



Factors Influencing The Income Of Fiber Trinket Craft Business In Bresela Village, Payangan District

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Abstract. *Bresela Village, Payangan District is one of the centers of household craft industry in Gianyar Regency. One type of craft that is widely produced in this village is dulang craft . Most of the people of Bresela Village work as Dulang Fiber craftsmen, which is around 60 percent of the 563 heads of families in Bresela Village. However, on the other hand, there is a problem faced by the craftsmen, namely the average income between craftsmen in Bresela Village fluctuates. Therefore, the purpose of this study is to analyze the effect of capital, labor, length of business and technology simultaneously and partially on the income of dulang fiber craft businesses in Bresela Village, Payangan District. This research was conducted in Bresela Village, Payangan District because Bresela Village is the center of the largest dulang fiber craft industry in Payangan District. The number of samples used in this study was 56, using the proportional random sampling technique . Data were collected through observation and interviews using questionnaires. The data analysis technique used in this study was multiple linear regression analysis. Based on the results of the study, it shows that capital, labor, business period and technology simultaneously have a significant effect on the income of fiber tray craft businesses in Bresela Village, Payangan District. Partially, capital, labor and technology have a positive and significant effect on the income of fiber tray craft businesses in Bresela Village, Payangan District, while the length of business does not affect the income of fiber tray craft businesses in Bresela Village, Payangan District. The implications that must be taken are to increase capital, labor, and technology and add new innovations to the products being marketed.*

Keywords: *Capital, Manpower, Business Age, Technology, Income.*

1. INTRODUCTION

Gianyar Regency is one of the districts located in Bali Province. Gianyar Regency consists of seven sub-districts, namely Ubud District, Tegallalang District, Sukawati District, Tampaksiring District, Blahbatuh District, Gianyar District, and Payangan District. According to Budiarta & Trunajaya (2013: 56) explains that the tourism potential of Gianyar Regency which is quite interesting is its natural tourism which is quite beautiful in itself invites the arrival of tourists, so that it can encourage the growth of craft industry businesses or other businesses. Gianyar Regency is one of the regencies in Bali and is famous for its craft industry. Gianyar is one of the regencies in Bali where most of the population is involved in the arts, both fine arts and performing arts. All forms of art live and thrive in this area so that Gianyar is nicknamed the "Land of Art" (Suardana, *et all.*, 2015). Various forms and types of artwork supported by creative and innovative young artists are also growing. By the end of 2018, the number of art craft industries in Gianyar Regency reached 36,890 units and accommodated 81,946 workers (Santika, *et all.*, 2023) . Almost all types of craft industries exist in Gianyar. According to Yasa Putra & Sudiana (2017: 2676) explained that Gianyar Regency itself is one

of the largest contributors of UMK in Bali. The industrial sector that is developing in Gianyar Regency is small and medium industries, with many existing industries originating from households, Gianyar Regency has many superior industries originating from households. The sector that dominates the economy in Gianyar Regency is the processing industry sector, with a fairly high carrying capacity, this can be seen from its contribution to the Gross Regional Domestic Product (GRDP). The contribution of each business sector can be seen in Table 1 below.

Table 1. Gross Regional Domestic Product of Gianyar Regency, Manufacturing Industry Income (million rupiah), Contribution (%) of Manufacturing Industry Sector.

Year	Total GRDP (Million rupiah)	Processing industry (million rupiah)	Contribution (%)
2018	18,027,091,66	2.128.381,09	11.52
2019	19,040,901,02	2.281,613,53	11.64
2020	17,442,442,30	2.104.075,66	12.02
2021	17,258,767,33	2.110,714,86	12.19
2022	17,956,688,81	2.224,312,97	12.29

Source: BPS Gianyar Regency, 2024

Based on Table 1, it can be concluded that the GRDP in Gianyar Regency has gradually increased in growth since 2018 with an income of 18,027,091.66, in 2019 it experienced the highest increase in income of 19,040,901.02. From 2018 to 2019 the processing industry also experienced an increase in income, with the highest income in 2019 of 2,281,613.53, but when viewed through contributions, the contribution of the processing industry sector has increased from 2018 with a contribution of 11.52 percent, to 2022 with a contribution of 12.29 percent. This condition indicates the need for development in the processing industry sector to be able to support the GRDP of Gianyar Regency .

