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The Influence of Total Production, Labor Absorption, Market Access, and Business Capital on Increasing Local Community Income in the Cassava Cracker Industry in Brang Pelat Hamlet, Pelat Village

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Abstract: *Locally-based micro, small, and medium enterprises (MSMEs) play a strategic role in improving the welfare of rural communities. The cassava cracker industry in Brang Pelat Hamlet, Pelat Village, is a growing MSME, but still faces various production and income limitations. This study aims to analyze the influence of total production, labor absorption, market access, and business capital on increasing local community income. The study used a quantitative approach with a causality design. Data were collected through questionnaires from 38 respondents from the cassava cracker industry selected by purposive sampling. Data analysis was conducted using classical assumption tests, multiple linear regression, and partial and simultaneous hypothesis tests. The results showed that total production, labor absorption, and business capital had a positive and significant effect on increasing community income, while market access did not have a significant effect partially. However, simultaneously, these four variables had a significant effect on increasing local community income. The conclusion of this study confirms that optimizing production, labor, and capital are key factors in increasing community income in the cassava cracker industry in rural areas.*

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Introduction

The primary goal of Indonesia's economic development is to maximize local resources to improve community welfare. The micro, small, and medium enterprise (MSME) sector

plays a crucial role in national growth, employing more than 97% of the workforce and contributing approximately 61.2% to the country's gross domestic product (GDP) (Ministry of Cooperatives and SMEs, 2024). MSMEs are a key driver of the people's economy, particularly in the processing industry sector, which relies on local potential, such as the processed food industry in rural areas. One potential example is the cassava cracker industry, which utilizes cassava as an abundant agricultural commodity with high economic value when processed into derivative products. Global trends confirm that agro-based industries such as this integrate agriculture, industry, and local trade in a sustainable manner, thus potentially increasing the income of rural communities [United Nations Industrial Development Organization, 2023].

National cassava production reached 17.82 million tons in 2023, with West Nusa Tenggara (NTB) Province contributing 212,000 tons or 1.2% of the total (Central Statistics Agency, 2024). In NTB, there are more than 4,800 small and medium industry (SME) units, of which 62% are engaged in the processed food sector and absorb 18.3% of the non-agricultural workforce [NTB Provincial Industry Office, 2023]. Sumbawa Regency recorded around 300 micro-enterprises based on cassava processing, especially in rural areas such as Brang Ene and Plampang Districts [Sumbawa Regency Cooperatives, SMEs, Industry, and Trade Office, 2023]. Brang Pelat Village, specifically Pelat Hamlet, is a center for cassava cracker production with 60 active household entrepreneurs, providing employment for women and low-income communities [Brang Pelat Village Government, 2024].

In Pelat Hamlet, Brang Pelat Village, the number of cassava cracker businesses increased significantly, from 18 in 2023 to 38 in 2024, and reached 60 in 2025 [observation data from Pelat Hamlet, 2025] see Figure 1. This increase reflects community interest in food processing MSMEs as a primary source of income. However, production remains manual with simple equipment, resulting in low productivity, income fluctuations, and limited market access outside the village. Despite the abundance of cassava as a raw material, businesses face challenges with capital, financial management, and weak marketing, thus under-utilizing the local economic potential.

This research is urgent because it directly relates to improving the welfare of rural communities through the optimization of MSMEs. Practically, the results can support government policies such as One Village One Product (OVOP) with recommendations for technical assistance, capital, and marketing strategies. Theoretically, this study enriches the microeconomic and regional development literature on the relationship between production variables and income [Balsamo et al., 2021]. Without intervention, the cassava cracker industry risks stagnation, reduced competitiveness, and weakened village economic independence due to dependence on the informal sector.

This research offers a novel approach by empirically analyzing the influence of total production, labor absorption, market access, and business capital on the income of cassava cracker MSMEs in Pelat Hamlet a specific rural center location in NTB. Unlike general studies on agro-MSMEs [e.g., UNIDO, 2023], this approach focuses on the local post-OVOP context with the latest data from 2025, integrating field observations for a contextualized income prediction model.

