

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the analysis that has been done in the previous chapter, it can be obtained several conclusions that based on f-test simultaneously capital, working hours, business experience, the level of education and the number of visitors have a significant impact on the income of ornamental fish sellers in the Market of Ornamental Fish Mina Restu. Partially, capital, working hours, business experience and the number of visitors have a positive and significant impact on income. In the meantime, the variable of education level have a positive and no significant effect on the income of sellers in Ornamental Fish Market Mina Restu. Factors that has a dominant influence on the income of ornamental fish sellers is capital.

B. Implications

Based on the above conclusions, this study provides some implications the sellers in Ornamental Fish Market "Mina Restu" in Purwanegara Village in Sub-District of North Purwokerto need to consider the factors of capital, working hours, business experience and the number of visitors. Variable capital, working hours, business experience and the number of visitors have a significant influence on the income sellers. To increase income of sellers in Ornamental Fish Market "Mina Restu", sellers should raise the capital to increase the quantity and quality of merchandises bought. In addition to

capital, the sellers who have fewer working hours must add their working hours in order to serve more consumers, so that it can help traders in increasing revenue. Business experience is also an important factor that must be considered by sellers. The longer a sellers selling, the sellers has more experience and expertise that can be used as a benchmark to increase income.

The sellers need any help from the government in the provision of training, coaching and counseling, so that they are is able to provide excellent service to visitors. The government is also expected to provide assistance in the improvement of the existing infrastructure at Mina Restu Ornamental Fish Market in order to increase consumer interest to visit the market.

C. Limitations Research

This research use only the variable capital, working hours, business experience, level of education and the number of visitors to determine factors affecting the income sellers at Mina Restu Ornamental Fish Market. There are other variables that allegedly have an impact on income sellers such as age, location of the business, the amount of labor and other variables. The number of sellers is small so that the number of samples used in the study is limited. The future studies are expected to complete the existing shortcomings in this research so as to explain the factors that influence the sellers income is better.