

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of previously conducted research related, factors affecting revenue of Batik Traders in Cirebon District, it can be concluded as follows.

1. Firm age, distributors, marketing and education does not have a significant effect on the revenue of Trusmi Batik traders in Cirebon, while diversification and capital have a significant positive effect on the revenue of batik traders in Trusmi Batik Center.
2. The variable that most affects the revenue of Trusmi Batik Traders in Cirebon is capital.

B. Implications

Based on the results of the analysis in this study, the author can propose the following implications:

1. The firm age does not affect on the revenue of batik traders in Trusmi Batik center, because the location of traders is not strategic in attracting consumer so that the consumer are difficult to reach and are not balanced with business development strategies to understand consumer who can adapt to the condition of the times

and changing marketing needs and the development of people's tastes.

2. The diversification affect on the revenue of batik traders in Trusmi Batik Center, because the more types of products sold, the consumer has the option to purchase such products. The products sold can absorb consumer needs because the diversity of product types and the number of types of products sold will increase the selling value of traders.
3. The distributors does not affect on the revenue of batik traders in Trusmi Batik Center, because resellers or dropshippers take a product in the batik traders in a long and inconsistent frequency so that batik traders have a small profit.
4. The marketing does not affect on the revenue of batik traders in Trusmi Batik Center, because consistent in the table 4.5 show that the marketing frequency in Cirebon has 11 traders who have a showroom that can be used as asouvenir tourist attractions in Cirebon, while those who market outside Cirebon have a freluency of 62 trader with a small shops but those who take a product with a rare frequency within within 3-5 months with the benefits that traders get a little bit.
5. The education does not have affect on the revenue of batik traders in Trusmi Batik Center because this is based on the number of merchants obtained from the results of family inheritance that has

many relationships in their stores so that the level of education of merchants does not greatly affect their revenue. there is no level of position like in the modern market, so the level of education of traders does not greatly affect their income.

6. The capital affect on the revenu of batik traders in Trusmi Batik Center, because business capital has the most dominant influence, traders need convenience in obtaining additional capital that will support a business, such as increasing product variations and increasing the number of product stocks. In addition, capital is a factor that needs to be taken into account in determining income for batik traders in Trusmi Batik Centers to improve welfare and a better economy.

C. Research Limitation

One of the limitations of this study, is the lack of merchant bookkeeping records from year to year which makes it necessary to add other variables outside the model that can affect the revenue of batik traders in the Trusmi Batik Center.