



Analysis of Determinants of Income Shocks During the Pandemic Period in Deli Serdang Regency, North Sumatra Province

Diwayana Putri Nasution¹, Ahmad Fadlan², Dewi Mahrani Rangky³, Prasetyo⁴
^{1,2,3,4} Economics Department, Universitas Pembangunan Panca Budi, Indonesia

Abstract

The Covid-19 pandemic that hit Indonesia, especially in Deli Serdang Regency, gave pressure on market participants, in particular MSME traders. Many merchants were affected by impact restrictions consequence of the shortened Covid-19 pandemic time effort and impacted income. Research Objectives This is to analyze the influence of location effort and price sales to shock MSME income in Deli Serdang Regency. In research, this used a questionnaire with a Likert scale as a method of data collection. The research sample is income MSME traders in Deli Serdang Regency, namely 50 income street vendors in Deli Serdang Regency. The data analysis technique used in the study is an analysis of multiple linear regression. Research results This show that location effort and price sell influential and significant to income MSME traders in Deli Serdang Regency.

Keywords: Business Location, Income, MSME, Selling Price.

INTRODUCTION

MSMEs are activity very basic business. Because in fact business small is contributed big strength country's economy and proven at the time of recession economy in 1985 and 1997. Since the spread Covid-19 outbreak in Indonesia, effort small specifically street vendors are threatened with loss. For example traders of fried foods, coffee entrepreneurs, and also traders small others in need interaction direct, meanwhile consumer no will go out home and will avoid contact physique in a manner direct for reduce deployment.

Table 1. Income Data Before the Covid-19 Pandemic and When Covid-19 Pandemic

Income Before Covid-19 Pandemic (Rupiah)	Income Moment Covid-19 Pandemic (Rupiah)
Rp. 1,000,000	Rp. 700,000
Rp. 800,000	Rp. 500,000
Rp. 900,000	Rp. 600,000
Rp. 500,000	Rp. 200,000
Rp. 700,000	Rp. 400,000

Data above was taken from a number of district MSME trader's bottom graves taken from area Sutomo Street, St Tengkuh Raja Muda, Kartini Road, road look up Fachrudin, and Imam Bonjol Street some working people as street vendors. this data is income data per day before the Covid-19 pandemic and time of the Covid-19 pandemic. the data are income data from dirty street vendors in a day selling.

From the data above can be seen that happen decline in Street Vendors in the District bottom a very significant impact caused affected the ongoing Covid-19 pandemic because regulation government for limits mobility outside society house some, traders who before the pandemic got around IDR 1,000,000 since pandemic only get around IDR 700,000. the previous merchant pandemic get around IDR 800,000 since the pandemic only get around 500,000. Traders before the pandemic get around IDR 900,000 since the pandemic only get around IDR 600,000.



The previous merchant pandemic gets around IDR 500,000 since the pandemic only gets around IDR 200,000. The previous merchant pandemic gets around IDR 700,000 since the pandemic only gets around IDR 400,000. This also happened because material raw materials are difficult to obtain and the price also rises and also has an effect on the income of Street Vendors in the District's bottom uncle. The above problems are also experienced by street vendors in the District bottom Uncle Deli Serdang Regency. Based on the background back above, the writer is interested in doing a study with the title "Analysis of determinant shock MSME Income during the Pandemic Period in Deli Serdang Regency, North Sumatra Province".

RESEARCH METHOD

Research Approaches

The approach in the study uses approach descriptive and approach associative or quantitative. According to (Rusiadi, 2013) research using associative or quantitative is purposeful research to can know the degrees of relationships and patterns/forms influence between two variables or more wherewith studying this so will wake up something working theory.