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Theoretically, production efficiency, market access, and capital influence regional economic growth [Balsamo et al., 2020]. However, in Pelat Hamlet, despite having 60 businesses and abundant raw materials, revenues have not yet matched potential due to manual production, minimal OVOP (Owner-Owned Business Operation) assistance, and weak marketing. This gap between development economics theory and field reality requires empirical research to identify the dominant factors, addressing the gap in previous research that lacked specificity in the cassava cracker MSME sector in rural West Nusa Tenggara.

The problem formulation in this research is:1)Does total production have an effect on increasing local community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village?2)Does the absorption of labor affect the income of local people in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village?3)Does market access affect the increase in local community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village? 4) Does business capital contribute to increasing local community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village?5)Do total production, labor, market access, and business capital simultaneously have a significant effect on increasing local community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village?

Research Methods

This study employs a quantitative approach with a causal or explanatory design to test the cause-and-effect relationships between independent variables such as total production, labor absorption, market access, and business capital, and the dependent variable, which is the increase in local community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village. The quantitative approach is selected because it enables empirical hypothesis testing through numerical data and statistical analysis, aligning with the post-positivist paradigm that emphasizes hypothesis verification via empirical testing. Sugiyono (2021) defines the quantitative method as a research procedure that produces numerical data for statistical testing, while Creswell and Creswell (2023) highlight causal design for explaining the influence of independent variables on the dependent variable in socio-economic contexts. Sudaryono (2021) adds that this design is ideal for rural MSME studies requiring regression models for income prediction.

The primary research instrument is a questionnaire using an ordinal Likert scale distributed to respondents to measure perceptions of the research variables. The questionnaire is designed based on valid indicators such as production volume, number of workers, market reach, and capital sources, with validity and reliability tests to ensure data accuracy. Data analysis techniques include classical assumption tests (Kolmogorov-Smirnov normality, heteroscedasticity, multicollinearity VIF, and Durbin-Watson autocorrelation), multiple linear regression, partial t-tests, and simultaneous F-tests using SPSS. Emzir (2023) states that Likert scale instruments are effective for quantitative data in social research, while Sugiyono (2022) recommends classical assumption tests as prerequisites for regression to avoid bias. Sudaryono (2021) and Creswell (2021) emphasize regression analysis to measure the coefficient of determination

The research population consists of 60 business actors and related community

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members in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village, including business owners, production workers, and parties involved in market access and capital utilization. A sample of 38 respondents was selected using purposive sampling based on criteria of active participation in the industry, fulfilling the Slovin formula for a 5% error rate in small populations. This technique ensures relevant representation of key actors at the study site conducted from November to December 2025. Sugiyono (2021) defines purposive sampling as sample selection based on specific considerations for causal studies, while Creswell and Creswell (2023) recommend this approach for local MSME populations to achieve empirical data saturation. Sudaryono (2021) adds that a sample size of 30-50 is sufficient for regression in rural populations.

The research procedure begins with developing the questionnaire instrument based on literature review and field observations, followed by primary data collection through direct questionnaire distribution to respondents in Brang Pelat from November to December 2025, along with validity testing. Secondary data were obtained from village documents and BPS regarding cassava production in NTB 2023-2025, followed by data entry into SPSS for classical assumption tests, regression modeling, and hypothesis testing (t and F). Results were validated through interpretation of the regression coefficient Y = 0.295 + 0.365X1 + 0.352X2 - 0.166X3 + 0.358X4. Emzir (2023) outlines the quantitative procedure as a cycle from instrument planning to findings verification, while Sugiyono (2022) emphasizes a systematic sequence for reliability. Creswell (2021) and Sudaryono (2021) reinforce that this procedure ensures replicability in causal MSME studies.

