

THE INFLUENCE OF GO FOOD USAGE, BUSINESS DURATION, AND EDUCATION LEVEL ON THE INCOME OF CULINARY BUSINESSES IN DENPASAR CITY

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ABSTRACT

Economic growth, poverty, and unemployment are long-term issues faced by every country. How to reduce these rates is a primary concern for governments striving to achieve success in economic development. One approach to decreasing unemployment and poverty rates is by promoting home businesses, commonly known as MSMEs (Micro, Small, and Medium Enterprises). This research aims to determine the impact of Go-Food usage, the duration of the business, and the education level on the income levels of culinary businesses in Denpasar City. The rapid development of MSMEs has a positive impact on the economy. In this study, the author focuses on MSMEs in the culinary sector in Denpasar City. The culinary business is the fastest-growing sector in Denpasar compared to other sectors. This research is located in Denpasar City, focusing on culinary businesses in the area. The sample is determined using accidental sampling techniques. Data analysis is conducted using multiple linear regression, with simultaneous and partial testing. The results of data processing using SPSS show that the variables of Go-Food usage, business duration, and education level have a positive impact on the income of culinary businesses in Denpasar City.

KEYWORDS MSMEs, Go-Food, Length of Business, and Education Level



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INTRODUCTION

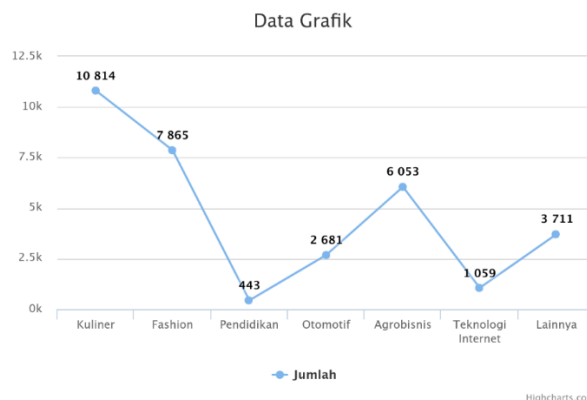
Economic growth, poverty, and unemployment are long-term issues faced by every country. How to reduce these figures is a primary concern for governments aiming to achieve successful economic development. Economic growth is a major economic conflict for nations, often described as Modern Economic Growth, which is based on the growth of per capita output over the long term.

Putu Ayu Meidha Suwandewi, Made Santana Putra Adiyadnya, Komang Ayu Trisantika Dewi. (2024). The Influence Of Go Food Usage, Business Duration, And Education Level On The Income Of Culinary Businesses In Denpasar City. *Journal Eduvest*. 4(4): 2266-2273
How to cite: 2775-3727
E-ISSN: <https://greenpublisher.id/>
Published by:

There are many ways to reduce poverty and unemployment. Besides improving the quality of human resources by providing adequate educational facilities, equipping people with entrepreneurial skills can also help reduce poverty and unemployment. According to Law No. 20 of 2008, micro, small, and medium enterprises (MSMEs) are productive businesses owned by individuals or individual business entities that meet the criteria for micro-businesses as regulated by the law. Based on data from the Ministry of Finance in 2023, most MSMEs in Indonesia are household businesses that can absorb a lot of labor.

The MSME sector, closely linked to the development of the people's economy, needs serious attention to become a strategic step towards achieving more equitable public welfare. According to the Ministry of Cooperatives and SMEs in 2023, MSMEs contributed 61% to Indonesia's GDP and absorbed 97% of the total national workforce. There are 67 million MSME entrepreneurs recorded (Lestari, 2024). MSMEs are spread across various regions in Indonesia, including the province of Bali. Bali, known globally for its tourism, has significant potential for MSME development. According to the Central Statistics Agency (BPS), Bali's economy grew by 0.30 percent in the third quarter of 2023 compared to the second quarter of 2023. According to Amir (2024), Bali's economic growth is closely tied to the contribution of MSMEs. Data from the Bali Provincial Government shows a rapid increase in the number of MSMEs over the past five years, from 13,042 in 2019 to 442,848 in 2023.