The sector that dominates the economy in Gianyar Regency is the industrial sector, with a fairly high carrying capacity, this can be seen from the number of companies in the active category. The number of companies per sub-district in Gianyar Regency can be seen in Table 2 below.

Table 2. Number of Large and Medium Industrial Companies in the Active Category by District in Gianyar Regency in 2022.

Subdistrict	Active Company Growth in 2022		
	Big Industry	Medium Industry	Amount
Suva	6	15	21
The Great Wall	1	13	14
Gianyar	0	3	3
Tampaksiring	2	5	7
Ubud	1	17	18
Tegallalang	0	3	3
The Bay	0	2	2
Gianyar Regency	10	58	68

Source: BPS Gianyar Regency, 2024

Based on Table 2, it can be concluded that the number of large and medium industrial companies in the active category according to sub-district in Gianyar Regency in 2022. The largest number of large and medium industrial companies in the active category recorded was in Sukawati District with 6 large industries and 15 medium industries, while the smallest number of large and medium companies in the active category recorded was in Payangan District with only 2 medium industries. This condition indicates the need for development in recording the number of industries according to sub-district in Gianyar Regency, one of which is in Payangan District with only a few companies in the active category recorded.

Payangan District is one of the districts located in Gianyar Regency, Payangan District is divided into nine villages, namely, Bresela Village, Buahan Village, Buahan Kaja Village, Bukian Village, Kelusa Village, Kerta Village, Melinggih Village, Melinggih Kelod Village, and Puhu Village. The distance from Denpasar City to Payangan District is about 33 kilometers. To get to Payangan District from Denpasar City, it takes about 30 minutes if using a four-wheeled vehicle. Payangan District is one of the centers of the Balinese craft industry and trade. Fiber crafts are one of Bali's typical crafts, fiber can be reprocessed into various kinds of crafts, one of which is Dulang crafts. In addition to the Dulang Fiber craft industry, some communities also pursue craft industries such as food and beverages, textiles, wood, bamboo, rattan, metal, paintings, tuffs and so on.

As an area with a world tourist destination, development in the socio-cultural sector is prioritized so that it can support the Bali tourism business sector to provide *a multi-effect* on the growth of other industrial sectors as tourism supporters. Development in the fields that support the tourism business sector includes the development of small industries and crafts, such as that carried out by the community in Bresela Village where the community tries to create a new idea in developing a dulang craft business where the dulang made by the community uses special chemicals, namely resin or fiber (Pratama, 2022). Bresela Village, Payangan District is one of the centers of the household craft industry in Gianyar Regency. One type of craft that is widely produced in this village is dulang crafts. Initially, the raw material for dulang crafts was made of wood which took a long time to complete one dulang and had an impact on the high cost and selling price (Rusni *et.al*, 2024). However, along with the development of the era and increasingly advanced technology, craftsmen have switched to making dulang crafts made from fiber because the time required to produce dulang is relatively faster which has an impact on cheaper selling prices (Pramitari & Suprpto, 2024). I Wayan Dirka as the head of Bresela Village said that Dulang Fiber crafts are one of the drivers of the economy of residents in Bresela Village even during the Covid-19 Pandemic. He also explained

that so far there has been no other sector that has replaced Dulang Fiber crafts as the mainstay of the economy of Bresela Village. Most of the people of Bresela Village work as Dulang Fiber craftsmen, of the 563 heads of families in Bresela Village, I Wayan Dirka said that around 60 percent of the people work as Dulang Fiber craft entrepreneurs. One of the craftsmen named Dayu Dewi Cha said that Dulang Fiber crafts began to develop 10 years ago, she was one of the first three craftsmen in Bresela Village. He also said that the existence of the Fiber Tray craft is very important for residents of Bresela Village, because it can guarantee the welfare of the Bresela Village community. Trays are one of the facilities used as a place for offerings (banten) in Hindu religious ceremonies. Most of the dulang in Bali are usually used to make gebogan/pajegan. Gebogan/pajengan is one of the offerings used for Hindu religious ceremonies, usually made during major ceremonies such as odalan (Indrayani, 2023).

