

ANALYSIS OF FACTORS AFFECTING THE INCOME OF FISH TRADERS

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Abstract

Research on factors that influence fish traders' income is still limited regarding business experience and business analysis carried out by fish traders. The importance of analyzing the factors that influence fish traders' income cannot be underestimated in the context of fisheries economics in increasing the per capita income of fish traders in Indonesia. Therefore, this research aims to analyze which factors have the most influence on fish traders' income, with the variables Capital (x1), Trading Time (x2), and Selling Time Allocation (x3). Determining respondents in the study used a purposive sampling method, namely fish traders in the Sedati District area, Sidoarjo. The number of respondents will be determined using the Slovin method, and the data obtained will be analyzed using the multiple linear analysis method. The data obtained were analyzed using the SPSS application and showed that the capital variable (x1) was proven to have a positive influence on fish income in the Sedati District area, with a t table value of $2,233 > 1.697$ t count and a sig value = $0.033 < 0.05$ so that H_a was accepted. The conclusion of this research is that the capital variable (x1) has a real influence on the income of fish earners in Sedati District. This research is useful for the community, especially fish traders, that sufficient capital is the most influential thing in obtaining income, because the greater the capital used, the greater the income obtained.

Keywords : fish traders, business factors, fish traders' income, income analysis

1. Introduction

Fish buying and selling activity in Indonesia is considered very high, this is proven by the level of fish consumption in 2010 which was 30.48% and in 2019 it increased to 54.50%, referring to this data shows that the trend of eating fish among Indonesian people is starting to increase (kkp.go.id).

The high trend of eating fish in Indonesia is certainly one of the things that fish traders want. Fish trader income is the income earned by each trader by selling fish caught by fishermen. Income is the net income obtained by fishermen or is usually said to be the difference between the income and the costs incurred (Salsabilah, et al. 2021).

Fish traders play an important role in the fisheries supply chain. They serve as intermediaries between producers (fishers or fish farmers) and consumers. Fish traders buy fish from fishermen or collectors, perform processing if needed, and sell them to local markets, traditional markets, supermarkets, restaurants, or even for export. Fish trader research has important value in supporting the sustainability of fish resources, efficient market management, empowerment of coastal communities, and further understanding of local and global trade dynamics.

Several previous studies have shown that research on factors that influence fish income has been carried out, for example research conducted by Khoirunnisa Cahya Firdarini (2019), the results of her research show that accounting information has a positive and significant influence on the success of business actors. Meanwhile, according to Sumardianto, Eni Yulinda and Lamun Bathara (2020), the proportion of influence the number of fish and length of business simultaneously on the income of marine fish retailers in the Floating Market is 96.9%. According to Amir, et al (2021), using the cross-section method to analyze income, and break-even analysis by examining the profits of fish traders and the BEP obtained.

Even though much research has been carried out, trading time and trading time allocation have not been widely used, while capital will still be included as a comprehensive comparison material to analyze which factors have the most influence on fish traders' income.

This research aims to analyze which factors have the most influence on fish traders' income, namely the variables Capital (x1), Trading Time (x2), and Selling Time Allocation (x3).

The novelty of this research will be beneficial for the community, especially fish traders, that capital factors, length of trading, and sales time allocation can help fish traders in setting the right strategy in obtaining the desired income, because in reality fish traders tend to ignore these factors. Therefore, this research aims to analyze whether the factors of business capital, length of business and trading time allocation influence the income of fish retailers in Sedati District, Sidoarjo Regency.

2. Research Methods

Research sites

The research location is in the Sedati District area, Sidoarjo Regency, which was determined using purpose sampling by considering aspects of commodity yields in the Sedati District area, which is the fishery center in the Sidoarjo region.

Data collection technique

The sampling method is a simple random sampling method which is taken randomly without paying attention to the levels involved. Sampling to determine the number of fish traders in this study was by using the Slovin formula with an error rate of 15% or 0.15.

$$n = \frac{N}{1 + N (\alpha)^2} \quad (1)$$

Data analysis

The data analysis used by using multiple linear regression analysis, by testing the questionnaire with validity and reliability tests.

3. Results and Discussion

Sedati District is one of the sub-districts in the Sidoarjo Regency area, located at the eastern tip of Sidoarjo city with an area of 79.43 km². Sedati District is a fisheries agropolitan area, which produces fish, shrimp and other fishery commodities.

