Analysis of Revenue of Retail Traders in Several Public Daily in Medan Municipality

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Abstract: *Increased income is one measure of progress by the overall development activities in an area, even though economic development is basically expected to be able to describe changes in all conditions contained in society. This study analyzes the income of retail traders in several general public daily in the municipality of Medan. The results showed that the income of general daily traders averaged (Rp744,791/month) greater than the income of non-business traders in general daily traders (Rp1,004,833/month). From the results of the F-$_{count}$ test and the determination coefficient test which states that the relationship between the capital level variable (X_1), sales level (X_2), and business experience (X_3), has a positive effect on income level (Y). At a 95% confidence level with a determination coefficient test (R^2) with R^2 of 0.9057. Pointing out that the independent variables are jointly only able to influence the income level variable (Y) of 90.57% (R^2) while the remaining 9.43% is explained by other variables which are not explained in the estimation of other models.*
Keywords: *Capital, Sales, Business Experience, Public Daily*

I. Introduction

Efforts to increase community income are a top priority for implementing a developing country government such as Indonesia. To achieve a just and prosperous society has been carried out in the implementation of a continuous five-year development.

Increased income is one measure of progress by the overall development activities in an area, even though economic development is basically expected to be able to describe changes in all conditions contained in society.

From the conditions of all defilements and unsatisfactory ones to a far better material and spiritual one. Indonesia's development goals are to build whole people. It is inseparable from the notion that humans on the one hand are role holders of national development itself (subject) but also at the same time a national development strategy (object), in one form of expansion of employment opportunities, in accordance with the basic rights of every Indonesian citizen, not only obtaining employment opportunities but also at the same time can enjoy a decent life in accordance with the principle of social justice. But the success of the development has created a new problem, namely the emergence of inequality. The inequality is an increase in income of a group of the uppermost small groups of society while some people still have a small income so that there is a gap between the rich and the poor.

Things like the above are certainly not expected to be very dramatic situations and can lead to unwanted behaviors such as criminal acts. Industrial centers and various informal sectors, especially for groups of people with low education are difficult to penetrate because they generally do not meet the minimum education requirements that have been determined. Therefore the steps taken by the government include establishing independent business development in the informal sector as a breakthrough to expand employment opportunities (Ihroni, 1995).

The increase in the workforce must be balanced with the creation of employment opportunities to avoid increasing unemployment in developing countries such as Indonesia without unemployment benefits so they have to work hard if they want to live whatever their jobs.

In a newspaper trading business, the income received by retailers is influenced by a number of factors such as capital, the number of newspapers or other general daily sold and selling experience. Because these things are very important in determining the level of income of the retailer in the daily newspaper. So the author was interested in choosing the title, "Analysis of Revenue of Retail Traders in Several Public Daily in Medan Municipality ".

II. Theoretical Review

The informal sector in the city during the development era was among other things encompassed by secular migrant groups. Their motives for migrating are economic reasons. This is based on the differences in the level of economic development between rural and urban areas. In cities there are broader economic opportunities compared to rural areas. By migrating they expect to increase their opinions (Todaro, 1993: 257).

1. Income

The level of household income depends on the types of activities undertaken. Types of activities that include capital or skills that have a higher productivity of work, which ultimately can provide greater income (Karsyono, 1988: 291).

Definition of income and revenue according to the Central Bureau of Statistics is distinguished in:

a. Factor income distributed, which is further divided according to source into income as salary and wages, income as salary and wages, income from own business and free work, and income from property ownership.

b. Redistributive transfers consist mainly of non-binding income transfers and usually and not in return for the delivery of goods or services or property (Sumardi, 1985: 92).

2. Definition of Retail Traders

Understanding Retail is a very important activity because it is related to final customer satisfaction. Retail does not involve industrial goods or the sale of consumer goods on the consumer channel. Retail (Retailing) includes all activities involved in the sale of goods and services to end consumers, retailers must:

a. Providing together various types of products to meet products meet several target markets

b. Make products available at reasonable prices. Convincing customers that each type of product will satisfy their needs (Carthy, 1985).