The public's interest in this type of craft is because the price is affordable and this material is very light for mothers to use during prayers. With a positive response from consumers, this business is increasingly being produced, consumers are not only from the local community and its surroundings, but also Hindu communities outside such as in Lombok, Sulawesi, Kalimantan, even in Sumatra and Java. This craft is also marketed abroad, namely Australia and Canada (Asmariati, 2022). Dulang Fiber Craft is a very artistic art product that contains high cultural value and has its own appeal in the craft market (Sudiana, 2022). In addition to being attractive to tourists, this product is also a special need for Hindus in general because dulang is a means of worship.

Craftsmen who make Fiber Trays in Bresela Village initially only had a few craftsmen, but now almost half of the heads of families in this village are engaged in the Fiber Tray craft business. The number of Fiber Tray craft businesses can be seen from the increasing interest of the community in Fiber Trays used as offerings.

Table 3. Number of Businesses, Workers and Average Income of Fiber Tray Industry in Brsela Village 2018 – 2022.

Year	Number of Businesses (Unit)	Labor (Person)	Income (Rp.000)
201 8	48	44 8	67,200,000
201 9	5 2	4 71	70,560,000
20 20	42	354	74,088,000
20 21	38	331	77,792,480
20 22	65	410	81,682,020

Bresela Village Office , Payangan District & Gianyar Regency Trade and Industry Office
2024, processed

Based on Table 3, the development of the Dulang Fiber craft industry in Bresela Village, Payangan District can be seen in a time series. It can be seen that the number of business units and the number of workers in the Dulang Fiber industry from 2018 to 2019 increased, but in 2020 to 2021 it decreased due to the Covid-19 pandemic so that many workers were laid off, in 2022 the number of business units and workers in the Dulang Fiber industry in Bresela Village, Payangan District increased again. However, when viewed from income, the income of the Dulang Fiber industry in Bresela Village, Payangan District increased from 2018 with an income of 67.2 million rupiah to 2022 with an income of 81.6 million rupiah.

Based on the results of initial observations through interviews with several Dulang Fiber craftsmen in Bresela Village, Payangan District, company A said that the average income earned by craftsmen was around 5 million to 10 million rupiah per month, while company B said that the average income earned by craftsmen was around 3 million to 5 million rupiah per month. One of the craftsmen said that the average income earned per month was also uncertain. The average monthly income earned by craftsmen was around 5 million rupiah for normal days, while on certain days such as approaching Galungan and Kuningan holidays, craftsmen earned an average income of around 10 million to 15 million rupiah per month. In addition to being caused by holidays and normal days, the rise and fall of income can also be caused by changes in market demand, fluctuating raw material prices and competition between craftsmen. Therefore, the problems faced by craftsmen are that there are still fluctuations and inequality/differences in income between craftsmen in Bresela Village. Most of the people in Bresela Village work as Dulang Fiber craftsmen because Dulang Fiber crafts have the potential to increase added value, expand employment opportunities, and increase income. The rise and fall of the income of the Dulang Fiber Industry in Bresela Village is certainly influenced by various factors.

The first factor that can affect MSME income is business capital (Rafidah, 2019). According to Utari & Martini Dewi (2014: 579) explains that capital is a factor that has a fairly important role in the production process, because capital is needed when entrepreneurs want to establish a new company or to expand an existing business, without sufficient capital it will affect the smoothness of the business, so that it will affect the income obtained. The factors that determine the size of income are working capital, land area, labor, length of business, entrepreneurial behavior and business competition (Lesmana, 2014). However, in this study, the variables that will be included in the research variables of the factors that affect Dulang Fiber industry craftsmen are the amount of capital, labor and length of business of Dulang Fiber craftsmen.

Capital and labor are always the focus in all economic sectors (Simanjuntak, 1990). Capital is an important factor in business activities, because capital is the lifeblood of the business. The greater the business capital, the greater the opportunity to develop the business (Wirawan & Indrajaya, 2019). According to Danendra Putra (2015), capital is the main requirement in the activities or processes of a business, because it is to increase income and achieve maximum profit in the company. In economic activities, capital is one of the factors in absorbing industrial labor and an important factor in purchasing production equipment used to produce goods or services in a company. All forms of wealth that can be used directly or indirectly to increase *output* in the production process are called capital. Adequate trading capital will be able to run a trading business well. If capital increases, production capacity, production value and production volume can also increase.