Data Analysis Methods

As for the method analysis used started with an assumption test classic as follows:

- a. Data Normality Test
- b. Multicollinearity Test
- c. Heteroscedasticity Test
- d. Multiple Linear Regression

Analysis regression double used to know the direction and magnitude influence from variable free to variable bound. kindly math equality can be formulated as follows:

$$Y = a + b_1x_1 + b_2x_2 + e$$

description:

Y = Income

a = Constant

b = Coefficient Regression

x₁, x₂ = Variable

e = Error term

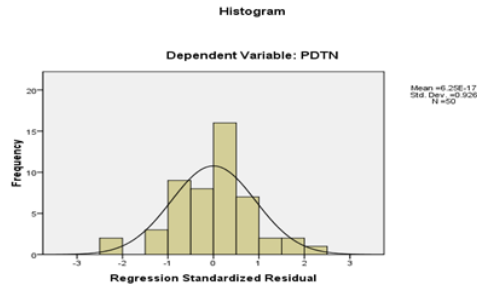
Multiple linear regression is supported by the Test Goodness of fit which consists from :

- 1) Test the hypothesis partial (t-test)
- 2) Test the hypothesis simultaneously (F-test)
- 3) Determination Test (D-test)

RESULTS AND DISCUSSIONS

Test Data Normality

Data normality test is used For test is regression, variable confused, or variable the rest normally distributed. This a sign that the regression model is good own normal distribution or close to normal. Results of Multiple Linear Regression Data Analysis :



Source: Processed Data, 2023

Figure 1. Normality Test Histogram

Based on the histogram it is known that the study has its own normal distribution as seen from the histogram above with normal distribution, convex, balanced in the center of the can concluded that normal distribution of data.

Multicollinearity Test

Multicollinearity test in a study this used to test what the regression model finds a connection between variable independent. The multicollinearity test can be seen in the table below this :

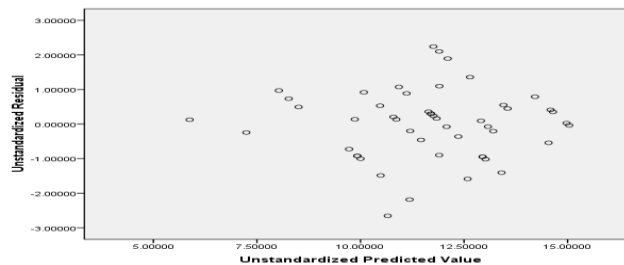
Table 2. Multicollinearity Test
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	2,283	2,481		-.920	.393		
LKUSH	.006	.002	.1124	2,780	.032	.274	3,656
HGJL	.001	.002	.347	1,881	.012	.288	3,477

Dependent Variable: PDTN
Source: Processed Data, 2023

See the multicollinearity test table above, can is known that there are two variables that can be seen in the VIF results (location effort and price sell) variable studies this, and there is a mark tolerance for variables with a size smaller. of 10 and exceeds 0.1 so can be said no happen multicollinearity

Heteroskedasticity Test



Source: Processed Data, 2023

Figure 2. Revenue Scatterplot

The scatter plot above shows that the resulting points are not distributed in a manner random, but also form a pattern or trend line certain. The graph above also shows that data distribution is not only around zero. this shows that no there is a problem with heteroscedasticity in the regression model.

Multiple Linear Regression

The output result of table SPSS coefficient above, equation the regression are :

Table 3. Multiple Linier Regression Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	2,283	2,481		-.920	.393		
LKUSH	006	002	1,124	2,780	032	.274	3,656
HGJL	001	002	.347	1881	012	.288	3,477

Dependent Variable: PDTN
Source: Processed Data, 2023

Based on the table above, the results of multiple linear regression is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = (2.283) + (0.006) X_1 + (0.001) X_2 + e$$

The equation multiple linear regression above can be explained as follows:

1. The value of the constant (a) has a mark positive of 2,283. Positive sign It means showing direct influence between variable business location (X1) and selling price (X2) are independent and variable dependent MSME income. This show that If all variable independent worth 0 percent or no experience change, then the mark Income is 2,283.
2. Coefficient value regression for variable Business Location (X1) has a mark positive of 0.006. this show that if the business location experiences a 1% increase, then MSME income will increase by 0.006 with the assumption variable independent other considered constant. Positive sign It means showing direct influence between variable independent and variable dependent.
3. Coefficient value regression for the selling price variable (X2) has a mark positive of 0.001. This shows that if the selling price experiences a 1% increase, then income will increase by 0.001 with the assumption variable independent other considered constant. A positive sign means showing direct influence between variable independent and variable dependent.

T-test (Hypothesis Test Partial)

Table 4. T-test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	2,283	2,481		-.920	.393		
LKUSH	006	002	1,124	2,780	032	.274	3,656
HGJL	001	002	.347	1881	012	.288	3,477

Dependent Variable: PDTN
Source: Processed Data, 2023



1. Variable (Business Location)

Effect of business location on income merchant. T-count 1.937 > t-table 1.289 and positive significant 0.03 < 0.05, then H_a is accepted, which states the business location has an effect positive significant on income MSME traders during the Covid-19 pandemic.