Retail business includes all activities involved in selling goods, not services or directly to end consumers for personal, non-business use. Any institution that carries out the activities mentioned above, whether it is a wholesale factory or retailer, does a retail business. It does not care about the goods or services that are sold (by people via mail / post, teleon, or vending machines) or where the goods or services are sold (in shops, streets or at consumers' homes), as well as retailers or retail stores of business companies whose sales amount mainly comes from retail businesses (Kotler, 1985).

The field of retail trade is the largest percentage of all small-scale industries. They can meet each trade in various goods and services as they are in our shadow. This can happen because everyone feels he is capable of independent business by requiring large amounts of unbearable capital in the retail trade sector. These retailers buy their merchandise from wholesalers, Jobbers, or Main Distributors. These retail traders are everywhere, so they can be reached by every consumer wherever they are. This is a function as well as the main advantage that can be obtained from the presence of retail traders. One of the economic laws states that an item will be beneficial including depending on the place where the item can be easily obtained or at a place utility. This small businessman engaged in retail trade can effectively fulfill it (Irianto, 1996: 14-15).

Retail Includes activities:

a. Provide goods needed by end consumers

b. Sell it at a reasonable price

c. Deliver it to consumers

d. Convincing consumers that goods sold are able to meet their needs (Marwan, 1986).

3. Definition of General Daily

A newspaper is a print media whose contents include news that aims to convey information to all readers. Newspapers mostly contain news and advertisements, using photos and news headers in addition to the characteristics of the surta news form also depends on the person who made it. Also, most famous newspaper products are published in various types, daily, weekly, foreign language newspapers, financial and government businesses, campus editions, magazines and other tabloids.

Print media includes buliten newspapers (daily, weekly, tabloids, news magazines) or periodicals, books (knowledge, stories, comics) and leaflets off electronic mass media including radio, television and films (video films, video discs, and cassette or disc). The distinctive features and each form of mass media have different implications by themselves and the impacts that arise also vary. Print mass media, especially daily newspapers, are becoming news media, half entertainment, and public services based on certain levels between men or women, old, young, children and lay-scientists.

News in newspapers is concise and analytic, news in different magazines in magazines is compensated with analytical and intemperative views. Electronic mass media tends to be news entertainment, and services and audiences vary, so this media can be called family mass media (Dloyana, 1998: 18).

In preparing the news truth is something that must be upheld, good news that does not have to appeal to the reader but the important news is definitely the readers' need to know. The contents of the newspaper are interesting and impressive and can even influence the attitude of the reader. Because the object of newspaper coverage is directed to the public, regarding public interests, it has the characteristics of publicity. In order to fulfill the wishes of the reader, the newspaper must contain news on all aspects of human life including events regarding cultural, economic, trade, sports and other events. So newspapers have the characteristic of universality.

III. Materials and Method

This research was conducted in Medan and surrounding areas in the form of case studies in the field, which were selected purposively. The location of this study is the largest market where indeed the place where the transactions of other sellers and traders occur, which are the research samples, are retailers who have stalls in shops that sell various public daily newspapers. The sample method is random random sampling. This research was taken as many as 30 people. Assuming general daily retailers are relatively homogeneous. Data collection methods are done primary data and secondary data. Primary data is done by interviewing traders or respondents directly by filling out questionnaires. While secondary data is obtained from library research, agencies and institutions that are related to research.

IV. Research Results and Discussion
Table 1. Income Contributions of General Retailers to Income Levels

Average Revenue from General Daily Trading Businesses. (Rp.)	Average Daily General Non-Business Income. (Rp.)	Revenue Contributions from General Daily Retailers. (%).
2,744,791,67	1,004,833	78,97%

Source: Research Results

The table above shows that the contribution of income from the newspaper's daily newspaper to family income is very high, reaching 78.97% of total family income. Overall, the contribution of general daily retail income to family income is above 50%, indicating the contribution of income provided by the general daily retail traders are high and very meaningful for the survival of their families.

