CHAPTER V CONCLUSION AND IMPLICATIONS

A. Conclusions

In the results of this research analysis regarding the influence of capital variables, menu variants1, length of business, working hours, and financial technology or fintech on angkringan income in North Purwokerto District, it can be concluded as follows:

1. Together the capital variables, menu variants, length of business, working hours, and financial technology or fintech have a significant effect on the angkringan income variable in North Purwokerto District.

2. Partially, the variable capital, menu variants, and financial technology or fintech have no effect on income, the length of business variable has a positive and significant effect on income, while the working hours variable has a negative and significant effect on angkringan income in North Purwokerto District.

B. Implications

Based on the results of the research analysis and conclusions, there are implications that can be proposed as follows:

1. Length of business has a positive and significant effect on angkringan income in North Purwokerto District, so angkringan owners should be consistent in terms of business activities by strengthening strategies such as promoting the sustainability of their business in marketing materials, improving customer service, or developing innovations that are in line with market needs.

2. Working hours have a negative and significant effect on angkringan income in North Purwokerto District, so angkringan owners should need effective time management and need to evaluate the effectiveness of operating hours.

C. Research Limitations

1. The sample in this study used a respondent population of 38 angkringan. Future research can increase the sample size by expanding the types of traders such as street vendors.

2. In this study, only 5 variables were used as factors that affect income, namely capital, menu variants, length of business, working hours, and financial technology or fintech. In further research, it is recommended to use capital variables now because this research uses initial capital variables and adds other variables such as location and labor variables.