

V. CONCLUSION AND IMPLICATIONS

A. Conclusions

Based on the results of previously conducted research related, factors affecting revenue of Vegetable Traders in Cempaka Putih Traditional Market, it can be concluded as follows.

1. The e-commerce does not affect on the revenue of Vegetable Traders in Cempaka Putih Traditional Market, because onerous taxation for the buyer. As a result, many consumers still choose to go straight to the market and select the veggies they want.
2. The capital affect on the revenue of Vegetable Traders in Cempaka Putih Traditional Market, because business capital will support a business.
3. The working hours does not affect the revenue of vegetable traders in Cempaka Putih Traditional Market, because even though traders use more working time due to the condition of the location where they trade, many competitors sell the same vegetables.
4. The education does have affect on the revenue of Vegetable Traders in Cempaka Putih Traditional Market because traders can increase income through increased education with higher education traders will be more undestand about how to sell their vegetables more interesting to customers.

5. The firm age does not affect on the revenue of Vegetable Traders in Cempaka Putih Traditional Market, because new traders, despite their lack of experience, already have knowledge of many trading related issues that they have acquired through imitation and observation of their environment, making their age irrelevant.

B. Implications

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

1. In order to prevent a too large discrepancy between the price supplied on e-commerce and the price offered on the market, e-commerce parties must begin taking the amount of tax levied to purchasers into account.
2. The factor that most significantly affects the income of vegetable vendors in the Cempaka Putih Traditional Market is business capital. The majority of vendors in the Cempaka Putih Traditional Market have, on average, business capital that is either too high or too low. This calls for more relaxed capital loan terms from the regional government of DKI Jakarta and associated organizations. So that vegetable vendors at the traditional market in Cempaka Putih might obtain more funding to expand their operations and boost their income.
3. The working hours for the vegetable traders in Cempaka Putih Traditional Market are average. Hence, traders should be able to utilize

market operating time more effectively and sensibly in order to enhance their income.

4. Education is crucial since it can lead to higher income. Yet, education is crucial in the age of globalization. In order for traders to stay up with the times, it is better for the government and market managers to offer extensive training, coaching, and counseling.
5. The majority of traders in the Cempaka Putih Traditional Market have been in business for over 14 years, although this does not affect their revenue. Traders ought to be able to innovate based on past experience that has been modified for the needs of the moment. In addition, traders can continue to maintain the current market circumstances and raise the caliber of their goods to draw in more buyers.

C. Research Limitation

This research was carried out in a limited amount of time and only in one traditional market therefore, the results might have varied if the study had been undertaken over a longer period of time and in a different market.