Jurnal Ilmiah Ekonomi dan Bisnis
Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

ANALYSIS OF FACTORS AFFECTING THE INCOME OF STREET VENDORS IN LASINRANG FIELD, PINRANG REGENCY

Nabila Burhan[1*], Abd. Rahim[2], Muhammad Syafri[3], Citra Ayni Kamaruddin[4], Diah Retno Dwi Hastuti[5]

[1,2,3,4,5]Department of Economics, Faculty of Economics and Business, Makassar State University, Indonesia
E-mail : nabilaaaabrhn@gmail.com*

accepted: 10/2/2026; revised: 24/4/2026; published: 30/9/2026

Abstract: Limited employment opportunities in the formal sector have prompted people to initiate survival strategies through the informal sector as street vendors. This study aims to analyse the effect of working hours, business duration, social media usage, education level, and age on the income of street vendors in Lasinrang Field, Pinrang Regency. The research method used is quantitative with a specific sampling technique for vendor respondents in the area. Primary data were collected through observation and interviews, then analysed using multiple linear regression. The results show that, partially, the variables of working hours, length of business, and use of social media have a positive and significant effect on income. Conversely, the level of education and age of traders do not have a significant effect on income partially in this model. Simultaneously, all independent variables had a significant effect on the income of street vendors. The conclusion of the study confirms that operational duration, accumulated business experience, and digital technology adaptation are the main determining factors for increasing vendor income. It is recommended that vendors optimise digital marketing and that the local government provide empirical data to formulate more effective microeconomic structuring and empowerment policies in Pinrang Regency.

Keywords: Income, Length of Business, Social Media, Street Vendors, Working Hours.

INTRODUCTION

Inequalities in employment opportunities in the formal sector have led people to rely on the informal sector as their main source of income. This sector comprises small-scale businesses not bound by standard employment contracts, one example being street trading.

The existence of the informal sector is vital as it acts as a "safety net" for the unemployed and provides the public with basic necessities. Although its contribution is significant, informal business operators frequently face constraints such as lack of capital, business competition and economic vulnerability. Consequently, the survival strategies they employ are often hampered by the uncertainty of socio-economic conditions.

Lasinrang Field is a strategic hub for the informal economy in Pinrang Regency. Its excellent accessibility and high footfall make it an ideal location for businesses in the food and local snack sectors. The role of this sector in the local economy is highly significant. According to data from the Central Statistics Agency (BPS Pinrang Regency, 2025), the MSME sector is dominated by the trade sector, which continues to grow, rising from 27,940 units in 2022 to 28,080 units in 2025.

Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

Table 1. Number of Street Vendors at Lasinrang Field

Type of Goods	Number
Food Vendors	22
Drink Vendors	56
Food & Beverage Vendors	26
Clothing Vendors	1
Perfume Vendors	2
Toy Vendors	1
Tissue Vendors	2
Mobile Phone Vendors	3
Hat or Bag Vendors	1
Total	114

Source: Research Data (2025)

Various literature studies have been conducted to analyse the determinants of street vendor income in a number of regions. (Rosita et al., 2020) demonstrated the effectiveness of managerial aspects such as product packaging, capital, and trading hours in boosting street vendor income in Jambi. Conversely, (Nasiruddin & Fahrati, 2023) present a different perspective in which demographic and operational variables such as education, length of business, and working hours do not show statistical significance. In their study, working capital emerged as the only major predictor of income.

The inconsistency of empirical findings in the existing literature regarding the determinants of informal sector income reflects theoretical uncertainty that requires further verification. Most previous studies tended to be general in nature, thus failing to capture the unique micro-dynamics in the Lasinrang Field. This gap in understanding is exacerbated by the scarcity of research that simultaneously examines the influence of internal and external factors on street vendors' income within the distinctive local context of Pinrang Regency. Therefore, this study aims to bridge this gap by providing more precise and contextual empirical evidence.

Therefore, this study aims to empirically examine the influence of working hours, business duration, social media use, education, and age on the income levels of street vendors at Lasinrang Field, both individually and collectively. Conceptually, this study is expected to enrich the scientific literature on the determinants of the informal economy and provide an empirical basis for local government policy-making related to the empowerment of urban micro-enterprises in Pinrang Regency.

