

Factors That Influence The Income Of Fresh Food Traders In Badung Market

I Gusti Lanang Agung Jelantik Dwija^{a,1,*}, Ida Ayu Made Dwi Susanti^{b,2}, Ni Putu Anglila Amaral^{c,3}

^a Universitas Mahasaraswati Denpasar Jl. Kambodja 11 A Denpasar 80233 Bali-Indonesia Jl. Kamboja No.11A, Dangin Puri Kangin, Kec. Denpasar Utara, Denpasar City, Bali 80233

¹gungdwi075@gmail.com ²dwisusanti1989@unmas.ac.id ; ³anglilaamaral@unmas.ac.id

*corresponding author : gungdwi075@gmail.com

ABSTRACT

Article history

Received

Revised

Accepted

Keywords

market revitalization, traders' income, fresh food, Badung Market, Internal and External Factors

The revitalization of the people's market is a government policy that aims to increase the competitiveness of traditional markets and the welfare of traders. However, the impact of revitalization is not always felt evenly, especially by fresh food traders who sell perishable commodities. This study aims to analyze the income level of fresh food traders after the revitalization of Badung Market and examine the influence of internal and external factors on traders' income. The research was conducted in Badung Market, Denpasar City, with a quantitative approach. The research sample amounted to 180 fresh food traders who were determined using the Slovin method. Data was collected through observation, interviews, and documentation, then analyzed using income analysis and multiple linear regression. The results of the study show that simultaneously internal and external factors have a significant effect on the income of fresh food traders. Partially, business capital has a positive and significant effect on income, while trading experience, weather and environmental conditions, and online sales have a negative and significant effect. Meanwhile, variables of stall location, market facilities, parking management, quantity of merchandise, competition between traders, levy policies, the existence of supermarkets, village markets, government policies, and natural disasters did not have a significant effect on income. This study concludes that the increase in the income of fresh food traders after revitalization requires strengthening of business capital and adaptive strategies to changes in the environment and trade system.



1. Introduction

Indonesia is known as an agrarian country with an agricultural sector that has a strategic role in the national economy. Based on the results of the 2023 Agricultural Census Phase I released by Central Statistics Agency, there were 29.34 million Individual Agricultural Enterprises (UTP), which shows the amount of community dependence on agricultural activities. Tropical agroclimatic conditions and the existence of fertile mountain ranges make Indonesia have the potential for vast and productive agricultural land. Most of these agricultural products are distributed through traditional markets, which function as a center of people's economic activity as well as a means of

meeting people's needs at relatively affordable prices. However, the development of traditional markets in Indonesia still faces various challenges, so market revitalization is increasingly relevant needs.

The revitalization of the people's market is an important effort in maintaining the sustainability of the economic, social, and cultural functions of the traditional market. The data shows that although the number of traditional markets is much larger than that of modern shopping malls, most markets have not undergone adequate improvements. Revitalization not only focuses on physical aspects, such as renovation of buildings and facilities, but also includes economic and socio-cultural aspects. In Bali, market revitalization has its own characteristics because the market is not only a center of trade, but also a space for social interaction and the preservation of cultural values, including trade in ceremonial facilities. Change of the term "traditional market" to "people's market" as regulated in Law Number 7 of 2014 further emphasizing the role of the market as a pillar of the people's economy.

One of the prominent examples of revitalization is Badung People's Market. This market is a distribution center for various commodities, especially fresh food and horticultural products with high economic value. This market revitalization presents modern facilities that increase visitor attractiveness and market image. However, the impact of revitalization is not always felt equally by traders. Problems such as unbalanced consumer distribution, competition with modern markets and digital platforms, and the characteristics of perishable fresh food products have created new dynamics in trade activities. This phenomenon is important to be studied in order to understand changes in consumer behavior and formulate the right strategies for traders to remain able to maintain the sustainability of their business.

2. Method

2.1 Research Design

This study uses a quantitative approach with a survey method and is explanatory research. The quantitative approach was chosen because this study aims to test the influence of independent variables on dependent variables objectively and quantifiably through statistical analysis. Explanatory research is used to explain the causal relationship between business capital, operational costs, and internal and external business factors on the income of fresh food traders.

