of IDR 4,000,000, with an average value of IDR 1,135,384.62 and a standard deviation of IDR 679,951.921. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all capital variable data is able to describe all data well.

The variable, namely type of merchandise, has a minimum value of 0 and a maximum value of 1, with an average value of 0.75 and a standard deviation of 0.434. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all merchandise type variable data is able to describe all data well.

The variable, namely price, has a minimum value of IDR 1,000 and a maximum value of IDR 100,000, with an average value of IDR 17,738.46 and a standard deviation of IDR 16,734,393. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all price data is able to describe all data well.

The variable, namely levies, has a minimum value of IDR 60,000 and a maximum value of IDR 160,000, with an average value of IDR 141,846.15 and a standard deviation of IDR 29,521,830. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all levy data is able to describe all data well.

The variable, namely the number of workers, has a minimum value of 1 person and a maximum value of 4 people, with an average value of 2.11 and a standard deviation of 0.812. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all data on the number of workers is able to describe all the data well.

The variable, namely income, has a minimum value of IDR 140,000 and a maximum value of IDR 2,000,000, with an average value of IDR 583,384.62 and a standard deviation of IDR 326,870,946. The average value obtained is greater than the standard deviation value, so it can be concluded that the average of all income data is able to describe all data well.

Results of Multiple Linear Regression Analysis

The analytical tool used in this research is multiple linear regression analysis which is used to determine the influence of the independent variables on the dependent variable during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar.

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Table 4. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	149211.403	59466.882		2.509	.015
	Capital (X1)	.317	.019	.792	16.311	.000
	Type of Merchandise (D)	68378.487	31026.986	.109	2.204	.031
	Price (X3)	-1.513	.780	-.093	-1.940	.057
	Levies (X4)	-.677	.371	-.073	-1.822	.074
	Number of Workers (X5)	69250.985	16860.974	.207	4.107	.000

a. Dependent Variable: Income (Y)

Source: Primary data processed, 2023

From the results of the multiple linear regression analysis shown in Table 4 above, it can be stated that the regression equation in this research can be seen as follows.

$$\hat{Y} = 149.211,403 + 0,317X_1 + 68.378,487D - 1,513X_3 - 0,677X_4 + 69.250,985X_5$$

The coefficients of the multiple linear regression equation above can be interpreted as follows.

- 1) The constant value has a positive value of 149,211.403. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that all independent variables, namely capital, type of merchandise, price, levies, and number of workers are zero or have not changed, so the trader's income increases by 149,211,403 rupiah.
- 2) The capital regression coefficient value has a positive value of 0.317. This shows that if capital increases by one rupiah, then income will increase by 0.317 rupiah assuming that other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
- 3) The regression coefficient value for type of merchandise has a positive value of 68,378.487. This shows that the income of women street vendors selling food items is 68,378,487 rupiah higher than the income of women street vendors selling nonfood items with the assumption that other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
- 4) The price regression coefficient value is -1.513. This value shows a negative influence (in the opposite direction) between the price variable and the income variable. This means that if the price variable increases by one rupiah, then on the other hand the income variable will decrease by 1,513 rupiah with the assumption that the other independent variables are considered constant.
- 5) The levy regression coefficient value is -0.677. This value shows a negative influence (in the opposite direction) between the levy variable and the income variable. This means that if the levy variable increases by one rupiah, then on the other hand the income variable will decrease by 0.677 rupiah with the assumption that the other independent variables are considered constant.
- 6) The regression coefficient value for the number of workers has a positive value of 69,250.985. This shows that if the number of workers increases by one person, then income will increase by 69,250,985 rupiah with the assumption that other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

Normality Test Results

The normality test aims to test whether the residuals from the regression model created are normally distributed or not. To test whether the data used is normal or not, it can be done using the Kolmogorov-Smirnov test. If the coefficient Asymp. Sig. (2tailed) is greater than 0.05 then the data is said to be normally distributed.

Table 5. Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		65
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	125.23778837
Most Extreme Differences	Absolute	.077

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	Positive	.077	
	Negative		-.070
Test Statistic			.077
Asymp. Sig. (2-tailed)		.200 ^{c,d}	

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance. *Source: Primary data processed, 2023*

Table 5 above shows that the model has a normal distribution. This is shown by the Kolmogorov-Smirnov statistical value of 0.077 with the Asymp level. Sig. (2-tailed) of 0.200. This value is greater than . Based on these data, it indicates that the regression model in this research is suitable for further analysis.