2. Variable (Selling Price)

Effect of the selling price on income merchant. T-count 1,881 > t-table 1,289 and positive significant 0.01 < 0.05, then H_0 is accepted, which states that selling prices have an effect positive significant on income MSME traders during the Covid-19 pandemic.

Discussion Analysis of Multiple Linear Regression Results

1. Effect of Business Location on Income

The results of the Multiple Linear Regression in the variation explained table show that location business is influential and positively significant to income. It is in accordance with the hypothesis that location business has a influence positive significant to income MSME traders during the Covid-19 pandemic. Research results This is in line with the results research conducted by (Rahayu, 2020) which shows that there is an influence significant wide land to income (Y). Also in line with research (Syahputra et al., 2022) states that variable location business influence in a manner partially significant to income. Observation results are supported by research (Sundari, 2017), namely variable location business influence positively on income. This strengthened with results in the field where whole large SMEs choose strategic locations. Business location fully owns strength for make (or destroy) a strategy business. Business location was best chosen by the perpetrator business in the framework to get the expected income. Besides that study previously by Pratiwi (2019) that location business is influential and important to income because if the location business is far from activity public or far from pass over and over again public can influence income business micro. Research results obtain results where variable location business give connection to income. This strengthened with results in the field Where all SMEs choose strategic locations influential significant to income because with the strategic place, land ample parking, easy location accessible and place close to business with a crowd so consumers will be interested in coming, then matter that location business influential to MSME income. The location of the business matters a lot to many consumers who can be worked on.

2. Effect of Selling Price Against Income

The results of the Multiple Linear Regression in the variation explained table shows that the selling price has an effect positively significant to income street vendors during the Covid-19 pandemic. Research results in this are in line with results research conducted by (Aprilia, 2019), and in line with research (Rahayu, 2020) which concluded that in a manner partial selling price variable is influential and positively significant to income. This shows that price sales own influence a partial positive significance on income. This result is in line with the theory that stated that the price sold is a unit monetary or element measurement of others (incl goods and services) that are exchanged to can obtain the right ownership or right to use something goods or services to be influential direct to enhancement profit company.

Determination price sells the right factor important in business for obtaining profit. however, no means the company can produce goods very well however no set price selling right for goods that are produced. Kindly theoretical price sells the only one the elements of the marketing mix that produce reception sales, meanwhile existing elements others only element normal just. This is in accordance with what was said by Tjiptono (Febriantoni, 2019) which stated that in order to be successful in promoting something goods and services, then every company



must set a price and sell it in a manner right. From the conclusion on is known that in something business or something company that can produce output goods or service determination price sell really required.

CONCLUSION

Conclusion

As for the conclusion from the study this is as follows:

1. Research results from the t-test show that location business influential positive significant to MSME income during the pandemic in Deli Serdang Regency, North Sumatra Province.
2. Research results from the t-test show that Selling price matters positively and significantly to MSME income during the pandemic in Deli Serdang Regency, North Sumatra Province.

Recommendations

As for suggestions in the study these are :

1. It's a good trader to add capital little by little in every profit or income monthly for the advance effort and for more expand products they with utilize technology ie business through online media.
2. Should trader can apply for system promotion, not only in times certain just so you can interest customers or consumers to buy a product.
3. For local government in particular the regional government of Deli Serdang Regency is expected can give support to MSME actors to give place for traders so later traders no again sell on the side the way to go endanger for trader nor for pedestrians and users road other.