One city in Bali that has seen rapid MSME growth is Denpasar. As a metropolitan city, Denpasar has experienced significant MSME growth. According to Slamet (2023), the number of MSMEs in Denpasar grew by 175.52 percent from 2019 to 2020, rising from 11,500 to 31,685 units. In 2023, the number of MSMEs in Denpasar increased to 60,000 units (Dewa, 2024). Based on data recapitulation by business sector, Denpasar has 10,814 MSMEs in the culinary sector, the highest number compared to other sectors like fashion, automotive, education, and others.



Graph 1. Recapitulation of MSME Data by Business Sector

Source: Denpasar City Data Bank, 2024

According to Dewa (2024), the growth of culinary businesses is very high and continues to emerge daily. The development of culinary businesses in Denpasar is expected to align with their ability to withstand business competition and possible challenges, ensuring that existing businesses continue to positively impact Denpasar's local revenue.

One factor contributing to a business's sustainability is the use of services like Go-Food. Many culinary businesses choose to partner with Go-Food to operate. This online food delivery service provides an opportunity to reach a broader market and is expected to increase the business turnover.

Another supporting factor for business sustainability is the length of time the business has been established. The longevity of a business is related to the experience the owner has gained over time. More experience allows business owners to better understand the current business environment, impacting decision-making and strategies to maintain their business.

The education level of the business owner is also crucial for business sustainability. Education related to entrepreneurial management is a valuable resource in production, contributing to the advancement of the business. If MSME owners have adequate education, their production results and business income are likely to increase. Skills and capabilities supported by a high level of education will enable business owners to compete and grow their businesses effectively.

RESEARCH METHOD

This research was conducted in Denpasar City. The location was chosen due to the significant increase in MSMEs in the culinary sector. By the end of 2023, there were 10,814 culinary business operators in Denpasar City.

The subjects of this research are MSMEs in the culinary sector in Denpasar City. The research subjects will be given questionnaires and statements related to the research variables, which include the use of Go-Food, the length of business operation, and the education level.

The population refers to the entire group of research subjects that share similar characteristics, used to gather the necessary information for the researcher. The population in this study consists of all culinary sector MSMEs in Denpasar City. The sample is a subset of the population selected using a specific method to represent the entire population. This study uses accidental sampling, a technique where samples are taken based on the availability of respondents at a certain place that meets the research objectives. The data analysis techniques used in this research are the F-test and partial t-test.

RESULT AND DISCUSSION

Classical Assumption Test

The purpose of this test is to assess and verify the feasibility of the regression model used in the research (Ghozali, 2018:159). The classical assumption tests in this research include the normality test, multicollinearity test, and heteroscedasticity test.

Normality Test

The normality test aims to determine whether the research variables have a normal distribution or not (Ghozali, 2018:161). Based on the results of the normality test in Table 4.1 below, the data from each variable used in this research are normally distributed because the Asimp.sig (2-tailed) value is 0.2, which is greater than the significance level ($\alpha = 5\%$).

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		67
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.46826857
Most Extreme Differences	Absolute	.081
	Positive	.050
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
Sumber, Data Diolah		

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. This test is conducted by looking at the tolerance value and Variance Inflation Factor (VIF).

Table 2. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.337	1.515		-.222	.825		
	PG	.316	.114	.291	2.772	.007	.317	3.159
	LU	.469	.099	.429	4.752	.000	.429	2.329
	TP	.450	.112	.308	4.013	.000	.593	1.686

Source: Data processed

The Tolerance and Variance Inflation Factor values indicate that the variables Go-Food usage, length of business operation, and education level are free from multicollinearity as the tolerance values are above 0.1 and the VIF values are below 10.

Heteroscedasticity Test

According to Ghozali (2018:142), the heteroscedasticity test aims to determine whether there is an inequality of variance from the residuals of one observation to another in the regression model. If the variance of the residuals remains constant, it is called homoscedasticity; if it differs, it is called heteroscedasticity.

Table 3. Heteroscedasticity Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.827	.838		-.986	.328
	PG	.003	.063	.009	.040	.968
	LU	.036	.055	.120	.656	.514
	TP	.087	.062	.218	1.399	.167

a. Dependent Variable: Abs_Res

Source: Processed Data

Table 3 shows the results of the heteroscedasticity test using the Glejser test. The variables Go-Food usage, length of business operation, and education level have significance values above 0.05, indicating no heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis is used to explain the relationship and the extent of the influence of the independent variables on the dependent variable (Ghozali, 2018:95). After data analysis using SPSS, the results of the test on Go-Food usage, length of business operation, and education level on the income of culinary businesses in Denpasar City are as follows:

Simultaneous Test (F-Test)

The F-test aims to see the significance of the simultaneous influence of the independent variables on the dependent variable.