In addition to capital, another important factor in managing a business is labor, labor is the most important thing that must be present in a business. The labor factor is an important factor in increasing income and quality labor can increase the promotion of an industry (Afrooz, 2010). According to Simanjuntak (2001: 3) explains that the workforce is the workforce and not the workforce. The workforce is the working age population who have jobs, both those who work and those who are looking for work. Not the workforce is the working age population who do not work but receive income but offer their services to work. According to Law Number 13 of 2003 concerning Manpower, the workforce is everyone who is able to do work to produce goods and/or services either to meet their own needs or for the community. Labor is one of the productivity factors that greatly supports income. The more trained the workforce, the more influence it will have on business productivity, thus encouraging an increase in the income of a business (Musvira *et.all*, 2022).

The length of business is the length of time a trader has been working on a trading business that is currently being run (Asmie, 2008). According to Wulandari & Darsana (2017: 577) stated that the length of time a business is opened can affect the level of income, the length of time a business actor is engaged in his business will affect his productivity (his professional ability/expertise), so that it can increase efficiency and be able to reduce production costs smaller than sales results. The longer a business actor is engaged in a trading business, the more knowledge about consumer behavior and market behavior will increase. The more trading skills increase, the more business relations and customers will be successfully captured (Vijayanti & Yasa, 2016). These customers are people who interact with the company after the process of producing products (Diana, 2003). And the business network is one of the network connection capabilities to connect actors with various different businesses, such as business partners,

friends, agents, mentors, to get the necessary resources, such as information, money, moral support from network actors (Susilowati, 2013).

Another factor is technology, where many MSMEs still do not utilize Information Technology (IT) facilities to support their businesses, namely for *online marketing and sales* via the internet or better known as *Electronic Commerce (E-Commerce)* , even though one of the keys to the success of MSMEs is the availability of a wide and clear market for their business products (Tajuddin and Manan, 2017). The Ministry of Cooperatives and Small and Medium Enterprises stated that out of 56 million MSMEs, only 3.75 million or around 8 percent have utilized digital marketing to support their business activities, while the facts show that the use of digital marketing for marketing products and services has been proven to increase MSME income by up to 26 percent (Syarizka, 2018). In this case, the use of technology is a crucial factor in the sustainability of MSMEs. The use of sales technology platforms such as *marketplaces* can increase sales prospects (Berliana *et.all*, 2020).

Based on observations of this phenomenon, this study was conducted to determine the influence of capital, labor, length of business and technology on the income of the Dulang Fiber craft business in Bresela Village, Payangan District.

2. RESEARCH METHODS

This study uses a quantitative approach in the form of associative with a causal relationship (cause and effect). Associative research is used to determine the effect of the relationship between two or more variables (Sugiyono, 2012: 204). This quantitative research is conducted by collecting data in the form of numbers, then from the data will be processed and analyzed to obtain scientific information (Sugiyono, 2018). This study aims to determine the relationship between capital, labor, length of business and technology variables on the income of the Dulang Fiber craft business in Bresela Village, Payangan District.

In this study, the population used was the Dulang Fiber business in Bresela Village, Payangan District. According to Sugiyono (2018), a sample is part of the number and characteristics of the population. The sample must represent a population that is smaller than the population but describes the actual state of the population. The sampling technique aims to facilitate researchers, because researchers cannot study all populations due to limited funds, manpower and time. So researchers can use samples taken from the population because samples taken from the population must be truly representative. In the sampling technique of this study, *Proportional Random Sampling was used* , namely proportional sampling was carried out by taking subjects from each stratum or each region determined in a balanced

manner with the number of subjects in each stratum or region. This technique is used when the population has members/elements that are not homogeneous and are stratified proportionally (Sugiyono, 2018:130). The number of samples used in this study was 56, using the *proportional random sampling technique* . Data were collected through observation and interviews using questionnaires. The data analysis technique used in this study was multiple linear regression analysis.

3. RESEARCH RESULTS AND DISCUSSION

Bresela Village is one of the villages in Payangan District with an area of 285.2589 Ha. Bresela Village is one of the villages bordering Taro Village to the North, Sebatu Village and Tegallalang Village to the East, Kelusa Village to the South, and Bukian Village to the West. Bresela Village consists of 3 banjars, namely: Banjar Bresela with an area of 120.3759 Ha, Banjar Triwangsa with an area of 106.3219 Ha, and Banjar Gadungan with an area of 57.5610 Ha. Based on the data obtained, the number of families in Bresela Village is 524 families with a population of 2,461 people consisting of 1,242 males and 1,219 females (Sjaf, 2023).