Results and Discussion

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		38
Normal Parametersa,b	Mean	,0000000
	Standard Deviation	,46655749
Most Extreme Differences	Absolute	,125
	Positive	,066
	Negative	-,125
Test Statistics		,125

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Asymp. Sig. (2-tailed)	,144c

Based on Table 1, this normality test uses the Kolmogorov-Smirnov test in SPSS and obtained a significant result of 0.144, which is greater than the significance level of 0.05. Based on this value, it can be said that the data in this study is normally distributed.

2. Heterocadism Test

Table 2. Results of Heterocadism Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1,035	,249		4,159	,000
	total production	-,089	,078	-,211	-1,147	,260
	labor absorption	-,014	,078	-,033	-,178	,860
	market access	-,027	,080	-,070	-,344	,733
	venture capital	-,100	,063	-,272	-1,589	,121

The multiple linear regression analysis of X1, X2, X3, and X4 against Y is truly linear because there is no problem with heteroscedasticity, so the multiple linear regression analysis can be continued.

3. Multicollinearity Test.

Table 3. Multicollinearity Test Results

1	total production	,713	1,402
	labor absorption	,706	1,417
	market access	,589	1,699
	venture capital	,821	1,218

The results above indicate that the variance inflation factor (VIF) values for all variables in this study are <10 and the tolerance is >0.1. Therefore, it can be concluded that there is no multicollinearity.

4. Autocorrelation Test

Table 4. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,710a	,504	,444	,49403	1,957

Interpretation

The calculated Durbin-Watson value = 1.957, the number of samples (N = 38), the number of variables (k = 4), then the dU value = 1.722 and dL = 1.261. The autocorrelation value is shown in the following figure:

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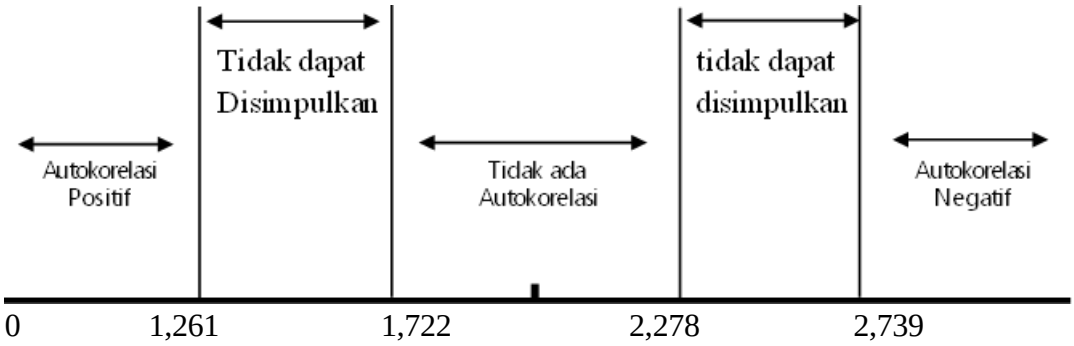

Independent Variable (k) = 4 Number of
Samples (N) = 38 (k ; N) = (4 ; 38) sig 0.05
D = 1.957
dL = 1.261
dU = 1.722
4 - dL = 4 – 1.261 = 2.739
4 – dU = 4 – 1.722 = 2.278

The autocorrelation test results show that the Durbin–Watson value is 1.957. This value falls within the range dU < DW < 4 − dU, thus confirming that the regression model does not contain autocorrelation. Thus, the residuals in the model are independent, and the classical assumption of no autocorrelation is met.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,295	,483		,612	,545
	total production	,365	,151	,350	2.41	,021
					4	
	energy absorption	,352	,151	,341	2.33	,026
	Work				7	
	market access	-,166	,155	-,171	-	,292
					1.07	
					1	
	venture capital	,358	,122	,397	2.93	,006
					5	

So based on the regression above, the regression equation is as follows:

Y = 0.295+ 0.365

The results of the multiple linear regression model equation above can provide the following understanding:

1. The constant value of 0.295 indicates that if all independent variables (total production, employment, market access, and business capital) are assumed to be constant or zero, then the increase in community income will still have a value of 0.295 units. This means that even without the influence of these four variables, there are still other factors that slightly

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influence community income.