The survey method was carried out by distributing a structured questionnaire to the respondents who had been determined. The data obtained was then analyzed using multiple linear regression to determine the magnitude of the influence of each variable.

2.1. Research Location and Time

The research was carried out at the Badung People's Market, North Denpasar District, Denpasar City. Badung Market is the largest traditional market in Denpasar City which has a strategic role in the distribution of fresh food and is the center of economic activities of the community

This market was chosen as the location of the research because:

1. It has a large number of fresh food traders.
2. It is the main trading center in the city of Denpasar.

3. Experiencing interesting economic dynamics to study, especially related to traders' income after market revitalization.

Data collection will be carried out in 2026 according to the research period in the thesis.

2.2. Data Types

The types of data used in this study are, as follows:

1. Quantitative Data
2. Qualitative data.

The data sources obtained from this study are sourced from, as follows:

1. Primary data is data obtained by direct interview techniques with respondents or vegetable traders at Badung Market based on a list of questions that have been prepared by researchers.
2. Secondary data in this study was obtained from the head of the Badung market, information obtained through the internet, information obtained directly from vegetable respondent traders, monographs, and so on.

2.3. Population and sample

The population in this study is all fresh food traders operating in the Badung People's Market. Fresh food in the context of this study includes commodities such as vegetables, fruits, fish, meat, and other foodstuffs totaling 360 fresh food traders.

The number of samples in this study is 180 fresh food traders. The sampling technique is carried out with the Slovin Method is a formula used to determine the minimum sample size of a population of which has been known to number, taking into account the margin of error or *margin of error* acceptable in research.

Slovin Formula:

$$n = \frac{N}{1 + Ne^2}$$

Description:

- n = sample size
- N = population size
- e = margin of error

$$n = \frac{326}{1 + 326(0,05)^2} = \frac{326}{1 + 326(0,0025)} = \frac{326}{1 + 0,815} = \frac{326}{1,815} \approx 179,61$$

Table 2.2 Sample Calculation

Commodities	Population	Proportions	Sample Calculation	Number of Samples
Beef	44	44/326	44/326 × 180 = 24.29	24
Pork	17	17/326	17/326 × 180 = 9.38	9
Chicken Meat	56	56/326	56/326 × 180 = 30.91	31
Fish	41	41/326	41/326 × 180 = 22.63	23
Vegetables	71	71/326	71/326 × 180 = 39.20	39
Fruit	97	97/326	97/326 × 180 = 53.57	54
Total	326			$n = 180$

2.4. Operational Variables and Definitions

In this study, there are two main variables, namely: *dependent variables* and independent variables.

1. Bound Variable (Y) Income of Fresh Food Traders
2. Independent Variables (X) Internal Factors and External Factors

The measurement method used in this study is the Likert scale with five levels of assessment to assess traders' perception of each statement, time-efficient, easy to understand by market respondents, and processed quantitatively using regression analysis. The categories of deletion used, as follows:

Table 2.3 Trade Perception Assessment Categories

Score	Remarks
1	Strongly Disagree
2	Disagree
3	Enough
4	Agree
5	Strongly agree

Table 2.4 Operational Variables of Traders' Income Assessment

Variable	Measurement Scale
Merchant Income	Quantitative

Table 2.5 Operational Assessment Variables X

Yes	Variable	Indicator	Measurement Scale
1	Internal Factors (X)	1. Business Capital 2. Kiosk or Selling Place Location 3. Trading Experience 4. Market Facilities 5. Parking Management 6. Merchandise Quantity 7. Competition between traders 8. Levy Policy	Likert 1–5
2	External Factors (X)	1. Weather and Location of the Environment 2. Presence of Modern Supermarkets and Stores 3. Online Sales 4. The Existence of a Market in Every Village	Likert 1–5

-
5. Government Policy on the Market
 6. Natural Disasters
-

2.5. Technical Data Analysis

Data analysis is carried out in several stages:

1. Validity and Reliability Tests

To ensure that the instrument is suitable for use.

2. Classic Assumption Test

- Normality Test
- Multicollinearity Test
- Heteroscedasticity Test

3. Multiple Linear Regression Analysis

It is used to determine the influence of each independent variable on the trader's income.

4. T test (Partial)

To find out the influence of each independent variable individually.