The economy of the Bresela Village community is supported by several sectors. Those that have potential and continue to grow are the industrial sectors such as the fiber tray craft industry, wooden crafts in the form of candle stands, carpentry, agriculture, and tourism workers. However, seen from a number of forms of industry or work, Bresela Village is more dominant in developing small and medium industries such as the Fiber Tray craft industry because around 60% of the people in Bresela Village work as Fiber Tray craftsmen. Thus, Fiber Tray crafts have the potential in efforts to increase added value, expand employment opportunities, and increase income for the Bresela Village Community.

Multiple Linear Regression Analysis Results

Table 4. Multiple Linear Regression Test Results

Variables	Coefficient	Std. Error	t-Statistic	Prob
Constant	10.14081	1.578915	6.422646	0.0000
Capital	0.354160	0.106696	3.319338	0.0017
Labor	0.074467	0.028114	2.648736	0.0107
Length of Business	-0.019390	0.008320	-2.330474	0.0238
Technology	0.087738	0.024158	3.631919	0.0007
R-squared	0.680409			
F-statistic	27.14476			

Source: Appendix 3 (Processed Data)

The equation for the results of the multiple linear regression test:

$$\hat{Y} = 10.14081 + 0.354160 X_1 + 0.074467 X_2 - 0.019390 X_3 + 0.087738 X_4$$

$$\text{Prob} = (0.0017) \quad (0.0107) \quad (0.0238) \quad (0.0007)$$

$$t = (3.319338) \quad (2.648736) \quad (-2.330474) \quad (3.631919)$$

Classical Assumption Test Results

1. Normality Test

Based on the results of the normality test, the Jarque-Bera *Probability* test value of 0.138666 is greater than the significance level of 0.05. In accordance with the basis for decision making in the Jarque-Bera normality test, it can be concluded that the residuals are normally distributed and can be used for further analysis.

2. Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
Capital	0.011384	12509.75	3.805097
Labor	0.000790	72.55802	3.741581
Length of Business	6.92E-05	34.96148	1.196198
Technology	0.000584	28.40502	1.040901

Source: Appendix 3 (Processed Data)

Based on the results of data analysis in Table 5 shows that the Centered VIF column table. And for each VIF value for variable X1 3.805097, VIF value X2 3.741581, VIF value X3 1.196198, and VIF value X4 1.040901, so because all Variance Inflating Factor (VIF) values <10 then it can be concluded that there is no multicollinearity.

3. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Heteroscedasticity test: ARCH

F-statistic	0.260316	Prob. F (4.47)	0.9019
Obs*R-squared	1.127068	Chi-square Prob. (4)	0.8900

Source: Appendix 3 (Processed Data)

Based on the heteroscedasticity test in Table 6, it shows that the value of Prob. Obs*R-squared > 0.05, which is 0.8900. This means that there is no heteroscedasticity problem in this study or it is free from heteroscedasticity.

Testing the Effect of Capital, Labor, Length of Business, and Technology Simultaneously on the Income of Fiber Tray Craft Business in Bresela Village, Payangan District.

Simultaneous significance test (F-test) is a test conducted to determine the effect of capital, labor, business duration, and technology on income simultaneously. The F-test is used to determine the feasibility of the multiple regression model as an analysis tool that tests the effect of capital, labor, business duration, and technology on income.

Testing the influence of capital, labor, business duration and technology on the income of fiber tray craft business in Bresela Village, Payangan District.

a. Hypothesis Formulation

$H_0 : \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$, meaning that capital, labor, business length and technology simultaneously do not affect the income of the fiber tray craft business in Bresela Village, Payangan District.

H_1 : at least one of $\beta_i \neq 0$, meaning that capital, labor, length of business, and technology simultaneously have a significant influence on the income of the fiber tray craft business in Bresela Village, Payangan District. Description $i : 1,2,3,4$

b. Real level $\alpha = 0.05$, $df = (k - 1) = (5 - 1) = 4$, $(n - k) = (56 - 5) = 51$ so $F_{table} = 2.55$.

c. Testing criteria

H_0 is accepted if the F-calculation \leq is 2.55 or the significance value is $> \alpha = 0.05$.