2. The regression coefficient for the total production variable is 0.365 with a significance value of 0.021 (<0.05). This means that total production has a positive and significant effect on increasing community income. In other words, every one-unit increase in total production will increase community income by 0.365 units, assuming other variables remain constant. This indicates that the greater the volume of cassava cracker production, the higher the community income.
3. The regression coefficient for the labor absorption variable (X2) is 0.352 with a significance value of 0.026 (<0.05). This means that this variable also has a positive and significant effect on increasing community income. Increasing the number of workers absorbed will help increase business productivity, thereby significantly increasing community income.
4. The market access regression coefficient (X3) is -0.166 with a significance value of 0.292 (>0.05). This indicates that market access does not significantly influence community income growth. A negative coefficient indicates that even if market access increases, it does not necessarily translate directly to increased income. This could be due to limited distribution networks, product competitiveness, or suboptimal marketing strategies.
5. The regression coefficient value of business capital (X4) is 0.358 with a significance value of 0.006 (<0.05). This means that business capital has a positive and significant influence on increasing community income. The greater the capital owned by business actors, the greater their ability to increase production capacity, improve product quality, and expand markets, thereby increasing community income.

Hypothesis Testing

1. T-test

Table 6. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,295	,483		,612	,545
	total production	,365	,151	,350	2.414	,021
	energy absorption	,352	,151	,341	2.337	,026
	market access	-,166	,155	-,171	-1.071	,292
	venture capital	,358	,122	,397	2.935	,006

Based on the results of the t-statistic test in the table above, the test between each independent variable and the dependent variable can be seen that:

a. The constant value of 0.295 with a significance value of 0.545 (> 0.05) indicates that the constant is statistically insignificant. This means that if all independent variables (Total Production, Labor Absorption, Market Access, and Business Capital) are zero, then the

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increase in community income will only increase by 0.295 units, but the effect is not significant. Total production (X1) regression coefficient value of 0.365 with a calculated t value of 2.414> t table (2.034) and a significance of 0.021 (< 0.05) indicates that Total Production has a positive and significant effect on increasing community income. This means that the higher the total production, the higher the increase in community income.

b. Labor absorption (X2) The regression coefficient value is 0.352 with a calculated t value of 2.337 > t table (2.034) and a significance value of 0.026 (<0.05). This means that labor absorption has a positive and significant effect on increasing community income. The more labor absorbed, the greater the increase in community income in the area.
c. Market access (X3) The regression coefficient value is -0.166 with a calculated t value of -1.071 < t table (2.034) and a significance of 0.292 (> 0.05). This indicates that Market Access does not have a significant effect on increasing community income. Although the direction of the effect is negative, it is statistically insignificant so it cannot be concluded that there is a real effect between market access and increasing community income.

Business capital (x4) The regression coefficient value is 0.358 with a calculated t value of 2.935 > t table (2.034) and a significance of 0.006 (<0.05). These results indicate that Business Capital has a positive and significant effect on increasing community income. The greater the business capital owned, the higher the potential for increasing community income.

2. F test (simultaneous)

Table 7. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,180	4	2,045	8,379	,000b
	Residual	8,054	33	,244		
	Total	16,234	37			

Based on the results of the F test in Table 4.11 above, the calculated F value was obtained as 8.379 with a significance value (Sig) of 0.000. This significance value is much smaller than the error rate (α) of 0.05, so it can be concluded that H_0 is rejected and H_1 is accepted. This means that simultaneously (together) the variables Total Production (X_1), Labor Absorption (X_2), Market Access (X_3), and Business Capital (X_4) have a significant influence on the variable Increasing Community Income (Y).

In other words, the regression model used in this study is suitable for use because it is able to explain variations in community income increases through the four independent variables. The calculated F-value of 8.379 also indicates that the model has quite strong explanatory power, where changes in the independent variables together can significantly explain changes in community income.