LITERATURE REVIEW

This study employs a neoclassical economic framework that emphasises the efficiency of production factors as the primary determinant of income. Income (hereinafter referred to as 'income') is defined as the net value obtained after deducting total operating costs from gross revenue (Sukirno, 2015).

Working hours reflect the effective duration of a business's operations (Soemardianto, 2023). (Rianto et al., 2020) identified working hours as a dominant determinant of income. However, there is a research gap regarding whether longer working hours always correlate positively with income, given the physical limitations of traders, or whether there is in fact a point at which productivity reaches a plateau.

Business experience serves as empirical learning that enhances risk mitigation (Syaifullah, 2019). Although experience is associated with economies of scale, there remains debate as to whether the length of time a business has been operating leads to a linear increase in revenue or, conversely, results in stagnation in traditional markets.

Digital adoption acts as a catalyst for expanding reach into diverse markets (A. O. Putri, 2022). Current literature highlights the

Jurnal Ilmiah Ekonomi dan Bisnis
Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

effectiveness of digitalisation, yet there remains a gap regarding how street vendors in specific locations convert social media followers into actual customers.

Education is regarded as an indicator of human capital that determines managerial effectiveness (Artini & Pynatih, 2023). On the other hand, age is often viewed as a functional constraint (Burhendri, 2021). A research gap has emerged regarding whether formal education remains relevant in increasing income within the highly practical informal sector.

Traders income is inextricably linked to the public spaces in which they operate. Public spaces, particularly open spaces such as Lasinrang Field, possess socio-economic characteristics that differ from those of enclosed spaces (Kusumastuti & Kusuma, 2022). This study addresses this gap by analysing how the spatial patterns of such open spaces influence traders' income accumulation.

In theory, the interaction between time capital, experience, technological adaptation and human capital (education and age) shapes the income profile of street vendors; consequently, the hypothesis is formulated that all these variables have a significant simultaneous effect on the income of street vendors at Lasinrang Field.

RESEARCH METHODS

This study employs a quantitative approach with a descriptive design to systematically examine the causal relationships between variables. The research location was set in the Lasinrang Field, Pinrang Regency. The choice of this location was based on the academic consideration that the area constitutes a hub of informal economic activity with the highest density of business operators in the region, making it representative for capturing the dynamics of micro-sector income. Data collection was carried out over a three-month period, from October to December 2025.

The population in this study comprises all street vendors operating in the Lasinrang Field area, Pinrang Regency. The inclusion criteria established for the population are vendors who produce the goods they sell themselves (rather than being retailers of finished products), for whom trading in this area constitutes their main source of livelihood, and who operate for at least 20 working days per month. With these limitations, the study focused on informal sector entrepreneurs who have an active and sustainable economic connection to the study location.

To overcome the constraints of limited time and resources, this study employed a purposive sampling technique. The selection of the sample was based on objectively established criteria to ensure that the respondents shared homogeneous characteristics relevant to the study's objectives. The inclusion criteria for the sample in this study were strictly defined to ensure the internal validity and reliability of the data collected. The focus on beverage vendors was intended to ensure homogeneity of the units of analysis, so that the variations in income observed truly reflect the influence of the independent variables without being distorted by differences in cost structures or profit margins between product types.

Furthermore, a minimum operational period of one year was set to ensure that the business units had moved beyond the initial fluctuation phase (start-up phase) and possessed reliable income stability for economic analysis. Finally, the criterion of

Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

location in the Lasinrang Field laswas selected to control for external environmental variables not measured in the model, whilst facilitating the process of cross-verifying data through consistent field observations throughout the research period. This approach was chosen to ensure that the analysis units selected had the capacity to provide the most representative information in accordance with the predetermined research criteria (Syaifullah, 2019).