H_0 is rejected if the F-count $>$ is 2.55 or the significance value $\leq \alpha = 0.05$.

d. Calculation

The results of data analysis using Eviews obtained a calculated F value of 27.14476 with a significance value of 0.000000.

e. Conclusion

Because $F_{count} (27.14476) > F_{table} (2.55)$ and the significance value of $0.000000 < 0.05$, then H_0 is rejected. This means that capital (X1), labor (X2), length of business (X3), and technology (X4) simultaneously have a significant effect on the income (Y) of the fiber tray craft business in Bresela Village, Payangan District.

The Determination Coefficient (R^2) is used to determine the magnitude of the proportion of the total influence of the variables of capital (X1), labor (X2), length of business (X3), and technology (X4) on the income variable (Y) together. In this study, the value of $R^2 = 0.680409$ means that 68 percent of the income generated by the fiber tray craft business in Bresela Village, Payangan District is influenced by capital, labor, length of business, and

technology, while the remaining 32 percent is influenced by other variables not included in the research model.

Testing the Influence of Capital, Labor, Length of Business, and Technology Partially on the Income of Fiber Tray Craft Business in Bresela Village, Payangan District

Partial regression coefficient testing (t-test) was conducted to test the influence of each independent variable of capital (X1), labor (X2), length of business (X3), and technology (X4) on income (Y).

Testing the influence of capital on income from fiber tray craft businesses in Bresela Village, Payangan District.

a. Hypothesis Formulation

$H_0 : \beta_1 = 0$, meaning that capital has no partial effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

$H_1 : \beta_1 > 0$, meaning that capital has a partial positive and significant effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

b. Real level $\alpha = 0.05$, degrees of freedom $df(n - k) = 56 - 5 = 51$, then $t_{table} = 2.00758$.

c. Testing criteria

H_0 is accepted if t is ≤ 2.00758 or the significance value is $> \alpha = 0.05$.

H_0 is rejected if $t > 2.00758$ or the significance value $\leq \alpha = 0.05$.

d. Calculation

The results of data analysis using Eviews obtained a t-value for the capital variable of 3.319338 with a significance value of 0.0017.

e. Conclusion

Because the calculated t of capital (3.319338) $> t_{table}$ (2.00758) and the significance value of 0.0017 < 0.05 , then H_0 is rejected. This means that capital (X1) partially has a positive and significant effect on the income (Y) of the fiber tray craft business in Bresela Village, Payangan District.

The regression coefficient of capital of 0.354160 means that if the capital input increases by 1 rupiah, the income of the fiber tray craft business in Bresela Village, Payangan District will increase by 0.354160 percent assuming other variables, namely labor, length of business, and technology are constant. Capital is the most important factor for every business, the greater the capital provided, the greater the income received and the more products can be

produced. With maximum capital, the company will be able to generate maximum profits (Natha, 2021). This is in accordance with the results of an interview conducted with one of the fiber tray craftsmen in Bresela Village, Mr. Mundra, who stated that:

" Nike capital is the most important thing that I use to set up a business here. Yen ten wenten capital of the company is present to run this business, because the capital of the company is the most important according to the capital because the capital has a great influence on the products that the company produces and the business. Capital is the capital of the company. I have my own capital, but there are also other companies that borrow capital from banks and cooperatives. "

From the results of the in-depth interview above, it is explained that capital is the most important thing used when running a business. Without capital, the business that is built will not run smoothly because capital greatly affects the results of the products produced later. The capital used in this business mostly uses its own capital, but there are also those who use loan capital from banks or cooperatives. This is in accordance with the research conducted by Dewi and Utari (2014) that capital has a positive and significant effect on the income of MSMEs. The results of the research by Nayaka and Kartrika (2018) that capital has a positive and significant effect on the income of sanggah industry entrepreneurs in Mengwi District. This is in accordance with the research of Aji and Listyaningrum (2019) that partially capital has a positive and significant effect on the income of MSMEs in Bantul Regency.

Testing the influence of labor on the income of fiber tray craft businesses in Bresela Village, Payangan District.

a. Hypothesis Formulation

$H_0 : \beta_2 = 0$, meaning that labor has no partial effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

$H_1 : \beta_2 > 0$, meaning that labor has a partial positive and significant effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

b. The significance level α = is 0.05, degrees of freedom $df(n - k) = (56 - 5) = 51$, then

$t_{table} = 2.00758$

c. Testing criteria

H_0 is accepted if t is ≤ 2.00758 or the significance value is $> \alpha = 0.05$.

