

## SUMMARY

For certain people in Indonesia, traditional marketplaces continue to be crucial hubs of economic activity. A person can distribute the goods they manufacture for sale in the market. By these actions, the sellers can make money every day and prosper in their lives. Several things might have an impact on a trader's income. The aim of this study is to examine the impact of e-commerce, capital, working hours, education, and business tenure on the earnings of vegetable vendors at the Cempaka Putih Traditional Market.

This study uses a quantitative approach. This research was conducted at the Cempaka Putih Traditional Market with a total population of 265 traders. The sample in this study were 73 respondents who were taken through simple random sampling technique. While the method of data collection using questionnaires and interviews. The variables used include e-commerce, capital, working hours, education, firm age and revenue. The data analysis used is multiple linear regression.

The findings demonstrated that capital and education significantly impacted the fluctuating revenue of vegetable traders at the Cempaka Putih Traditional Market. . The revenue of vegetable traders in the Cempaka Putih Traditional Market, however, is unaffected by the variables of e-commerce, working hours, or firm age. Capital is the factor that most significantly affects the revenue of vegetable traders in the Cempaka Putih Traditional Market.

**Keywords:** e-commerce, capital, working hours, education, length of business, income, traditional markets, vegetable traders