The analytical model used is multiple linear regression to measure the influence of operational and demographic variables on income. This functional relationship is expressed in the following econometric equation:

$$LnYKL = \beta0 + \beta_1 JK + \beta_2 LU + \beta_3 SM - \beta_4 TPF - \beta_5 Us + e.$$

In this model, Y represents merchant income, β0 is a constant, β_1 to β_5 are regression coefficients for the variables of working hours (JK), length of business (LU), social media (SM), formal education level (TPF), and age (Us), while e represents the error or residual element. Before testing the hypothesis, the regression model must pass a series of Classical Assumption Tests, including a normality test to detect data distribution through a histogram or Normal Probability Plot, a multicollinearity test to ensure the absence of high correlation between independent variables, and a heteroscedasticity test to ensure the assumption of homoscedasticity is met. Once the model is declared valid, hypothesis testing is conducted through Simultaneous Testing or F-testing to determine the combined effect of the independent variables, as well as Partial Testing or t-testing to test the significance of each variable individually with a significance value standard below five per cent.

RESULTS AND DISCUSSION

Data analysis was conducted using a multiple linear regression model to measure the extent to which working hours, length of operation, use of social media, educational level, and age of street vendors influence fluctuations in their income at the study site. This econometric approach was chosen to evaluate the level of significance of each independent variable in determining the economic returns of informal sector businesses.

To test the hypothesis regarding the factors influencing the income of street vendors at Lasinrang Field, a multiple linear regression analysis was conducted using Eviews 12 software. This analysis included parameter estimation to measure the partial effect of each variable, as well as a series of classical assumption tests (normality, multicollinearity, and heteroscedasticity) to ensure that the resulting model was a Best Linear Unbiased Estimator (BLUE). A comprehensive summary of the statistical data processing results is presented in Table 2 below:

Jurnal Ilmiah Ekonomi dan Bisnis
Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

Table 2. Multiple Linear Regression Analysis Test Results

Var.	B	t_{stat}	Prob.	Glejser	VIF
Working Hours (X1)	0.017	3.194	0.003	0.172	1.086
Length Of Business (X2)	0.119	3.088	0.004	0.083	1.702
Social Media (X3)	0.312	4.696	0.000	0.051	1.074
Formal Education Level (X4)	-0.150	-1.517	0.137	0.428	1.204
Age (X5)	-0.015	-1.597	0.118	0.846	1.492
Constant			13.648		
Asymp. Sig (2-tailed)			0.200		
F_{stat}			6.777		
Adjusted R^2			0.381		
N			48		

Source: Eviews 12 (2025)

Based on the parameter estimates in Table 2, the functional relationship between the variables of working hours, length of business, social media, education level, and age on income can be formulated into the following regression equation:

LnYKL = 13.648 + 0.017JK + 0.119LU + 0.312SM - 0.159TPF - 0.015Us + e.

The estimation results through the Multiple Linear Regression model provide an overview of the relationship pattern between independent variables and PKL income. The constant value α) of 13.648 indicates the baseline income when all predictor variables are at zero. Partially, the variables of Working Hours (β1 = 0.017) and Length of Business (β2 = 0.119) contribute positively to income. The social media usage variable (X3) shows the most significant positive influence on the increase in street vendors' income. This is supported by a regression coefficient (β3) of 0.312, which is the highest value among the other positive variables, as well as by a calculated t-value of 4.696 (the highest value in this model).

The magnitude of this t-value indicates that social media makes the strongest and most stable contribution to explaining variations in street vendors' revenue at the study site compared to the variables of working hours and business experience. Conversely, the negative coefficients for Formal Education Level (β4 = -0.150) and Trader Age (β5 = -0.015) indicate that in the context of this study, these two variables tend to have an inverse correlation with the income of street vendors.

An evaluation of multicollinearity was conducted to validate that the research model was free from strong linear relationships between predictors. This was done to avoid bias in the regression coefficient estimation values, so that hypothesis testing could be carried out accurately without interference from data redundancy. Based on the analysis of the Variance Inflation Factor (VIF) values in Table 2, it was found that all predictor variables, namely Working Hours, Business Duration, Social Media, Education Level, and Age, had VIF values ranging from 1.074 to 1.702. Given that all these values are well below the threshold of 10, it can be concluded that this research model is free from multicollinearity issues. Thus, all independent variables are suitable for simultaneous use without the risk of distortion caused by linear relationships between variables.

Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

A heteroscedasticity test was conducted to detect whether there were differences in variance from one observation to another in the regression model. Using the Glejser test method in Table 2, the significance values obtained for the variables of Working Hours (0.172), Length of Business (0.083), Social Media (0.051), Education Level (0.428), and Trader Age (0.846) were obtained. Given that all the significance values of the independent variables are greater than the threshold of 0.05, it can be concluded that this regression model is free from heteroscedasticity. Thus, the assumption of homoscedasticity in this study has been fulfilled.

The distribution of residuals was evaluated using a normality test to ensure the suitability of the regression model. Based on the Kolmogorov-Smirnov method output in Table 2, it was found that the residuals from the model linking the variables of working hours, business duration, social media, education, and age to the dependent variable (logarithm of income) followed a normal distribution pattern. This finding is based on a significance value of 0.200, which is statistically greater than the significance level of 0.05. Thus, this model has met the classical assumption of normality for further inferential analysis.

The Coefficient of Determination (R2) test was conducted to measure the capacity of independent variables in explaining the variance in the dependent variable. Referring to the analysis results listed in Table 2, the Adjusted R-Squared value was recorded at 0.381. This indicates that fluctuations in the logarithmic Income variable can be explained by the contribution of the Working Hours, Business Duration, Social Media, Education Level, and Trader Age variables by 38.1%. The remaining proportion, namely 61.9%, is influenced by other variables outside the scope of this research model.

Collective significance analysis is conducted to determine whether a series of independent variables simultaneously affect the dependent variable. Based on the specified statistical parameters, the null hypothesis (H0) is accepted if the significance value is $\alpha > 0.05$, indicating the absence of simultaneous effects. However, if the significance value is $\alpha < 0.05$, the alternative hypothesis (H1) is accepted, indicating that the regression model as a whole has statistically significant explanatory power. Based on the data in Table 2, a significance value of 0.000 was obtained. Given that this value is well below the threshold of 0.05 ($0.000 < 0.05$), it can be concluded that the variables of Working Hours, Length of Business, Social Media, Education Level, and Age of Trader simultaneously have a significant effect on the logarithm of Income, so the first hypothesis (H1) is accepted.

The evaluation of individual influences was conducted using a t-test to measure the impact of each independent variable on income logarithms. Based on the data analysis results, three variables were found to have a significant effect because they had probability values below the significance level of 0.05, namely working hours, length of business, and use of social media. This statistical significance confirms that these three factors are important determinants of income, so that the research hypothesis (H1) for these variables is supported by the data. On the other hand, the variables of Formal Education Level ($p = 0.137$) and Trader Age ($p = 0.118$) failed to meet the significance criteria because they had p values > 0.05. Thus, for the variables of education and age, H0 was not rejected,

Jurnal Ilmiah Ekonomi dan Bisnis
Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

indicating that these two demographic factors did not have a significant effect on street vendor income in this model.

The interpretation of these research results aims to further analyse the meaning behind the statistical figures that have been produced. By integrating the regression test results into the socio-economic context of Pinrang Regency, this discussion evaluates the crucial role of working hours, business experience, and the effectiveness of social media use as drivers of income. In addition, this discussion will also examine anomalies or insignificant variables in formal education and age in order to provide a comprehensive understanding of the unique characteristics of street vendors in the Lasinrang Field. An in-depth analysis of these two variables aims to reveal the sociocultural and structural factors that cause differences between theoretical expectations and empirical reality at the research location.

The Effect of Working Hours on the Income of Street Vendors in Lasinrang Field, Pinrang Regency

The parameter estimation results show that the Working Hours variable recorded a regression coefficient of 0.017 with a t-value of 3.194 and a significance level of 0.003. Given that the p-value is below the threshold of 0.05, it can be concluded that Working Hours have a partially significant effect on income. The positive direction of this relationship implies that the intensity of operating hours allocated by vendors contributes linearly to their performance.