Table 1. Region Characteristics

No	Market's Name	Coverage Area	Population	Sampel
1	TPI	Banjar Kemuning, Gisik Cemandi, Segoro Tambak	60	14
2	Ps. Kalanganyar	Cemandi, Kalanganyar	56	13
3	Ps. Candramas	Buncitan	3	1
4	Ps. Pepe	Pepe, Pulungan	4	1
5	Ps. Kwangsan	Kwangsan	4	1
6	Ps. Pabean	Pabean, Semampir, Pranti	9	2
7	Ps. Wisata Juanda	Sedati Gede, Sedati Agung	4	1
8	Ps. Betro	Betro	5	1
Total			145	34

Sumber: Data Processed, 2022

There are 8 markets in the Sedati District area with a total of 145 fish traders. The number of respondents used in this research was 34 people (Table 1) based on the Slovin formula, with an error rate of 15%, with the following formula:

$$n = \text{class population} / \text{overall population} \times \text{sample (slovin)}$$

1. Respondent Characteristics

Respondent characteristics observed in this study include: gender, age, education, respondent status and number of dependents. The description of the characteristics of the respondents will be described in depth in the subsection below.

Table 2. Characteristics of Respondents Based on Gender

Gender	Amount	Percentage (%)
Man	12	35,3
Woman	22	64,7
Total	34	100

Source: Primary Data, 2022

Based on the gender characteristics of the respondents in Table 2, there were 12 male respondents with a percentage of 35.3% and 22 female respondents with a percentage of 64.7%. Most of the respondents were female.

Table 3. Characteristics of Respondents Based on Age

Ages	Amount	Percentage (%)
30 – 40 Tahun	4	11,8
41 – 50 Tahun	11	32,4
51 – 60 Tahun	14	41,2
61 – 70 Tahun	5	14,7
Total	34	100

Source: Primary Data, 2022

In Table 3, respondents in the age group 51 - 60 years have the highest percentage, 41.2%. Respondents in the 30 – 40-year age group had the smallest percentage with 11.8% or 4 respondents. Age > 40 years is called early middle age, at the end of this period it is marked by physical and mental changes, at this age a person only needs to maintain the achievements they have achieved in adulthood (Hurlock. 2002). The majority of respondents are aged 51-60 years, which is called adulthood, and a person's maturity is considered to have understood the meaning of responsibility not only for themselves but also for their family.

Table 4. Characteristics of Respondents Based on Education

Level of education	Amount	Percentage (%)
Tidak Sekolah	1	2,9
SD	14	41,2
SMP	13	38,2
SMA	6	17,6
Total	34	100

Source: Primary Data, 2022

The majority of respondents were elementary school graduates with a percentage of 41.2% (Table 4). This shows that the respondent's education level is very low. This lack of education is what encourages someone to work in the trading sector, all that is needed just trading skills and experience.

Table 5 . Characteristics of Respondents Based on Number of Dependents

The number of dependents	Amount	Percentage (%)
0	7	20,6
1 - 3	22	64,7
4 - 6	3	8,8
7 – 9	1	2,9
>10	1	2,9
Total	34	100

Source: Primary Data, 2022

Based on Table 5, the trader who has the largest number of family dependents is 1 person with more than 10 dependents. According to Lestari (2016), the number of dependent family members in a household can influence the level of consumption that must be spent by the household concerned, because it is related to their increasing needs. The number of dependents influences farmers when selling fish. The increasing number of family members requires fish traders to earn more money to meet their needs (Jumiati, 2012).

2. Variable (x)

The capital amount of IDR 1,000,000 – IDR 5,000,000 obtained the highest position, namely 55.9%, while the smallest amount of capital from the survey results was IDR 5,000,000 – IDR 10,000,000 with a total of 5.9% which can be seen in Table 6. The influence of capital on a business, its existence becomes the initial foundation for the business to be built. Capital is a business factor that must be available before carrying out activities.

Table 6. Characteristics of Respondents Based on Capital Amount

Capital Amount	Amount	Percentage (%)
> Rp 10.000.000	6	17,6
Rp 5.000.000 – Rp 10.000.0000	2	5,9
Rp 1.000.000 – Rp 5.000.000	19	55,9
< Rp 1.000.000	7	20,6
Total	34	100

Source: Primary Data, 2022

The trading activities carried out by the majority of respondents have been running for more than 6 years, with a percentage of 64.7%. The lowest percentage of 5.9% was obtained from a business period of less than 1 year (Table 7). These results show that fish buying and selling activities in the Sedati District area have been carried out for a long time, and are one of the characteristics of the Sedati District area, where the majority of the region's Natural Resources are coastal areas.