Coefficient of Determination Test

Table 8. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate

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1	,710a	,504	,444	,49403

Based on the results of the determination coefficient test in Table 8, the Adjusted R Square value was obtained at 0.444. This value indicates that the independent variables consisting of Business Capital, Labor Absorption, Total Production, and Market Access are able to explain the variation in Community Income Increase by 45.0%. This means that changes in community income in the cassava cracker industry in Brang Pelat Hamlet can be explained by the four variables together by 44.4%.

Meanwhile, the remaining 55.6% is influenced by other factors not included in this research model, such as managerial ability, the level of technology used, product quality, market competition conditions, and other external factors. The use of the Adjusted R Square value in this study is considered more appropriate because it has taken into account the number of independent variables used in the regression model, thus providing a more accurate picture of the model's ability to explain the dependent variable.

Thus, the Adjusted R Square value of 0.444 indicates that the regression model used has a fairly strong explanatory ability, although there is still room for model development by adding other variables in further research to obtain more comprehensive results regarding the factors that influence the increase in community income in the cassava cracker industry in Brang Pelat Hamlet.

Discussion

The discussion in this research will be explained through the research hypothesis in accordance with the data analysis that has been carried out previously, for more details it can be explained as follows:

The effect of total production (X1) on community income (Y)

Based on the results of the t-test with the help of SPSS, the Total Production variable has a calculated t-value of 2.414 and a significance value of 0.021 is obtained, which is smaller than 0.05. This indicates that the Total Production variable has a positive and significant effect on increasing community income. Thus, it can be concluded that the higher the total production produced by the community, the greater the increase in income obtained. Empirically, these results indicate that increasing the amount or volume of production carried out by business actors has a direct impact on increasing community income. The higher the total production produced, the greater the opportunity for increasing sales and profits obtained by the community. This is because increasing production output indicates an increase in efficiency and productivity that can expand market reach and strengthen the economic position of business actors.

The results of this study align with the economic growth theory proposed by [Sibatuara & Hutabarat, 2025], which explains that increased production will increase added value and community welfare through a multiplier effect on the local economy. This finding is also supported by research by (Sukirno, 2018), who stated that increasing production capacity is a key factor in increasing community income and economic independence. Therefore, the first hypothesis (H_1), which states that total production has a positive and significant effect on increasing local community income, is accepted.

The effect of labor absorption (X2) on increasing community income (Y)

The t-test results show that the Labor Absorption variable has a t-value of 2.337 with a

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significance value of 0.02, less than 0.05. This means that Labor Absorption has a positive and significant effect on increasing community income. This means that the more labor absorbed in economic activities, the greater the increase in community income that occurs. Empirically, these results indicate that the greater the level of labor absorption in a region, the higher the increase in community income. Labor absorption has a direct economic impact in the form of increased household income and an indirect impact in the form of increased purchasing power and community consumption. In other words, expanding employment opportunities not only reduces unemployment but also improves the welfare of society as a whole.

These findings support Keynesian theory, which states that increased employment opportunities will have a multiplier effect on economic growth and community income. These research findings also align with (Tambunan, 2019), who asserted that small and medium enterprises (SMEs) with high employment rates significantly contribute to increasing local community income. Therefore, the second hypothesis (H_2), which states that employment absorption has a positive and significant impact on increasing local community income, is accepted.

The effect of market access (X3) on community income (y)

Based on the t-test results, the Market Access variable has a calculated t-value of -1.071 with a significance of 0.292, which is greater than 0.05. This indicates that Market Access does not have a significant effect on increasing community income. This means that although market access is an important factor in economic activity, in this study it has not had a significant effect on increasing community income. Empirically, these results indicate that the breadth or narrowness of market reach is not yet a major factor determining the increase in community income. Most likely, business actors in the research area still face limitations in terms of promotion, distribution networks, and the ability to use modern marketing technology. As a result, although opportunities for market access are quite open, sales results have not shown a significant increase in community income.

