

## V. CONCLUSION AND IMPLICATION

### A. Conclusion

Based on the research and discussion in this study, the following conclusions are as follows:

1. Based on the research results, the length of business, capital, and working hours each have an effect on the income of culinary sellers in East Ciputat District. The length of business shows a significant effect on income, indicating that the longer a seller has been selling, the more experience and skills they acquire to increase their income. Capital has also proven to have a significant effect, where an increase in capital allows sellers to enhance their production capacity and product quality, thereby impacting income. Meanwhile, working hours have an effect on income, but the results are not statistically significant, indicating that although longer working hours may increase income opportunities, productivity and work quality also play an important role.
2. Among the three variables, capital is the variable that has the most significant effect on the income of culinary sellers in East Ciputat District. This indicates that adequate capital capacity is a primary factor in increasing sellers' income. Therefore, policies that support improved access to financing and capital management training are essential to assist culinary sellers in enhancing their income and welfare.

## **B. Implication**

Based on the results of the previous conclusions and discussion, the implications of this research are:

### **1. For Government**

- a) The government needs to expand access to funding, such as the Kredit Usaha Rakyat (KUR), with low-interest rates so that culinary sellers can increase their business capital, which in turn enhances production capacity and product quality.
- b) Providing training related to financial management and product innovation to assist culinary sellers in managing capital more efficiently and effectively.
- c) Introducing policies that help culinary sellers in facing external challenges, such as fluctuations in raw material prices, through price stabilization programs or partnerships with raw material suppliers.

### **2. For Culinary Sellers**

- a) Sellers need to be more prudent in managing capital, for example, by allocating funds for product quality improvement or efficient investment in business equipment.
- b) Participating in training and government programs to enhance managerial skills and capital management strategies in order to survive in uncertain market conditions.

- c) Utilizing capital for product innovation or marketing strategies that attract more customers, in order to expand the market and increase income.

### **C. Limitation**

This research was conducted in East Ciputat District, focusing on culinary sellers in the area. The results only represent the conditions in this region and cannot be applied to other areas with different economic and social situations. This study analyzes four main variables: length of business, capital, working hours, and income. Although the questionnaire included more variables, this research focuses on the ones considered most relevant to the research goals, given the time and space limitations and to keep the analysis focused.