Table 7. Characteristics of Respondents Based on Length of Business Activity

Length of Business Activity	Amount	Percentage (%)
> 6 tahun	22	64,7
3 – 6 tahun	6	17,6
1 – 3 tahun	4	11,8
< 1 tahun	2	5,9
Total	34	100

Source: Primary Data, 2022

Trading time allocation is also one of the things that needs to be considered when trading. The data from the questionnaire provided presents data from the majority of fish traders, trading from morning to evening with a percentage of 52.9%, and 5.8% of traders chose the smallest income to sell their fish from morning to evening or vice versa (Table 8).

Table 8. Characteristics of Respondents Based on Time Allocation

Trading Time Allocation	Amount	Percentage (%)
Morning – Evening / Evening – Morning	2	5,8
Morning – Late Afternoon	18	52,9
Morning – Afternoon	14	41,1
Late Afternoon – Evening	0	0
Total	34	100

Source: Primary Data, 2022

Business time allocation is the total business time used by a trader to trade. The higher the working hours used, the higher the probability of turnover received and the welfare of the family will be met (Husaini and Fadhlani, 2017).

Fish traders think that the longer they sell, the more income they will get, but this is not in line with the results obtained in the Sedati District Area.

Experience in running a business is the best predictor of success, especially if the business is related to previous businesses. Experience will be very necessary for business actors as their business progresses until it achieves success. The success of one's own business can be marked by an increase in the number of sales, an increase in the amount of production, and an increase in profits or business profits (Arianto, 2014).

The results obtained from the questionnaire data are that the majority of fish traders earn a gross income of IDR 100,000 - IDR 300,000/day with a percentage of 38.2% (Table 9). The size of a fish retailer's income is influenced by several factors, one of which is the number of fish sold. Gross income is often also termed total receipts or in this case the entire value of fish sales for each retailer. Meanwhile, net income is obtained from the value of gross income (total receipts) after deducting the working capital spent by each fish retailer (Sumardianto, et al. 2020).

Table 9. Characteristics of Respondents Based on Gross Income

Income	Amount	Percentage (%)
> Rp 600.000	6	17,6
Rp 300.000 – Rp 600.000	6	17,6
Rp 100.000 – Rp 300.000	13	38,2
< Rp 100.000	9	26,5
Total	34	100

Source: Primary Data, 2022

3. Validity and Reliability Test

A questionnaire is said to be valid if the questions and questionnaire are able to reveal something that the questionnaire will measure (Ghozali, 2011). Validity test uses Pearson correlation analysis, the decision to determine whether the instrument items are valid or not. If at a significant level of 5% the calculated r value $> r$ table then it can be concluded that the instrument items are valid. The validity test of this research questionnaire used data from 34 respondents. It is known that $N= 34$ and $\alpha = 5\%$, then r table = 0.2869. The results obtained were r count $> r$ table (Table 10).

Table 10. Validity Test of Research Questionnaire Variables

No	Variabel	Item	<u>Corrected item</u> <u>Total Correlation</u> <u>r hitung</u>	r tabel	Information
1	Capital (X1)	X1.1	0,339	0,2869	VALID
		X1.2	0,530	0,2869	VALID
2	Length of Business (X2)	X2.1	0,393	0,2869	VALID
		X2.2	0,298	0,2869	VALID
		X2.3	0,465	0,2869	VALID
3	Time Allocation (X3)	X3.1	0,412	0,2869	VALID
		X3.2	0,370	0,2869	VALID
4	Income (Y)	Y1.1	0,541	0,2869	VALID
		Y1.2	0,440	0,2869	VALID
		Y1.3	0,425	0,2869	VALID
		Y1.4	0,680	0,2869	VALID

Source: Primary Data, 2022

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if the answers to the questions are consistent or stable over time (Ghozali, 2011). A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60. The reliability test carried out obtained the result that the level of variable consistency did not change when retesting, so the measurement results were reliable (Table 11).