The results of this study do not fully align with the Market Access Theory proposed by Krugman (1991), which explains that easy market access can increase productivity and income through distribution efficiency and expanding consumer reach. However, these findings align with the results of research by [Atikah et al., 2025], who found that in some rural areas, limited infrastructure and promotion mean that market access has not significantly influenced community income growth. Furthermore, research by [Hadi et al., 2025] found that market access has no significant impact on the income of MSMEs because most businesses still rely on local markets and traditional sales. Similar results were also shown by Rahman et al. (2023), who concluded that without the support of marketing strategies and strengthening distribution networks, available market access is not able to optimally increase income. Therefore, the third hypothesis (H3), which states that Market Access has a positive and significant impact on increasing local community income, is rejected.

The influence of business capital (X4) on increasing community income (Y)

The t-test results show that the Business Capital variable has a calculated t-value of 2.935 and a significance value of 0.006, which is less than 0.05. Thus, the Business Capital

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variable has a positive and significant effect on increasing community income. This means that the greater the business capital owned by the community, the greater their opportunities to expand their businesses and increase income. Empirically, these results indicate that the greater the business capital owned by economic actors, the greater their ability to expand business activities, increase production capacity, and obtain higher profits. Capital plays a crucial role in determining the productivity and sustainability of community businesses.

These results align with Adam Smith's classical economic growth theory and the Solow growth model, which state that increased capital will increase labor productivity and ultimately drive economic growth. Rahmawati's (2021) research also supports these findings, stating that easy access to capital through microfinance institutions can increase the income and welfare of local communities. Therefore, the fourth hypothesis (H_4), which states that business capital has a positive and significant effect on increasing local community income, is accepted.

Total production, employment absorption, market access and business capital towards increasing community income

Simultaneously, the variables Total Production (X_1), Labor Absorption (X_2), Market Access (X_3), and Business Capital (X_4) have a significant effect on Community Income (Y) in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village. These results indicate that the independent variables consisting of total production, labor absorption, market access and business capital have a positive and significant effect on the dependent variable, namely Increasing Community Income. This finding is supported by the results of the F test, where the calculated F value of 8.379 is greater than the F table (2.65 for $\alpha = 0.05$). In addition, the significance value (Sig.) obtained is 0.000, which is much smaller than the error rate (α) of 0.05.

Thus, it can be concluded that the simultaneous hypothesis in this study is verified, namely that total production, labor absorption, market access, and business capital together have a positive and significant effect on increasing community income. Theoretically, this result is in line with the views of development and production economic theory (Sibatuara & Hutabarat, 2025), which emphasizes that the combination of production efficiency, productive labor, capital support, and broad market access willincreasesignificantly improve community welfare. Furthermore, the results of this study are also supported by the findings of (Bere, 2022) and (Haeriah et al., 2023), which state that strengthening production factors and capital support for small and medium enterprises in rural areas has been shown to significantly increase community income, especially when these factors are managed in an integrated and efficient manner.

Thus, it can be concluded that the simultaneous hypothesis (H_5) which states that "Total Production, Labor Absorption, Market Access, and Business Capital together-The samehas a positive and significant effect on Community Income" is accepted. This means that, overall, the four variables are able to explain the variation in the increase in community income in the cassava cracker industry in Brang Pelat Hamlet, Pelat Village.

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Conclusion and Recommendation

Based on the research results, it can be concluded that total production, labor absorption, and business capital have been proven to have a significant effect on increasing local community income, while market access partially shows no significant effect. High total production reflects good business capacity so that it can increase income, effectively managed labor absorption can increase productivity and community welfare, and adequate business capital allows business actors to develop their businesses more optimally. However, simultaneously all independent variables, namely total production, labor absorption, market access, and business capital, together have a positive and significant effect on increasing local community income.

Based on these conclusions, the government is advised to expand capital assistance, facilitate increased market access, and develop community economic empowerment programs through ongoing business training and mentoring. Business actors are expected to gradually increase capital allocation, optimize production processes for greater efficiency and quality, and expand market access through the use of digital platforms and various marketing channels. For future researchers, it is recommended to add other relevant variables and expand the research area to make the results more comprehensive and generalizable. For readers, this study is expected to serve as a reference and source of insight for further studies and research.

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