

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results and discussions that have been carried out in this study, it can be concluded that together the variables of working capital, working hours, type of product, and funding sources have a significant effect on the business revenue of Unsoed students. Individually the effect of the independent variable on the dependent variable is as follows:

1. Working capital has a positive and significant effect on the business revenue of Unsoed students. This means that if there is an increase in working capital, the amount of revenue earned will increase. Most of the respondents in this study have sufficient working capital, so that the capital owned can be used to manage and also develop the business being run in order to increase revenue.
2. Working hours has a positive and significant effect on the business revenue of Unsoed students. This means that if there is an increase in working hours spent, the amount of revenue earned will increase. Most Unsoed students spend between 10-24 hours/week for entrepreneurship. The time can indeed be said to be still limited, but most students stated that the time can already be divided well between college activities with entrepreneurship in accordance with the proportion.
3. In the type of product variable, the average revenue of clothing businesses is higher than the average revenue of food businesses. Food products suffer

from low product durability, which affects their revenue. Consumer purchasing power is also influential, where consumers may be more likely to allocate their budget to clothing needs rather than food.

4. In the funding source variable, there is no difference in revenue in Unsoed student businesses that use independent funding sources and grant funding sources from entrepreneurship programs. This is because each funding source has its own advantages and disadvantages. Another factor is that the source of grant funding from entrepreneurship programs obtained by entrepreneurial students is usually not suitable or smaller than the nominal amount submitted. this causes no difference between those who use independent funding sources and grant funding sources.

B. Implication

Based on the conclusions that have been conveyed above, there are several implications in the form of suggestions and considerations that can be taken for future consideration in increasing the business revenue of Unsoed students. Some suggestions and considerations in increasing student business revenue include:

1. Students may consider setting aside a portion of their personal revenue or funding their venture through personal savings. This could come from pocket money or other revenue that can be allocated to working capital. If the business is already growing, students may also consider selling a stake or part of their business to an investor or strategic partner. This can provide additional capital while keeping most control over business operations.

2. In entrepreneurship, students need to utilize technology to improve efficiency. The right equipment and applications can help optimize work time. Adding employees or business partners is also one solution to increase working hours. Adding employees can help divide the workload, reduce individual burden, and allow student entrepreneurs to focus on specific tasks.
3. For students who will start entrepreneurship, it is recommended in the clothing business because the amount of revenue is higher than the food business. Although the revenue of the clothing business is greater, there are opportunities for product diversification within the clothing category. For example, the addition of accessories or related products that can increase sales value and provide variety for consumers. For the food business can develop innovations in the menu and improving the quality of food products is the main focus. Food businesses can consider recipe refinements, menu variations, and food options that suit customer tastes.
4. Student business units that want to increase capital in the form of funding assistance are advised to submit business proposals to several entrepreneurship programs organized by the Faculty and the university because it can help and reduce the risks associated with dependence on one funding source. The government also needs to consider increasing the budget allocation to support entrepreneurship programs so that the funds received by student entrepreneurs can be used as planned.

C. Research Limitations

This research is inseparable from the limitations and obstacles faced. Therefore, researchers need to provide suggestions for future researchers on the same topic so that the results of further research can be better.

1. This study only focuses on five independent variables, such as working capital, working hours, type of product, and funding sources with an adjusted R square coefficient value of 0.63. Therefore, for further research it is recommended to add other independent variables that may affect student entrepreneurial revenue.
2. This research is limited to using only 100 samples of Unsoed student business units. The sample still does not represent each faculty, which means that there are several faculties that cannot be reached by researchers. For future researchers, it is recommended to increase the sample size used and also take samples from all faculties evenly with the assumption that the data obtained is more varied, informative and more representative of many answers.