5. F Test (Simultaneous)

To determine the influence of independent variables together.

6. Coefficient of Determination (R^2)

To find out the amount of contribution of independent variables in explaining dependent variables.

3. Results and Discussion

3.1. Respondent Characteristics

1. Gender

	Number	
Gender	(People)	Present (%)
Women	135	75,00%
Male	45	25,00%
Quantity	180	100,00%

2. Respondent's Age

	Number	Percentage
Age (Years)	(People)	(%)
< 30	4	2,22%
30–39	51	28,33%
40–49	57	31,67%
≥ 50	68	37,78%
Quantity	180	100,00%

3. Trader Category

Types of Traders	Number (People)	Percentage (%)
Fruit Merchant	54	30,00%
Vegetable Trader	41	22,78%
Chicken Meat Merchant	30	16,67%
Beef Merchant	23	12,78%
Fish Merchant	23	12,78%
Pork Merchant	9	5,00%
Quantity	180	100,00%

4. Working Time

Fruit Merchant	Working Period			Number (People)	Percentage (%)
	4-7 Years	8-10 Years	>10 Years		
Vegetable Trader	12	10	32	54	30,00%
Chicken Meat Merchant	10	8	23	41	22,78%
Beef Merchant	6	7	17	30	16,67%
Fish Merchant	5	5	13	23	12,78%
Pork Merchant	6	6	11	23	12,78%
Pork Merchant	3	2	4	9	5,00%
Quantity	42	38	100	180	100,00%

3.2. Average Income Before and After Revitalization

Yes	Categories	Previous Income	After-Income	Differences
1	Fruits	IDR 18.830.000.00	IDR 13.420.000.00	-IDR 5,410,000
2	Chicken Meat	IDR 19,947,001,00	IDR 5,306,800,00	-IDR 14,640,201
3	Pork	-IDR 700,000.00	-IDR 790.000.00	-IDR 90,000
4	Beef	IDR 30,910,000,00	IDR 7,980,000,00	-IDR 22,930,000
5	Fish	IDR 8,010,000.00	IDR 5,510,000,00	-IDR 2,500,000
6	Vegetables	-IDR 10,500,000.00	-IDR 8,230,000,00	IDR 2,270,000
Total		IDR 66,497,001	IDR 23.196.800	-IDR 43,300,201

3.3. Results of Multiple Linear Regression Analysis

Based on the results of the T test in this study, after data processing through SPSS, the following results were obtained:

Table 3.1 Results of the t-test (partial)

Models		Unstandardized Coefficients		Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Standardized Coefficients Beta			Tolerance	VIVID
1	(Constant)	1.418	.591		2.399	.018		
	Business Capital	.466	.058	.517	8.053	.000	.609	1.641
	Kiosk Location	.052	.083	.045	.624	.534	.478	2.093
	Experience	-.175	.067	-.192	-2.608	.010	.464	2.154
	Facilities	.030	.082	.030	.368	.713	.390	2.564
	Parking	.043	.086	.044	.497	.620	.322	3.108
	Quantity	-.049	.104	-.041	-.470	.639	.331	3.025
	Competition	.023	.105	.016	.215	.830	.439	2.277
	Retribution	-.008	.082	-.007	-.098	.922	.460	2.172
	Weather	-.311	.114	-.200	-2.727	.007	.465	2.148
	Supermarket	.124	.073	.143	1.691	.093	.352	2.838
	Online Sales	-.275	.060	-.359	-4.580	.000	.408	2.449
	Village Market	.071	.054	.081	1.307	.193	.647	1.545
	Policy	.082	.071	.075	1.160	.248	.597	1.675
	Natural Disasters	.061	.117	.039	.523	.602	.446	2.243

a. Dependent Variable: Income

1. Interpretation of Model Results

- $$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + \beta_{13} X_{13} + \beta_{14} X_{14} + \varepsilon$$
- $$\text{Revenue} = 1.418 + 0.466.X_1 + 0.052.X_2 - 0.175.X_3 + 0.030.X_4 + 0.043.X_5 - 0.049.X_6 + 0.023.X_7 - 0.008.X_8 - 0.311.X_9 + 0.124.X_{10} - 0.275.X_{11} + 0.071.X_{12} + 0.082.X_{13} + 0.061.X_{14} + \varepsilon$$