The significance of the working hours variable confirms that economic productivity in the informal sector remains heavily dependent on labour intensity and the duration of physical presence in the market. This indicates that traders' earnings at Lasinrang Field are linearly related to time; each additional hour of operation opens up greater opportunities to capture different "waves" of consumers, particularly during the transition from afternoon to evening. This finding reinforces (Putri, 2023) argument that, within a business ecosystem without fixed wages, time is the primary capital that is directly converted into income. Furthermore, these results imply that income efficiency is determined not only by how long traders work, but by their ability to allocate working hours to peak hours at the research location.

The Effect of Business Duration on the Income of Street Vendors in Lasinrang Field, Pinrang Regency

Based on the estimation results, the Business Duration variable recorded a regression coefficient of 0.119 with a t-value of 3.088 and a significance level of 0.004. Given that the significance value is below the threshold of 0.05, it can be concluded that the Business Duration variable has a significant partial effect on the dependent variable. This finding indicates that the duration or operational period of a business is a crucial factor that determines the level of achievement of the dependent variable in this model.

These results indicate that the duration of business operations is directly proportional to the probability of higher income. This positive correlation proves that experience acts as a strategic asset in accelerating business performance. This finding is in line with the study by (Karimia et al., 2023), which confirms that the duration of a business has a significant effect on income. This is based on the assumption that the longer a person is involved in business, the more mature their professional

competence will be, especially in identifying consumer preferences and behavioural dynamics.

The Influence of Social Media on the Income of Street Vendors in Lasinrang Field, Pinrang Regency

The estimation results show that the Social Media variable recorded a regression coefficient of 0.312 with a t-value of 4.696 and a significance level of 0.000. Given that the significance value is well below the threshold of 0.05, it can be concluded that the use of social media contributes positively and significantly to the dependent variable. This finding proves that technological adaptation through digital platforms is one of the main determinants influencing the dependent variable in this study.

This highly significant result indicates that the use of digital platforms has transformed the business model of street vendors at Lasinrang Field from a conventional approach reliant on footfall (walk-in customers) to a proactive one. Through features such as WhatsApp status updates and Facebook groups, traders are able to implement a pre-order system and share their location in real-time, which effectively reduces the risk of demand uncertainty. This demonstrates that digital adaptation acts as an 'income multiplier' that expands market reach beyond the geographical boundaries of the trading location. These findings validate the research by (Rahmanda & Amanah, 2021), whilst also confirming that technological proficiency is the primary key differentiator in the financial efficiency of MSMEs today.

The Effect of Education Level on the Income of Street Vendors in Lasinrang Field, Pinrang Regency

Based on the test results, the Education Level variable recorded a regression coefficient of -0.150 with a t-value of -1.517 and a significance level of 0.137. Given that the significance value exceeds the threshold of 0.05, it can be concluded that the Education Level variable does not have a significant partial effect on the dependent variable. This finding indicates that formal education level is not a major determinant that directly contributes to increased income or economic performance of vendors in this research model.

Empirical data in the field reveals that the majority of street vendors have a relatively low formal educational background. This phenomenon occurs because the informal business sector does not require specific academic qualifications or complex technical skills. This condition provides an understanding that trading activities place more emphasis on practical capabilities, accumulated field experience, and interpersonal competencies in serving consumers rather than theoretical knowledge from formal educational institutions. This finding is in line with the research by (Nasiruddin & Fahrati, 2023), which concluded that the level of education does not have a significant effect on income, confirming that the level of education is not a determinant of the economic productivity of traders.

The Effect of Trader Age on the Income of Street Vendors in Lasinrang Field, Pinrang Regency

The age variable of traders recorded a regression coefficient of –0.015 with a t-value of –1.597 and a significance level of 0.118. Given that the significance value exceeds the threshold of 0.05, it can be

Jurnal Ilmiah Ekonomi dan Bisnis
Vol. 23. No.2, September 2026: 92-102
EISSN : 2442 – 9813
ISSN : 1829 – 9822

concluded that the age variable does not have a significant partial effect on the dependent variable. These findings suggest that age is not a strong predictor of income fluctuations among traders at the study site. Statistically, the lack of significance in the age variable implies that the economic maturity of traders at Lasinrang Field is no longer determined by biological demographic factors, but rather depends more on the adaptability of the business strategies they employ.