Table 4. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	504.343	3	168.114	74.437	.000 ^b
	Residual	142.284	63	2.258		
	Total	646.627	66			

a. Dependent Variable: PU

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b. Predictors: (Constant), TP, LU, PG

Source: Processed Data

Since the F-value is 74.437 with a significance value of 0.000, it means that Go-Food usage, length of business operation, and education level have a significant simultaneous influence on the income of culinary businesses in Denpasar City.

Partial Test (t-Test)

The t-test is used to determine whether the independent variables partially influence the dependent variable, assuming other independent variables outside the model are constant.

Table 5. t-Test Results

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
	B			Beta		
1	(Constant)	-.337	1.515		-.222	.825
	PG	.316	.114	.291	2.772	.007
	LU	.469	.099	.429	4.752	.000
	TP	.450	.112	.308	4.013	.000

a. Dependent Variable: PU

Source: Processed Data

Based on Table 5, the explanations are as follows:

1. Go-Food Usage Variable: After partial testing using the t-test, the coefficient value is 0.316 with a significance value of 0.007, which is less than 0.05. It can be concluded that H1H_1H1 is accepted, meaning Go-Food usage influences the income of culinary businesses in Denpasar City.
2. Length of Business Operation Variable: After partial testing using the t-test, the coefficient value is 0.469 with a significance value of 0.000, which is less than 0.05. It can be concluded that H1H_1H1 is accepted, meaning the length of business operation influences the income of culinary businesses in Denpasar City.
3. Education Level Variable: After partial testing using the t-test, the coefficient value is 0.450 with a significance value of 0.000, which is less than 0.05. It can be concluded that H1H_1H1 is accepted, meaning the education level influences the income of culinary businesses in Denpasar City.

Influence of Go-Food Usage on Culinary Business Income in Denpasar City

With a coefficient value of 0.316 and a significance value of 0.007, which is less than 0.05, it can be concluded that Go-Food usage influences the income of culinary businesses in Denpasar City. Observations indicate that using Go-Food services helps culinary businesses expand their consumer market, not just relying on local consumers, thus impacting sales turnover. Additionally, home-based culinary businesses that do not have a storefront can use Go-Food to sell their food.

Influence of Length of Business Operation on Culinary Business Income in Denpasar City

The t-test result for the length of business operation variable shows a coefficient value of 0.469 with a significance value of 0.000, which is less than 0.05. It can be concluded that the length of business operation influences the income of culinary businesses in Denpasar City. The length of time a business has been established relates to the experience gained by the owner. Longer-established businesses likely have more experience, making them better prepared to address challenges, which positively impacts business growth and income.

Influence of Education Level on Culinary Business Income in Denpasar City

The t-test result for the education level variable shows a coefficient value of 0.450 with a significance value of 0.000, which is less than 0.05. It can be concluded that the education level influences the income of culinary businesses in Denpasar City. Quality human resources are a key factor in business advancement. Business owners and employees with a good educational background are better able to create quality products and innovate regularly, impacting business existence and income.

CONCLUSION

Conclusions in this study: 1) The use of Go-Food affects the income of culinary businesses in Denpasar City, which shows a positive relationship with the use of Go-Food and income. 2) The length of business affects the income of culinary businesses in Denpasar City, which shows a positive relationship with business and income. 3) The level of education affects the income of culinary businesses in Denpasar City, which shows a positive relationship with the level of education and income. Suggestions in this study: 1) The growth of the culinary business sector in Denpasar City, which is very rapid, must be balanced with the role of the government to maintain the existence of MSMEs. Not only encouraging in the ease of starting a business, both in terms of managing business licenses if capital certificates are needed. 2) MSME actors should always follow the development of the times in managing their business, so that to be able to increase turnover, business owners must be able to compete and innovate in business. 3) This research can still be developed in the future, because many factors can affect the income of MSMEs.

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