H_0 is rejected if the t count is > 2.00758 or the significance value is $\leq \alpha = 0.05$.

d. Calculation

The results of data analysis using Eviews obtained a t-value for the workforce variable of 2.648736 with a significance value of 0.0107.

e. Conclusion

Because the $t_{\text{count of labor}} (2.648736) > t_{\text{table}} (2.00758)$ and the significance value of $0.0107 < 0.05$, then H_0 is rejected. This means that labor (X2) has a partial positive and significant effect on the income (Y) of the fiber tray craft business in Bresela Village, Payangan District.

The regression coefficient of labor of 0.074467 means that if the labor input increases by 1 person, the income of the fiber tray craft business in Bresela Village, Payangan District will increase by 0.074467 rupiah assuming other variables, namely capital, length of business, and constant technology. Labor is the most important thing in the development of a business or industry that is the actor and planner of business activities. The number of workers greatly influences income, if the workforce increases in a business, the production of goods will increase and affect the increase in income. The results of this study indicate that labor is a factor that can affect the income of the fiber tray craft business in Bresela Village, Payangan District. This is because the higher the productivity of the workforce used in the process of making fiber trays, the more it will have an impact on increasing the income of the fiber tray craft business in Bresela Village, Payangan District. This is in accordance with the results of an interview conducted with one of the fiber tray craftsmen in Bresela Village, Mr. Mundra, who stated that:

"Labor is also a very important factor when running a business. Where with the presence of labor, it is able to produce fiber tray products. If there is no labor, the business of the pole will not be able to run well, where the more labor the pole will have, the more products the pole will produce later."

From the results of the in-depth interview above, it is explained that labor is a very important factor in running a business. With the labor we are able to produce this fiber tray craft product. Without labor, the business we run will not run well, the more labor we have, the more products will be produced later. The results of this study support the research of Nayaka and Karrika (2018) that the workforce has a positive and significant effect on the income of sanggah industry entrepreneurs in Mengwi District. The results of this study are in accordance with the research conducted by Arniyasa and Karmini (2023) that the workforce has a positive and significant effect on the income of culinary MSME actors in Denpasar City. This implies that the workforce is related to income, where if the number of workers is increased, the income generated will also increase. The results of this study are in line with Lestari's research (2020),

where the workforce has a positive and significant effect on the income of MSMEs in Tegal Regency.

Testing the influence of business duration on income from fiber tray craft business in Bresela Village, Payangan District.

a. Hypothesis Formulation

$H_0 : \beta_3 = 0$, meaning that the length of business has no partial effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

$H_1 : \beta_3 > 0$, meaning that the length of business has a partial positive and significant effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

b. Real level $\alpha = 0.05$, degrees of freedom $df(n - k) = (56 - 5) = 51$, then $t_{table} = 2.00758$.

c. Testing criteria

H_0 is accepted if t is ≤ 2.00758 or the significance value is $> \alpha = 0.05$.

H_0 is rejected if the t count is > 2.00758 or the significance value is $\leq \alpha = 0.05$.

d. Calculation

The results of data analysis using Eviews obtained a t -value for the business duration variable of -2.330474 with a significance value of 0.0238 .

e. Conclusion

Because the calculated t of the business period (-2.330474) $< t_{table}$ (2.00758) and the significance value of $0.0238 < 0.05$, then H_0 is accepted. This means that the business period (X3) partially does not affect the income (Y) of the fiber tray craft business in Bresela Village, Payangan District.

The regression coefficient of the length of business of -0.019390 means that if the input of the length of business increases by 1 year, then the income of the fiber tray craft business in Bresela Village, Payangan District will decrease by 0.019390 rupiah assuming other variables, namely capital, labor, and technology are constant. The results of this study indicate that the length of business is a factor that can affect the income of the fiber tray craft business in Bresela Village, Payangan District. This is because the longer someone pursues their business, the more customers and business networks they have. However, even so, it is not necessarily true that businesses that have been established for a shorter time have less income than businesses that have been established for a longer time. This is in accordance with

the results of an interview conducted with one of the fiber tray craftsmen in Bresela Village, Mr. Mundra, who stated that:

"The length of a business is the length of time an entrepreneur has established his business, right? Well, the more you try to start your business, the more customers you will have. But the thing is, for sure, a business that has been standing for a few years will have better income than a business that has been standing for a while. Because if only the children start a business, they can guarantee a better income and a better income."