The very marginal negative coefficient indicates that age is not a significant determining factor in influencing vendor income. This phenomenon implies that both young and old traders have equal economic opportunities in achieving business success, where performance depends more on the effectiveness of strategies and the personal capabilities of each individual. In contrast to the conditions at this research location, a previous study by (Zulnanda & Muslim, 2023), showed statistical significance in the age variable on the income level of street vendors. The results of the research at the Pariaman City People's Market proved that increasing age had a positive contribution, which was assumed to be related to maturity in trading strategies and broader market mastery.

Overall, this analysis demonstrates that the primary determinants of street vendors' income at Lasinrang Field no longer rely on demographic factors such as educational attainment or age, but rather on operational adaptability. Empirical findings indicate that the integration of social media and the optimisation of working hours are the most crucial catalysts in stabilising the income fluctuations that have hitherto hindered the growth of the informal sector. Consequently, the structural challenges faced by street vendors can be mitigated through the enhancement of digital literacy and strategic time management. It is this synergy between operational resilience and technological adaptation that holds the key to transforming street vendors from merely surviving into competitive informal business operators.

CONCLUSION AND SUGGESTION

This study empirically demonstrates that the determinants of street vendors' income at Lasinrang Field, Pinrang Regency, are based on operational competence and digital adaptation, rather than demographic background. Key findings indicate that the use of social media, long working hours, and accumulated business experience are key factors that significantly increase income. Conversely, formal education levels and the vendors' age show no significant correlation, confirming that success in the informal sector is determined more by street smarts and technical trading skills than by academic qualifications.

The main contribution of this study is to shift the policy paradigm from one previously focused on demographics towards a digital literacy-based approach. Nevertheless, this study has limitations, namely that the model explains only 38.1% of the variation in income, indicating the presence of external factors (such as local tax regulations and market competition intensity) that have not been accommodated in this model.

Based on the findings of this study, it is recommended that street vendors at Lasinrang Field begin to shift from conventional marketing towards scheduled content management strategies, such as optimising menu posts during peak visiting hours via the 'Stories' feature or WhatsApp

groups to build customer loyalty beyond their physical reach. For local authorities, consumptive aid should be reoriented towards the establishment of 'SME Digital Clinics' that provide specific training on digital copywriting and product photography, as well as the provision of public Wi-Fi infrastructure to support the digital operations of vendors. Finally, for future researchers, it is recommended to expand the research model by integrating social capital variables (such as the influence of the merchant community) and local levy policies, given that 61.9% of the variation in income remains unexplained by the variables in this model; this would allow for a more holistic understanding of the microeconomic ecosystem in Pinrang Regency.

THE USE OF AI OR AI-ASSISTED TECHNOLOGIES

The authors did not use any AI tools in the preparation of this work.

REFERENCES

Artini, N. R., & Pynatih, N. M. N. (2023). Analysis of Variables Affecting the Income of Traders in the Carangsari Traditional Market, Petang District, Badung Regency. *Magisma: Jurnal Ilmiah Ekonomi Dan Bisnis*, *11*(1), 67–76.

BPS Pinrang Regency. (2025). *Pinrang Regency in Figures 2025*.

Burhendri, G. (2021). *Factors Affecting the Income of Street Vendors in Mendalo Darat Village, Jambi Luar Kota District, Muaro Jambi Regency* [Doctoral Dissertation]. Universitas Jambi.

Hanifah, N. B. (2020). *Factors Affecting the Income of Street Vendors in the Sunan Bonang Tuban Pilgrimage Tourism Area*. Universitas Islam Indonesia.

Karimia, H., Arisinta, O., & Ulum, R. (2023). Factors Affecting the Income of Street Vendors in Kombangan Village, Geger District, Bangkalan Regency. *Jurnal Pendidikan Ekonomi (JURKAMI)*, *8*(2), 508–517.

Keiku, A. N., Harsono, H., & Hartanto, A. D. (2020). Analysis of the Influence of Capital, Age, and Education on the Income of Micro-Scale Business Actors (A Study of Street Vendors in Gading Kasri Village, Malang City). *Journal of Regional Economics Indonesia*, *1*(1), 48–72.