Through the results of the regression equation, it can be interpreted as follows:

- 1) The α constant of 1.418 means that the variable value of Business Capital (X1), Kiosk Location (X2), Trading Experience (X3), Market Facilities (X4), Parking Management (X5), Merchandise Quantity (X6), Competition between traders (X7), Levy Policy (X8), Weather and Environmental Location (X9), Presence of Supermarkets and Modern Stores (X10), Online Sales (X11), Presence of Markets in Every Village (X12), Government Policy on Markets (X13), and Natural Disasters (X14), equal to zero (0), then the Income value (Y) is 1.418.

- 2) $\beta_1 = 0.466$ means the variable coefficient of Venture Capital (X1) with a significance level of $0.000 < 0.05$. The Operating Capital variable (X1) has a positive effect on the Revenue variable (Y). This means that if the variable of Operating Capital (X1) increases by one unit, it will increase the variable of Revenue (Y) by 0.466.
- 3) $\beta_2 = 0.052$ means the variable coefficient of the Kiosk Location (X2) with a significance level of $0.534 > 0.05$. The Kiosk Location variable (X2) has no effect on the Revenue variable (Y).
- 4) $\beta_3 = -0.175$ means the coefficient of the Trading Experience variable (X3) with a significance level of $0.010 < 0.05$. The Trading Experience variable (X3) has a negative effect on the Income variable (Y). This means that if the Trading Experience variable (X3) increases by one unit, it will decrease the Income variable (Y) by -0.175.
- 5) $\beta_4 = 0.030$ means the variable coefficient of the Market Facility (X4) with a significance level of $0.713 > 0.05$. The Market Facility variable (X4) has no effect on the Revenue variable (Y).
- 6) $\beta_5 = 0.043$ means the variable coefficient of Parking Management (X5) with a significance level of $0.620 > 0.05$. The Parking Management variable (X5) has no effect on the Revenue variable (Y).
- 7) $\beta_6 = -0.049$ means the coefficient of the Merchandise Quantity variable (X6) with a significance level of $0.639 > 0.05$. The Merchandise Quantity variable (X6) has no effect on the Revenue variable (Y).
- 8) $\beta_7 = 0.023$ means the variable coefficient of competition between traders (X7) with a significance level of $0.830 > 0.05$. The Competition between traders variable (X7) has no effect on the Revenue variable (Y).
- 9) $\beta_8 = -0.008$ means the variable coefficient of the Levy Policy (X8) with a significance level of $0.922 > 0.05$. The Levy Policy variable (X8) has no effect on the Revenue variable (Y).
- 10) $\beta_9 = -0.311$ means the coefficient of the variable Weather and Environmental Location (X9) with a significance level of $0.007 < 0.05$. The Weather and Environmental Location variables (X9) have a negative effect on the Income variable (Y). This means that if the variable Weather and Environmental Location (X9) increases by one unit, it will decrease the variable Income (Y) by -0.311.
- 11) $\beta_{10} = 0.124$ means the coefficient of the variable coefficient of Supermarket and Modern Store Attendance (X10) with a significance level of $0.093 > 0.05$. The Supermarket and Modern Store Presence variable (X10) has no effect on the Revenue variable (Y).
- 12) $\beta_{11} = -0.275$ means the coefficient of the Online Sales variable (X11) with a significance level of $0.000 < 0.05$. The Online Sales variable (X11) has a negative effect on the Revenue variable (Y). This means that if the Online Sales variable (X11) increases by one unit, it will decrease the Revenue variable (Y) by -0.275.
- 13) $\beta_{12} = 0.071$ means the coefficient of the market variable in each village (X12) with a significance level of $0.193 > 0.05$. The Market variable in each village (X12) has no effect on the Income variable (Y).
- 14) $\beta_{13} = 0.082$ means the variable coefficient of Government Policy on the Market (X13) with a significance level of $0.248 > 0.05$. The variable of Government Policy on the Market (X13) has no effect on the variable of Income (Y).
- 15) $\beta_{14} = 0.061$ means the coefficient of the Natural Disaster variable (X14) with a significance level of $0.602 > 0.05$. The Natural Disaster variable (X14) has no effect on the Income variable (Y).