Multicollinearity Test Results

The multicollinearity test is a test that aims to test whether a correlation is found in the regression model between independent variables. To detect whether or not there is multicollinearity in the modal regression in this study by looking at the tolerance and variance inflation factor (VIF). The results of a tolerance value greater than 0.10 and a VIF less than 10 indicate the absence of symptoms of multicollinearity (Ghozali, 2018).

Table 6. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Capital (X1)	.647	1.545
	Type of Merchandise (D)	.621	1.609
	Levies (X4)	.662	1.511
	Number of Workers (X5)	.937	1.067
		.601	1.665

a. Dependent Variable: Income (Y) *Source: Primary data processed, 2023*

Based on Table 6 above, it can be seen that the tolerance value for each variable is greater than 0.1 or 10 percent, likewise the VIF value for each variable is no more than 10. This indicates that in the multiple linear regression equation with variables This dependent income has no correlation between the independent variables so this equation is free from symptoms of multicollinearity.

Heteroscedasticity Test Results

The heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another observation which is carried out using the Glejser test.

Table 7. Hasil Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	70760.891	97443.531		.726	.471
	Capital (X1)	.060	.032	.286	1.896	.063
	Type of Merchandise (D)	43926.192	50841.393	.133	.864	.391
	Price (X3)	1.325	1.278	.155	1.037	.304
	Levies (X4)	-.486	.609	-.100	-.799	.428
	Number of Workers (X5)	4811.800	27628.703	.027	.174	.862

a. Dependent Variable: Abs_RES *Source: Primary data processed, 2023*

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Based on Table 7 above, it can be seen that the Sig. the capital variable is 0.063, type of merchandise is 0.391, price is 0.304, levies are 0.428 and number of workers is 0.862. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. Thus, the capital created does not contain symptoms of heteroscedasticity.

Simultaneous Regression Coefficient Significance Test Results (F Test)

Simultaneous or comprehensive testing aims to determine the existence of a linear relationship between the independent variables capital, type of merchandise, price, levy and number of workers on the income of female street vendors during the implementation of car free day.

Table 8. Simultaneous Regression Coefficient Significance Test Results (F Test) ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4305588203904.997	5	861117640780.999	119.345	.000 ^b
	Residual	425707733077.416	59	7215385306.397		
	Total	4731295936982.413	64			

a. Dependent Variable: Income (Y)

b. Predictors: (Constant), Number of Workers (X₅), Levy (X₄), Price (X₃), Capital (X₁), Type of Merchandise (D)

Source: Primary data processed, 2023

Based on Table 8, above, the F-count value is 119.345 and F-table is 2.37. This explains that, then it is rejected or accepted. It can be concluded that the variables capital (X₁), type of merchandise (D), price (X₃), levies (X₄), and number of workers (X₅) simultaneously have a significant effect on the income of female street vendors (Y) during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar.

Coefficient of Determination Results (R²)

The coefficient of determination (R²) is used to indicate the magnitude of the combination of independent variables that together influence the value of the dependent variable.

Table 9. Coefficient of Determination Results (R²) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954 ^a	.910	.902	84943.42415

a. Predictors: (Constant), Number of Workers (X₅), Levy (X₄), Price (X₃), Capital (X₁), Type of Merchandise (D) b. Dependent Variable: Income (Y)

Source: Primary data processed, 2023

From Table 9 above, the R Square (R²) result is 0.910 or 91 percent which supports the F test results. This means that capital, type of merchandise, price, fees and number of workers simultaneously have a significant effect on the income of women street vendors. during the implementation of the car free day on Jalan Raya Puputan Niti Mandala Denpasar it was 91 percent. Meanwhile, the remaining 0.09 or 9 percent is influenced by other variables that are not included in this variable.

Partial Regression Coefficient Significance Test Results (t Test)

The t test is used to determine the influence of independent variables partially on the dependent variable or the influence of each independent variable on the dependent variable assuming the other independent variables are constant.