Table 11. Reliability Test of Research Questionnaire Variables

No	Variabel	Item	<u>Cronbach's</u> <u>Alpha</u>	Koefisien Alpha	Information
1	Capital (X1)	X1.1	0,676	0,60	VALID
		X1.2	0,657	0,60	VALID
2	Length of Business (X2)	X2.1	0,671	0,60	VALID
		X2.2	0,680	0,60	VALID
		X2.3	0,680	0,60	VALID
3	Allocation Time (X3)	X3.1	0,673	0,60	VALID
		X3.2	0,675	0,60	VALID
4	Income (Y)	Y1.1	0,655	0,60	VALID
		Y1.2	0,666	0,60	VALID
		Y1.3	0,673	0,60	VALID
		Y1.4	0,631	0,60	VALID

Source: Primary Data, 2022

4. Multiple Linear Regression Test

Test results using multiple linear regression with the formula:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 \quad (3)$$

Information:

Y = dependent variable

α = constant

b₁, b₂, b₃ = regression coefficient

x₁, x₂, x₃ = independent variables

Table 12. Multiple Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.372	3.184		2.001	.054
	Capital (X1)	.750	.336	.371	2.233	.033
	Length of Business (X2)	-.016	.290	-.009	-.055	.957
	Allocation Time (X3)	-.131	.188	-.115	-.700	.489

a. Dependent Variable: Pendapatan (Y)

Based on Table 12, the multiple regression equation is obtained as follows:

$$Y = 6.372 + 0.750X_1 + (-0.016X_2) + (-0.131X_3). \quad (4)$$

The regression equation has the meaning:

a) Constant = 6.372

If the capital variables, length of business and trading time allocation are considered equal to zero, then the trader's income variable is 6.372.

b) Coefficient x1 = 0.750

If the capital variable increases by one point, while the length of business and trading time allocation are considered constant, this will cause an increase in trader income of 0.750

c) Coefficient x2 = -0.016

If the length of business variable increases by one point, while capital and trading time allocation are considered constant, this will cause an increase in trader income of -0.016

d) Coefficient x3 = -0.131

If the trading time allocation variable increases by one point, while the capital and length of trading business are considered constant, this will result in an increase in trader income of -0.131.

Table 13. t Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.372	3.184		2.001	.054
	Capital (X1)	.750	.336	.371	2.233	.033
	Length of Business (X2)	-.016	.290	-.009	-.055	.957
	Allocation Time (X3)	-.131	.188	-.115	-.700	.489

a. Dependent Variable: Income (Y)

Hypothesis :

Ho : The independent variable has no effect on the dependent variable.

Ha : The independent variable has an effect on the dependent variable.

Decision making criteria:

So with a confidence level = 95% or $(\alpha) = 0.05$. Degrees of freedom (df) = $n-k-1 = 34-3-1 = 30$, as well as two-sided testing to obtain t table = 1.69726.

H_0 is accepted if: $t \text{ count} \leq t \text{ table}$ or $\text{sig} \geq 5\%$

H_a is accepted if: $t \text{ count} \geq t \text{ table}$ or $\text{sig} \leq 5\%$

The results of the t test (Table 13) show that the variable x3 (time allocation) H_a is rejected. This means that the capital factor has an influence on the income of fish traders, while the length of business and time allocation factors have no influence on the income of fish traders.

Capital is related to the number of products to be sold. The bigger capital, the bigger they can get a lot of fish, to sell.

Business capital is a fixed cost. The greater capital, the greater the opportunity to enter the industry. To gain profits, companies will produce in large capacities (Kurniati, 2010).

If the capital factor increases, the income of fish traders will also increase. The size of the capital will influence business development in achieving income, as in the following formula (Figure 1).

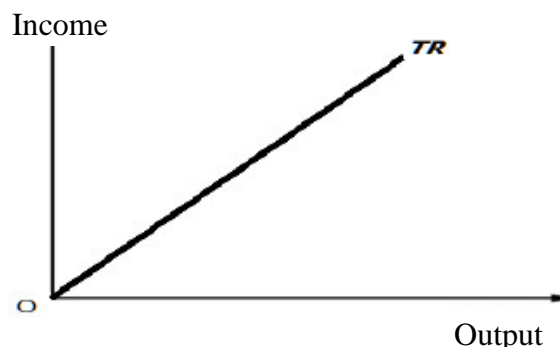


Figure 1. Total Revenue Curve

Total Revenue (TR) is obtained from:

$$TR = P \times Q \quad (5)$$

TR	= Total revenue
P	= Price/product
Q	= Quantity

Total revenue or receipts will be obtained from multiplying the price per product by the number of products sold. The more products sold, the greater the revenue obtained.

The role of capital in a business is very important because it is a means of producing goods and services. Traders must be smart or brave in determining capital, because the availability of capital will greatly influence their income (Ma'arif, 2014).

According to Purwati (2012) in running a business, one of the supporting factors needed is capital. The influence of capital on a business, its existence becomes the initial foundation for the business to be built. Capital is a business factor that must be available before carrying out activities. The size of the capital will influence business development in achieving income.