References

- Andilani, J. (2021). Pengaruh Biaya Produksi, Luas Lahan, Harga Jual Terhadap Pendapatan Petani Kelapa (Kopra) Di Kecamatan Talawaan. *Jurnal Ekonomi Pembangunan*.
- Aprilia, M. (2019). *PENGARUH BIAYA PRODUKSI DAN HARGA JUAL TERHADAP PENDAPATAN PETANI MENURUT PERSPEKTIF EKONOMI ISLAM (Studi Pada Petani Jagung Desa Komering Putih Kecamatan Gunung Sugih Kabupaten Lampung Tengah)*. UIN Raden Intan Lampung.
- Ardiansyah, M. F. (2021). Analisis Pengaruh Modal, Jam Kerja, Dan Lokasi Usaha Terhadap Pendapatan Bersih Pedagang Kaki Lima Di Kawasan Makam Gus Dur Jombang. *Ekonomi dan Bisnis Islam*.
- Chen, K. (2005). Retail Revolution, Entry Barriers and Emerging Agri- Food Supply Chains in Selected Asian Countries: Determinants, Issues and Policy Choices. Report on Research. Carried Out for FAO.
- Fandy Tjiptono. 2007. *Buku Strategi Pemasaran...*, Edisi ke dua, Penerbit Andi. Yogyakarta
- Febriantoni, A. (2019). Pengaruh Harga Barang Dan Modal Terhadap Pendapatan Pedagang Dalam Perspektif Ekonomi Islam (Studi Pada Pasar Bambu Kuning Trade Center Bandar Lampung) . *Ekonomi dan Bisnis Islam*.
- Fu'ad, N. 2015. Pengaruh Pemilihan Lokasi Usaha Terhadap Kesuksesan Usaha Mikro. *Jurnal Media Ekonomi Dan Manajemen*.
- Ilhamy, M. L. (2021). Pengaruh Jam Berdagang, Jenis Dagangan Dan Lokasi Berdag.
- Kasmir, *Buku Kewirausahaan*, (Jakarta: PT Rajawali Pers, 2011).
- Kotler Dan Keller, *Buku Manajemen Pemasaran*. Jilid I. Edisi Ke 13. Jakarta, Erlangga.
- M. Amin Suma, *Buku Pengantar Ekonomi Syariah* (Bandung : Cv Pustaka Setia, 2015).
- Maskan, M, 2018. *Buku Kewirausahaan* .Malang: POLINEMA PRESS.
- Nuraida. (2020). Pengaruh Modal, Promosi, Dan Lokasi Terhadap Tingkat Pendapatan Pedagang Fast Food. *Ekonomi dan Bisnis Islam*.
- Novalita, N. N. (2019). Pengaruh Lokasi Usaha, Modal, Jam Kerja Dan Jenis Dagangan Terhadap



Pendapatan Pedagang Kecil Di Sekitar Stasiun Tanah Abang, Tebet Dan Jakarta Kota. Ekonomi dan Bisnis.

- Pratama Rahardja, Mandala Manurung, Buku Pengantar Ilmu Ekonomi, (Jakarta :FEUI, 2008).
- Philip Kotler, Manajemen Pemasaran, Edisi Milenium, (Jakarta, Prehallindo, 2000).
- Pratiwi, I. G. (2020). Pengaruh Jenis Barang Dagangan, Jam Kerja Dan Modal Usaha Terhadap Pendapatan Pedagang Di Pasar Agung Peninjoan Kota Denpasar . Ekonomi dan bisnis.
- Rahayu, S. (2020). *Pengaruh Biaya Produksi Dan Harga Jual Terhadap Pendapatan Petani Cengkeh Desa Wonokarto Kecamatan Ngadirojo Kabupaten Pacitan*. IAIN Ponorogo.
- Rosadi, E. (2019). Pengaruh Modal Dan Tenaga Kerja Terhadap Pendapatan. Ekonomi Dan Bisnis Islam.
- Robinson Targan, Buku Ekonomi Regional Teori dan Aplikasi, (Jakarta: Bumi Aksara, 2005).
- Syahputra, A., Ervina, E., & Melisa, M. (2022). Pengaruh Modal Usaha, Lokasi Usaha, Lokasi Pemasaran dan Kualitas Produk terhadap Pendapatan UMKM. *Journal of Management and Bussines (JOMB)*, 4(1), 183-198.
- Sastrawan, I. W. (2015). Analisis Faktor-Faktor Yang Mempengaruhi Pemilihan Lokasi Usaha Pedagang Kaki Lima Di Pantai Penimbangan Kecamatan Buleleng, Kabupaten Buleleng. Jurusan Pendidikan Ekonomi.
- Wahyudi, N. (2014). Analisis Faktor-Faktor Pemilihan Lokasi Usaha Terhadap Kesuksesan Usaha Jasa Mikro Di Kecamatan Sungai Kunjang . Jurnal Ekonomi.