Kusumastuti, R. D., & Kusuma, A. S. (2022). Angkringan as a Public Space and Means of Social Interaction in the City of Bogor. *Jurnal Pustaka Komunikasi*, *5*(1), 91–105.

Marsela, R., Syafitri, L., & Putri, A. U. (2024). The Influence of E-Commerce, Innovation, and Social Media on MSME Income (Case Study of Clothing Stores in Sako District, Palembang). *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, *3*(3), 1413–1422.

Nasiruddin, N., & Fahrati, E. (2023). Analysis of Factors Affecting the Income of Traders at Los Batu Market in Hulu Sungai Selatan District. *JIEP: Jurnal Ilmu Ekonomi Dan Pembangunan*, *6*(2), 803–811.

Nursyamsu, N., Irfan, I., Mangge, I. R., & Zainuddin, M. A. (2020). The Effect of Working Capital and Working Hours on the Income of Street Vendors in Kabonena Village. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, *2*(1), 90–105.

Prihatminingtyas, B. (2019). The Effect of Capital, Business Duration, Working Hours, and Business Location on the Income of Vendors at Landungsari

Market. *Jurnal Ilmu Manajemen Dan Akuntansi*, *7*(2), 147–154.

Putri, A. (2023). *The Effect of Capital and Working Hours on the Income of Street Vendors in Padangsidimpuan City*. UIN Syekh Ali Hasan Ahmad Addary Padangsidimpuan.

Putri, A. O. (2022). The Influence of Facebook Social Media on Increasing MSME Sales Turnover (Case Study of MSME Culinary Traders in Ujungbatu District). *Hirarki: Jurnal Ilmiah Manajemen Dan Bisnis*, *4*(1), 568–578.

Rahmanda, E., & Amanah, L. (2021). The Influence of Personal Capital, Price, and Social Media on MSME Income. *Jurnal Ilmu Dan Riset Akuntansi (JIRA)*, *10*(10).

Rahmawati, W. D., & Fauzi, A. M. (2021). The Struggle for Public Space Among Street Vendors During the Pandemic in Jombang Square: A Case Study of Street Vendors in Jombang Square. *Jurnal Ilmiah Dinamika Sosial*, *5*(1), 17–32.

Rianto, S., Zulgani, Z., & Prihanto, P. H. (2020). Analysis of the Influence of Business Capital, Age, Education, and Working Hours on the Income of Traditional Market Vendors in Sungai Saren Village, Bram Itam District, Tanjung Jabung Barat Regency. *E-Jurnal Ekonomi Sumberdaya Dan Lingkungan*, *9*(3), 137–146.

Rosita, R., Irmanelly, I., & Ermaini, E. (2020). Analysis of Factors Affecting the Income of Street Vendors (Case Study of Taman Jomblo Kotabaru Jambi Tourism After the Covid-19 Pandemic). *Eksis: Jurnal Ilmiah Ekonomi Dan Bisnis*, *11*(2), 118–124.

Soemardianto, K. D. (2023). Analysis of the Influence of Working Capital, Business Duration, and Working Hours on the Income of Street Vendors in the Darmo Permai Area of Surabaya in 2021. *Economie: Jurnal Ilmu Ekonomi*, *5*(2), 139–150.

Sukirno, S. (2015). *Microeconomics: An Introduction*. PT. Raja Grafindo Persada.

Suparmoko, M. (2020). The Concept of Sustainable Development in National and Regional Development Planning. *Jurnal Ekonomika Dan Manajemen*, *9*(1), 39–50.

Syaifullah, S. (2019). *Factors Affecting the Income of Street Vendors on Talasalapang Street, Rappocini District, Makassar City*. Universitas Negeri Makassar.

Wahyuni, S., Armiani, A., Setiawati, E., & Pirdaus, I. (2024). The Influence of Financial Technology, Social Media, E-Commerce, and Google My Business on Increasing MSME Income. *Kompeten: Jurnal Ilmiah Ekonomi Dan Bisnis*, *2*(4), 731–745.

Zulnanda, H., & Muslim, I. (2023). Factors Affecting the Income of Street Vendors in Pariaman City's Traditional Market. *Journal of Economic Development*, *1*(1), 1–21.