2. Results of the Influence of Variable X on Variable Y

1. Variables That Have a Significant Effect on Income

- a) Business Capital (X1): Has a *calculated t-value* of 8.053 with a significance of $0.000 < 0.05$. This shows that Business Capital has a positive and significant effect on Revenue. This means that the larger the capital owned, the trader's income will increase significantly.
- b) Trading Experience (X3): Has a *calculated t-value* of -2.608 with a significance of $0.010 < 0.05$. This shows that the Trading Experience has a negative and significant effect on the Revenue. This means that in this data, the longer the trading experience is followed by a decrease in income.
- c) Weather and Environmental Location (X9): Has a *calculated t-value* of -2.727 with a significance of $0.007 < 0.05$. This shows that Weather and Environmental Location have a negative and significant effect on Revenue. This means that unpredictable weather conditions or a less supportive environment significantly lower income.
- d) Online Sales (X11): Has a *calculated t-value* of -4.580 with a significance of $0.000 < 0.05$. This shows that Online Sales has a negative and significant effect on Revenue. The existence or increasing trend of online sales is a threat that significantly reduces the income of conventional traders.

2. Variables That Do Not Affect Income

The following variables have a significance value of > 0.05 , which means that they have no real/significant influence on the high and low income of traders in this study:

- a) Kiosk Location (X2): Sig. $0.534 > 0.05$.
- b) Market Facilities (X4): Sig. $0.713 > 0.05$.
- c) Parking Management (X5): Sig. $0.620 > 0.05$.
- d) Merchandise Quantity (X6): Sig. $0.639 > 0.05$.
- e) Competition Between Traders (X7): Sig. $0.830 > 0.05$.
- f) Levy Policy (X8): Sig. $0.922 > 0.05$.
- g) Supermarket Attendance (X10): Sig. $0.093 > 0.05$.
- h) Village Market (X12): Sig. $0.193 > 0.05$.
- i) Government Policy on the Market (X13): Sig. $0.248 > 0.05$.
- j) Natural Disasters (X14): Sig. $0.602 > 0.05$.

4. Conclusion

1. The level of income of fresh food traders in the Badung Market after the revitalization shows that the revitalization of the market does not automatically increase the income of all traders. Traders' income still varies depending on their ability to manage their business, which is calculated based on the difference between total revenue and total cost. Thus, despite the

improvement of facilities and market arrangement, the increase in income was not felt equally by all fresh food traders.

2. The influence of internal factors and external factors on the income of fresh food traders shows that simultaneously these two factors affect the income of traders. However, partially, not all variables have a significant influence. Variables such as the location of stalls, market facilities, parking management, quantity of merchandise, competition between traders, levy policies, the presence of supermarkets, village markets, government policies on the market, and natural disasters were proven to have no significant effect on revenue. This shows that internal business management factors are more decisive in influencing the high and low income of traders than certain external factors.

