

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the analysis in accordance with the research objectives to determine the variables of capital, working hours, length of business and business location on the income of traders in Ajibarang Market, it can be concluded as follows:

1. The influence of capital variables, working hours, length of business, and business location on the income of traders in Ajibarang Market.
 - a. The capital variable has no significant effect on the income of traders in Ajibarang Market.
 - b. Working hours variable has a significant effect on the income of traders in Ajibarang Market.
 - c. The variable length of business has a significant effect on the income of traders in Ajibarang Market.
 - d. The dummy variable business location does not affect the average income of traders with a business location strategy.
2. Among the variables of capital, working hours, length of business, and business location, the variable that most influences the income of traders in Ajibarang Market is the variable of working hours.

B. Implications

Based on the above conclusions, this research provides several implications as follows:

1. Working hours have a significant effect on income and also as the most influential variable on the income of traders in Ajibarang Market, therefore traders need to maximize working hours in order to increase trader income. In addition, it is recommended that traders can utilize technology in their sales, such as offering their merchandise through online media such as Whatsapp, marketplaces can be with a delivery order system, this can increase the income of traders in Ajibarang Market.
2. Length of business has a significant effect on the income of traders in Ajibarang Market. Length of business is also important because business experience allows traders to adjust the needs of many buyers and do not need to add products that are less in demand by buyers, besides that the length of business traders must also have a strategy so that the range of customer coverage is increasing. In addition, the length of business is more influential because in traditional markets and the majority of buyers are housewives and they have a habit of shopping at traditional markets besides that buyers have also trusted a long-standing business. One of the efforts that can be made by traders, for example by giving gifts when approaching holidays and providing satisfying

services by prioritizing friendliness and quality of goods, so that this can attract buyers to become regular customers and increase the income of traders in Ajibarang Market.

C. Research Limitations

Every research has limitations in both writing and research content. The results of this study indicate that the R^2 value is 86.27%, meaning that there are still 13.73% that are still lacking in this study. In addition, this study uses the variables of capital, working hours, length of business, and business location in determining the factors that influence the income of traders while there are still other variables that are thought to have an influence on income such as age and number of visitors. It is hoped that future researchers can complete the limitations of this study so that it can be better than previous studies.