Table 10. Hasil Uji Signifikansi Koefisien Regresi Secara Parsial (Uji t) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	149211.403	59466.882		2.509	.015
	Capital (X ₁)	.317	.019	.792	16.311	.000
	Type of Merchandise (D)	.68378.487	31026.986	.109	2.204	.031
	Price (X ₃)					
	Levies (X ₄)	-1.513	.780	-.093	-1.940	.057

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Number of Workers (X5)	.677	.371	-.073	-1.822	.074
	69250.985	16860.974	.207	4.107	.000

a. Dependent Variable: Income (Y)

Source: Primary data processed, 2023

1) The Influence of Capital on the Income of Women Street Vendors in the Implementation of Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar The calculation results obtained are the value and significance value $0.000 \leq = 0.05$, then it is rejected or accepted. It can be concluded that the capital variable (X_1) partially has a positive and significant effect on the income of female street vendors (Y) during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar. The results of this research are supported by research conducted by Adhikari (2017) entitled "Informal Street Food Trade: A Source of Income Generation in Urban Nepal", explaining that capital has a significant effect on the income level of street vendors in Nepal. Research conducted by Rahman et al (2022) entitled "The Effect of Capital on the Income of Basic Food Traders in The Alok Maummere Market, Sikka Regency", explains that capital has a positive effect on traders' income. Research conducted by Aguswijaya (2022) entitled "The Effect of Capital on Micro Business Income in Samaturue Village, Tellu Limpoe District, Sinjai Regency", explains that capital has a positive and significant effect on income. Research conducted by Syaifullah (2019) entitled "Factors that Influence the Income of Street Vendors on Jalan Talasapang, Rappocini District, Makassar City" explains that capital influences the income of street vendors, with the aim that capital is used to increase production in the business. executed. The capital used by street vendors during car free days on Jalan Raya Puputan Niti Mandala Denpasar varies greatly, depending on the type of commodity offered by the trader. This capital supports the supply of raw materials and supports the smooth running of production activities.

2) The Influence of Type of Merchandise on the Income of Women Street Vendors in the Implementation of Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar

The calculation results obtained are the value and significance value $0.031 \leq = 0.05$, so it is rejected or accepted. It can be concluded that the income of female street vendors with food merchandise is higher than the income of female street vendors with non-food merchandise during the car free day on Jalan Raya Puputan Niti Mandala Denpasar. The results of this research are supported by research conducted by Daulay et al (2020) entitled Analysis of Factors Affecting the Income of Traditional Traders in Karo District (Case Study at Berastagi Fruit Market), explaining that the type of merchandise has a positive and significant effect on the income of traditional traders at the Berastagi Fruit Market in the Karo Region. Research conducted by Ning Tyas & Made Jember (2019) entitled "The Effect of Working Hours and Type of Merchandise with Business Location as a Moderating Variable on Income", explains that traders who sell food merchandise have higher income than traders who sell non-food merchandise. food. This is because food merchandise is the type of merchandise that is most in demand by consumers or car free day visitors and food merchandise is a basic food necessity that is more needed than non-food merchandise.

3) The Effect of Prices on the Income of Women Street Vendors in the Implementation of Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar

The calculation results obtained are a value = 1.671 and a significance value of $0.057 = 0.05$, so it is accepted or rejected. It can be concluded that the price variable (X_3) does not partially have a positive and significant effect on the income of female street vendors (Y) during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar. This shows a discrepancy in the research hypothesis, where the results obtained state that the price variable partially has no effect on the income of women street vendors during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar. The results of this research are supported by research conducted by Febriantoni (2019) entitled "The Influence of Goods and Capital Prices on Traders' Income from an Islamic Economic Perspective (Study at the Yellow Bamboo Market Trade Center in Bandar Lampung)", explaining that the price variable has no effect on traders' income. This is because not all consumers or car free day visitors buy an item based on price. Cheap prices do not necessarily make consumers interested, because every consumer or car free day visitor has different attractions, one of which is in terms of the quality of the goods they buy.