References

1. Adnyana, I. W., Murniasih, N. N., Juwana, I. D. P., Anggreni, N. L. P. Y., & Firmani, P. S. (2021). Modern markets and replication of traditional markets in Denpasar. *Widyadari*, 22(2), 528-541.
2. Ayun, Q., Kurniawan, S., & Saputro, W. A. (2020). The development of agricultural land conversion in parts of the agrarian state. *Vigor: Journal of Tropical and Subtropical Agricultural Sciences*, 5(2), 38-44.
3. Biswan, A. T., & Widiastiti, K. A. (2024, October). Revitalization of Traditional Markets for People's Economic–Social Empowerment: A Lesson Learned. In *Proceedings of the National Seminar on Management, Economics and Accounting* (Vol. 9, pp. 302-310).
4. Dewi, I. A. C. (2025). Economic Potential of the Sale of Parsley (*Petroselinum Crispum*) as an Exclusive Horticultural Crop in Bali. *dwijenAGRO*, 15(1), 15-22.
5. Effendi, D. C. D., & Yuliarmi, N. N. (2025). Analysis of factors that affect traders' income in the Badung Market, Denpasar City. *Journal of Economics and Business*, 3(7), 1677-1695.
6. Idzni, A. N. F., Iqbal, I., Ibrahim, M., Judoningrat, Y., & Hidayati, T. (2024). Systematic Literature Review: The Influence of Organizational Structure in Organizations. *Journal of Multicypline Research Studies*.
7. Majdina, N. I., Pratikno, B., & Tripena, A. (2024). *Sample Size Determination Using Bernoulli and Slovin Formulas: Concepts and Applications*. *Scientific Journal of Mathematics and Mathematics Education*, 16(1), 73–84.
8. Mangeswuri, D. R., & Purwanto, N. P. (2010). Revitalization of Traditional Markets in Indonesia. *Journal of economics and public policy*, 1(2), 313-335.
9. Mboko, M. M., Herdi, H., & Ranga, Y. D. P. (2023). Analysis of the factors that affect the trader's earnings in the Alok Maumere market. *Popular: Journal of Student Research*, 2(3), 64-85.
10. Murditayasa, I. P. G., Budiarta, I. N. P., & Arini, D. G. D. (2021). Implementation of Badung Regency Regional Regulation Number 7 of 2012 concerning the Regulation of Traditional Markets in Badung Regency. *Journal of Legal Construction*, 2(1), 116-122.
11. Nasution, A. F. I., Lubis, F. A., & Jannah, N. (2023). Analysis of factors that reduce the income of traditional market traders in Petisah Medan City. *Journal of Management Accounting (JUMSI)*, 3(2), 587-595.
12. Prabandari, N. R., Sugihantara, I. K., & Wiranata, P. A. (2024). Space Effectiveness in the Revitalization of Traditional Markets with Modern Facilities in Bali from the Perspective of User Behavior: Case Study: Pasar Badung, Denpasar Bali. *Journal of Pendapa Architecture*, 7(1), 22-30.
13. Pradipta, A. A., Prathiwa, G., & Wirawan, I. G. P. N. (2016). The Effect of Traditional Market Revitalization and Trader Resources on the Performance of Market Traders in Denpasar

- City. *E-Journal EP*, 5(4), 460-479. Utami, N. W., & Surya, I. P. (2019). *The Contribution of the Market Levy to the PAD of Denpasar City*. *Journal of Accounting and Public Policy*, 3(2), 85-96.
14. Prasetyan, N., Susanto, J., & Winarti, A. S. (2022). Analysis of Factors Affecting the Turnover of Colombo Market Traders During the Covid-19 Pandemic. *Sibatik Journal: Scientific Journal of Social, Economic, Cultural, Technological, and Educational*, 1(12), 2677-2690.
 15. Purba, F. D. (2022). Analysis of Production and Income of Traditional Market Traders with the Cobb-Douglas Model in North Sumatra. *Indonesian Journal of Regional Economics*, 8(3), 145-158.
 16. Putra, I. W. S., Suryawan, I. B., & Sanjiwani, P. K. (2026). The Impact of Traditional Market Revitalization on the Socio-Economic Conditions of Souvenir Traders in the Ubud Tourism Thematic People's Market. *Berajah Journal*, 5(12), 934-946. Maheswari, K. A. (2022). *Analysis of the Organizational Structure of the Market UPTD in the Management of the People's Market*. *Journal of Public Administration*, 14(3), 201-215.
 17. Ramadhan, A., Rahim, R., & Utami, N. N. (2023). Income Theory (Case Study: Income of Farmers in Medan Krio Village). *Publisher of Tahta Media*.
 18. Rohman, A., & Larasati, D. C. (2023). Revitalization of the People's Market as an effort to maintain the existence of traditional markets. *Previous Journal*, 22(2), 69-75.
 19. Saputri, G. Y., & Islami, F. S. (2021). Analysis of the impact of traditional market revitalization on the income of Bobotsari traditional market traders. *Journal of Multidisciplinary Paradigm*, 2(2), 474116.
 20. Saraswati, N. P. M., Saskara, I. A. N., & Arka, S. (2025). The impact of the market revitalization program on traders' income. *Bulletin of Economic Studies*, 241-250.
 21. Sugiyono. (2022). Quantitative, Qualitative, and R&D Research Methods.
 22. Uge, S. H., Amaliah, T. H., & Mahmud, M. (2022). The influence of business capital, costs and gender on the income of traditional market traders. *Jambura Accounting Review*, 3(1), 37.