These results are in line with Fatmawati, Yolamalinda, and Rizki Natassia (2014), that business capital influences traders' income. According to Sumardianto, Eni Yulinda and Lamun Bathara (2020), the proportion of capital variables that simultaneously influence the income of sea fish retailers at the Floating Market is 96.9%.

Meanwhile, experience can be interpreted as episodic memory, that is memory that receives and stores events that occur are experienced by an individual at a certain time and place, which functions as an autobiographical reference (Sugianto, 2017). The experience of fish traders over the years will certainly have a positive impact on the continuity of their business, but this cannot be used as a reference in obtaining the income they receive. So, the length of time you have been in business cannot be used as a benchmark, that the longer you pursue the business, the greater the income you will get. This is also in accordance with Megantoro (2015) that achieving this success cannot be separated from the hard work of the individuals it self

The results obtained from multiple linear regression with the trading time allocation variable (x3) -0.131, is show that the trading time allocation variable has no effect on income.

According to Monika (2011), there are several things that need to be considered in trading time allocation activities;

- 1) The length of time a person is able to work well.
- 2) The relationship between work time and rest time.
- 3) Daily working hours include morning, afternoon, evening and night.

From the above we can examine one by one whether these factors have been fulfilled by fish traders in Sedati District. Considering that the majority of fish traders in the Sedati District area are over 60 years old, the number one point is that someone is able to work well in the sense of being able to maintain the quality of the fish, being able to offer well, being able to provide good service to customers. And some traders sometimes still ignore these factors.

We often encounter the relationship between work time and rest time again in markets, with those over 60 years old, many of the traders sometimes look tired so they choose to sleep in their stalls. This certainly makes customers reluctant to buy the fish.

The third point is the allocation of trading time carried out by fish traders. According to the results of research conducted by Kusumawardani (2014), the higher the working hours devoted to trading activities, the higher the opportunity to earn a large income. However, this needs to be reviewed again, whether the time allocation or opening hours of fish traders in the Sedati District area are appropriate to the needs of the community. For example, many people need fish in the morning at 06.00, but the trader start opens his stall at 08.00-12.00. Mismatches in operating hours or opening hours for fish traders also greatly affect the income they earn.

According to Kuncoro (2009), the F test is used to test whether the influence of independent variables simultaneously on the dependent variable is significant.

H⁰: All independent variables do not have a significant effect simultaneously on the dependent variable.

H^a: All variables have a significant effect simultaneously on the dependent variable. Decision-making:

- Ho is accepted if $F_{count} \leq F_{table}$ or $sig \geq 5\%$.
- H1 is accepted if $F_{count} > F_{table}$ and $sig < 5\%$.

Table 14. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55,056	3	18,352	2,057	.126 ^b
	Residual	285,500	32	8,922		
	Total	340,556	35			

a. Dependent Variable: Income (Y)

b. Predictors: (Constant), Allocation Time (X3), Leght Business (X2), Capital (X1)

Source: Primary Data, 2022

In Table 14, the F table value that must previously be known is, F table = 2.920. In the Anova table, the value obtained is $F = 2,057 < 2,920$ (table F value) and $\text{sig } 0.125 > 0.05$, this means that the independent variables, capital, length of business and time allocation simultaneously have no effect on the dependent variable

The magnitude of the influence of the independent variable on the dependent variable as a whole can be seen in Table 15. The R square value or coefficient of determination obtained is $0.402 = 40.2\%$. This means that the independent variables together have an influence. The dependent variable, namely the income of fish traders in the Sedati District area, was 40.2% and the remainder was influenced by other reasons not included in this research, 59.8%.

4. CONCLUSION

The aim of this research is to analyze what factors have the most influence on fish traders' income. The variable that has an influence on fish income is capital (x1), seen from the multiple linear regression value with t table $2,233 > 1.697$ t count and sig value = $0.033 < 0.05$ so it's mean H_a is accepted and the correlation coefficient (Pearson Correlation) $x_{1.1}$ is equal to 0.339 (positive), and $x_{1.2}$ 0.530 (positive), this means that the correlation between the capital variable and the income of fish traders in the Sedati District area it has strong influence relationship category. This research is useful for the community, especially fish traders, that the capital factor is the most influential thing in earning income. The recommendation that can be given is to explore the appropriateness of operational hours and trading times, and look for other 59,8% factors that can influence the income of fish traders in the Sidoarjo region.

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