

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

This research aims to determine the effect of capital, length of business and working hours on the income of traders in Sungai Limau Traditional Market. The data used in this research are primary data, obtained through questionnaires and direct interviews with traders in the Sungai Limau Traditional Market. Using the multiple linear regression analysis method and the help of SPSS 25 software, several conclusions can be drawn as follows:

1. The capital variable has a positive and significant influence on the income of traders in the Sungai Limau Traditional Market. This means that if traders increase the capital to trade and increase the quantity and type of goods sold, the income of traders will increase. Conversely, if traders reduce their business capital, their income will also decrease.
2. The length of business variable has a negative and not significant influence on the income of traders in the Sungai Limau Traditional Market. This implies that traders who have been in the trading business for a long time do not necessarily have a greater income than traders who have just entered or who have not been doing business in the trade sector for a long time.
3. The working hour's variable have a positive and not significant influence on the income of traders in the Sungai Limau Traditional Market. This implies that the addition of working hours will not immediately increase the income of traders and vice versa, the reduction in working hours will not necessarily reduce the income of traders in the Sungai Limau Traditional Market.
4. The results showed that simultaneously, capital, length of business, and working hours had a positive and significant influence on the income of traders in the Sungai Limau Traditional Market. This means that to increase greater income, traders in the Sungai Limau Traditional Market must be able to increase capital, use their skills and experience in doing

business by observing business developments as well as market demand and consumer tastes.

## 5.2 Recommendation

Based on the research results and conclusions described above, there are several suggestions that can be considered as follows:

1. Capital is a variable that greatly affects the income of traders in Sungai Limau Traditional Market. Therefore, there are several strategic steps that can be taken to maximize the potential of capital to increase income. First, it is important for traders to pay attention to the management of their capital, this is because sufficient capital allows traders to buy higher quality and more diverse merchandise, which will increase sales potential. In addition, with sufficient capital, traders can maintain sufficient stock, which helps meet customer demand and avoid missing sales opportunities. Furthermore, diversification of capital sources is also very important. Traders should not rely on just one source of funds. They can seek loans from financial institutions, which often offer competitive interest rates and more flexible terms for small businesses. So that traders can get additional capital to develop their business and increase their income.
2. Most traders in Sungai Limau Traditional Market have been trading for more than 12 years and trade more than 10 hours every day, but the length of business and working time does not affect their income. Therefore, instead of extending the length of business and working hours, traders should focus on the quality of products sold. Providing high-quality products that meet customer needs can increase satisfaction and loyalty. In addition, in-depth market research to understand customer preferences is highly recommended, so that traders can adjust their supply to the existing demand.