Influence of capital factors, the general daily amount sold and the experience of selling to the income of general daily retail traders. The income of general daily retail traders can be increased through an increase in the amount of capital, daily newspapers sold (sales) and experience in general daily trading. To see how the influence of general daily merchant income on the level of welfare in the respondent's family by multiple linear regression with variable Y (general daily retail merchant income) as a level variable, X_1 (capital), X_2 (sales), and X_3 (business experience) as variables free. These variables are formed in the equation model as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \mu$$

To find out the relevance between the variables described, it can be seen in table 12 below. The results of simple linear regression calculations are as follows:

Table 2. Results of Simple Linear Regression Calculation For Monthly Contributions to General Daily Retailers on Family Income

Variable	Regression Coefficient	Satandard Error	t-$_{Count}$
Capital	0.6768	0.0437	15.493
Business Experience	0.0091	0.029	0.337
Sales	-3.6891	1.6456	-2.242
Constants	18.7500		
Estimated Error Standard	40.5420		
R-Square	0.9057		
F-Count	83.223		

Source: Research Results

Based on the table above, the results of the estimation model equation are as follows:
$$Y = 18.7500 + 0.0067 X_1 + 0.0091 X_2 - 3.6891 X_3 + \pi$$
t-$_{Count}$:   (15.493)   (0.337)   (-2.242)

Based on the results of the regression equation above, the dependent variable has a positive effect on the level of income (Y) where the coefficient shows 0.6768, which means that if the mode rises by 100% ceteris paribus, then the level of income increases by 67.68% on the level of sales variable (X_2) has a positive influence the Regression coefficient shows 0.0091, which means that if the level of sales (X_2) increases by 100% cateris paribus, then the level of sales will increase by 0.91%. In the business experience variable (X_3) it can be seen that business experience does not have a positive effect on income level (Y). the regression coefficient shows -3.68.91%, meaning that the level of business experience falls by 100%, the level of income (Y) will also decrease by -368.91%.

a. t Test

From the regression equation above shows, that $t_{count} > t_{table}$ or 15.493 > 2.056 then H_i (alternative hypothesis) is accepted. This means that there is a real relationship between capital variables (X_1) and income (Y) at a 95% confidence level. The level of sales (X_2) of the regression equation explains that $t_{count} > t_{table}$ or 0.337 < 2.056 then H_o (zero hypothesis) is accepted which means the level of sales (X_2) does not significantly affect the level of income (Y) at the 95% confidence level. Level of business experience (X_3) from the regression equation show that $t_{count}t < t_{table}$ or -2,242 < 2,056 then H_i (alternative hypothesis) is accepted. This means that the level of business experience (X_3) does not significantly affect the level of income (Y) at the 95% confidence level.

b. F Test

Based on the results of the Regression equation that it turns out that $F_{count} > F_{table}$ or 83,223 > 3.37 then H_i (alternative hypothesis) is accepted. Means that capital level variable (X_1) sales (X_2) and business experience (X_3) significantly or significantly influences sales level (Y) at a 95% confidence level.

c. R² Test

The R-Square (R^2) determination coefficient which is 0.9057 indicates that the capital level variable (X_1), sales (X_2), and business experience (X_3), together can provide an explanation of 90.57% of the income level variable (Y), while the remaining 9.43% is explained by other variables not included in the estimation model.

V. Conclusion and Suggestion

Conclusion

1. Income from general daily traders averagely (Rp744,791 / month) is greater than the income of non-business traders in general daily traders (Rp1,004,833 / month).
2. The most influential factor in determining the level of income (Y) of general retailers is the level of capital (X_1), the level of sales (X_2), and business experience (X_3) which explains the income level variable (Y).
3. From the results of the F_{count} test and the determination coefficient test which states that the relationship between the capital level variable (X_1), sales level (X^2), and business experience (X^3), has a positive effect on income level (Y) at a 95% confidence level with a determination coefficient test (R^2) with R² of 0.9057. Pointing out that the independent variables are jointly only able to influence the income level variable (Y) of 90.57% (R^2) while the remaining 9.43% is explained by other variables which are not explained in the estimation of other models.

Suggestion

1. Retailers in general daily retailers can actually earn high income from trading in general daily sales, but are only constrained by capital.
2. Providing bank credit and bank guidance with continuous use so that they become traders who have kiosks. So that it does not disrupt economic development programs in urban development.
3. Organizing advice or counseling to improve their ability to become entrepreneurs.
4. Further research is needed for the future regarding the existence and existence of trade in entrepreneurs in the informal sector business in Medan municipality

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