From the results of the in-depth interview above, it is explained that the length of the business is the length of time an entrepreneur has established his business. The longer the business we have established, the more customers we will get. However, this does not necessarily mean that the business we have established for only a few years will get less income compared to businesses that have been established for a long time. Because the length of time the business has been established does not guarantee that the income obtained will be higher or lower. These results are in accordance with research conducted by Harjanto and Ahmad (2020) that the length of the business has a negative and significant effect on the income of Mustahik Businesses in Banyumas Regency. The results of Mahendra's research (2023) also explain that the length of the business has a partial negative and significant effect on the income of MSMEs in the Tourism Sector in Karanganyar Regency. This is in accordance with research conducted by Triarama (2017) that the length of the business has a negative and significant effect on the income of Pottery Crafts in Kasongan: (Case Study in Kajen Hamlet. Bangunjiwo Village. Kasihan District. Special Region of Yogyakarta).

Testing the influence of technology on the income of fiber tray craft businesses in Bresela Village, Payangan District.

a. Hypothesis Formulation

$H_0 : \beta_4 = 0$, meaning that technology has no partial effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

$H_1 : \beta_4 > 0$, meaning that technology has a partial positive and significant effect on the income of the fiber tray craft business in Bresela Village, Payangan District.

b. Real level $\alpha = 0.05$, degrees of freedom $df(n - k) = 56 - 5 = 51$, then $t_{table} = 2.00758$.

c. Testing criteria

H_0 is accepted if t is ≤ 2.00758 or the significance value is $> \alpha = 0.05$.

H_0 is rejected if $t > 2.00758$ or the significance value $\leq \alpha = 0.05$.

d. Calculation

The results of data analysis using Eviews obtained a t-value for the technology variable of 3.631919 with a significance value of 0.0007.

e. Conclusion

Because the $t_{\text{calculated}}$ of capital (3.631919) $>$ t_{table} (2.00758) and the significance value of $0.0007 < 0.05$, then H_0 is rejected. This means that technology (X4) has a partial positive and significant effect on the income (Y) of the fiber tray craft business in Bresela Village, Payangan District.

The regression coefficient of technology of 0.087738 means that if the capital input increases by 1 rupiah, the income of the fiber tray craft business in Bresela Village, Payangan District will increase by 0.087738 rupiah assuming other variables, namely capital, labor, and business duration are constant. Technology has made the production, marketing, distribution, and business processes as a whole more efficient and effective. This is in accordance with the results of an interview conducted with one of the fiber tray craftsmen in Bresela Village, Mr. Mundra, who stated that:

"Technology is a very sophisticated thing that irage can use in marketing irage craft products. One of the technologies or E-commerce is one of the ways I use to market irage products, one of them is to Facebook, where when irage is in front of the product online, I am sure I will be able to sell irage products If you use social media to trade, it's more cost-effective and energy-saving. So if you use social media, you'll be more interested in using social media in modern times."

From the results of the in-depth interview above, it is explained that technology is a very sophisticated thing that we can use in marketing our craft products. One of the technologies or *E-commerce* that we use in marketing our products is Facebook, where when we market our products through social media, many people will be able to see our products and later will be able to attract consumer interest. Because by using social media we can save costs and energy in marketing and buying these craft products. Therefore, the more E-commerce we use, the more our products will be widely distributed among the people who are interested in this fiber tray. This is in accordance with research conducted by Riyan (2020) that capital has a positive and significant effect on MSME income. The results of Hasanah et al.'s research. (2020) that capital has a positive and significant effect on MSME income. This is in accordance with the research of Aji and Listyaningrum (2021) that partially technology has a positive and significant effect on MSME income in Bantul Regency.

4. CONCLUSION

Based on the results of the previous discussion and description, the following conclusions can be drawn:

- 1) Capital, Labor, Length of Business, and Technology simultaneously have a significant effect on the Income of Fiber Tray Craft Business in Bresela Village, Payangan District.
- 2) Capital, Labor, and Technology partially have a positive and significant effect on the Income of Fiber Tray Craft Business in Bresela Village, Payangan District, while Length of Business does not affect the Income of Fiber Tray Craft Business in Bresela Village, Payangan District.

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