4) The Effect of Retribution on the Income of Women Street Vendors during the Implementation of Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar

The calculation results obtained are a value of \leq and a significance value of $0.074 > = 0.05$, then it is accepted or rejected. It can be concluded that the levy variable (X_4) partially has no positive and significant effect on the income of female street vendors (Y) during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar. This shows the inconsistency of the research hypothesis which states that the levy variable partially has no effect on the income of women street vendors during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar. The results of this research are supported by research conducted by Brianto (2019) entitled "The Influence of Location, Rental Fees and Levies on Kiosk Traders' Income in Pondok Ranji, Jurangmangu and Sudimara-South Tangerang", explaining that the levy variable has no effect on traders' income. This is because the levy is paid when street vendors have earned income. The levies imposed on female traders when selling during the car free day on Jalan Raya Puputan Niti Mandala

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Denpasar have no effect because the female traders earn income earlier than the levy payments paid to the car free day organizers and some female street vendors avoid being charged. retribution by moving location when the management collects payment of the retribution and after the management is not there the female street vendors will return to their original location. Therefore, the levy does not affect the income of women street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar.

5) The Influence of the Number of Workers on the Income of Women Street Vendors in the Implementation of Car Free Day on Jalan Raya Puputan Niti Mandala Denpasar

The calculation results obtained are the value and significance value $0.000 \leq = 0.05$, then it is rejected or accepted. It can be concluded that the variable number of workers (X_5) partially has a positive and significant effect on the income of female street vendors (Y) during the implementation of car free days on Jalan Raya Puputan Niti Mandala Denpasar. The results of this research are supported by research conducted by Rahmanta et al (2019) entitled "An Analysis of the Influence of Capital, Number of Workers, Operational Hours, and Duration of Business on the Income of Traders in the Informal Sector in Labuhanbatu District", explaining that The number of workers has a positive and significant effect on informal sector income in Labuhanbatu Regency. Research conducted by Widayaningsih et al (2019) entitled "The Analysis of Factors Affecting Income Level of Street Vendors", explains that the variable number of workers influences the income of street vendors. Research conducted by Monica (2020) entitled "The Influence of People's Business Credit (KUR), Own Capital, Length of Business and Number of Workers on the Income of Micro, Small and Medium Enterprises (MSMEs) in Malang City" which explains that the variable number of workers has an influence on street vendors' income. This is because the number of workers is a production factor that is really needed in running a business, in other words, without workers, the output will not be as expected. If traders increase the number of workers, the amount of production produced will increase and there will be better service to consumers, both in quality and quantity of service.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis described in the previous chapter, several conclusions can be drawn to answer the research problem formulation, namely as follows.

1. Through the F test, the variables capital, type of merchandise, price, fees and number of workers simultaneously have a significant effect on the income of women street vendors during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar.
2. Through the t test, the variables capital and number of workers partially have a positive and significant effect on the income of women street vendors during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar.
3. Through the t test, the price and levy variables partially do not have a significant effect on the income of women street vendors during the car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar.
4. Through the t test, the dummy variable, namely type of merchandise, states that the income of female street vendors with food merchandise is higher than the income of female street vendors with non-food merchandise during the implementation of the car free day on Jalan Raya Puputan Niti Mandala Denpasar.

Based on the conclusions presented, there are several things that can be recommended, namely as follows.

1. Female street vendors during the car free day on Jalan Raya Puputan Niti Mandala Denpasar should pay more attention to setting prices. The price set must be in accordance with the value or quality of the goods provided. If the price set is higher than the value or quality of the goods received by consumers, this will cause consumers to not be willing to buy the merchandise being sold because they feel it is not worthy or not worth buying at that price. By setting prices in accordance with the value or quality of the merchandise being sold, it will have an impact on the trader's income because consumers will feel that the quality of the goods obtained is in accordance with the price being sold and will enable consumers to buy the merchandise being sold every time the consumer visits the car free day in Jalan Raya Puputan Niti Mandala Denpasar.
2. Car free day managers are advised to provide better quality service to female street vendors during car free day implementation on Jalan Raya Puputan Niti Mandala Denpasar. The quality of service that can be provided includes paying attention to determining the place or location for selling to traders so that the traders are visible to consumers and are not too close to each other, this is because the female street vendors have paid fees to the management. Apart from that, the management is advised to be more strict with traders who lack awareness in paying levies. Things that can be done include confirming the selling regulations during the implementation of the car free day on Jalan Raya Puputan Niti Mandala Denpasar, because traders have been given permission to sell but the traders avoid being asked to pay fees by the management.

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