

The Effect of Kiosk Location and Rental Prices on Vendors' Income At The Pasir Pengaraian Modern Market

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Abstract: *Modern markets provide important spaces for micro, small, and medium-sized enterprise (MSME) traders to conduct business activities. However, differences in kiosk location and rental prices may influence traders' income and business sustainability. This study aims to examine the effects of kiosk location and kiosk rental price on traders' income at Pasir Pengaraian Modern Market, Rokan Hulu Regency, Riau, Indonesia. This study employed a quantitative approach using a survey method. The population consisted of 552 traders, from which 85 respondents were selected using purposive sampling based on predetermined criteria. Data were collected through questionnaires using a five-point Likert scale and analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, the coefficient of determination, t-test, and F-test using SPSS version 25. The results indicate that kiosk location has a positive and significant effect on traders' income ($t = 3.378$; $p = 0.001$). Kiosk rental price also has a positive and significant effect on traders' income ($t = 3.282$; $p = 0.002$). Simultaneously, kiosk location and rental price significantly affect traders' income ($F = 11.119$; $p < 0.001$). The adjusted R^2 of 0.194 indicates that the two independent variables explain 19.4% of the variation in traders' income, while the remaining variation is attributable to factors outside the research model. These findings suggest that strategic kiosk locations and proportional rental pricing are important considerations in supporting traders' income and business sustainability. From an Islamic economic perspective, kiosk allocation and rental policies should also consider principles of justice ('adl), mutual benefit (maslahah), transparency, and fairness in rental transactions (ijarah).*

Keywords: *Kiosk Location; Kiosk Rental Price; Traders' Income; Modern Market; Islamic Economics; Ijarah*

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Introduction

The Indonesian economy is strongly supported by the existence of micro, small, and medium enterprises (MSMEs), which have a significant contribution to national and regional economic activity. The MSME sector plays a role in providing employment for more than 97% of the national workforce and contributes approximately 60.3% to Gross Domestic Product (GDP), making its existence one of the drivers of national economic growth (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2025). This role is also seen in strengthening the regional economy through job creation, increasing community income, and reducing poverty rates. MSMEs are a source of goods and services to meet community needs while optimizing local potential and resources. Janah & Tampubolon (2024) inform that MSMEs contribute to regional economic growth by creating various centers of economic activity in several regions, while Afrini Fauziah et al. (2024) show that MSMEs have the ability to adapt to changing economic dynamics because most of their products and services are marketed locally. In addition, the MSME sector plays a strategic role in realizing more equitable income distribution, strengthening economic growth, and maintaining national economic stability (Munthe et al., 2023).

The development of trade activities is also supported by the existence of markets as spaces for community economic activities. Data from the Central Statistics Agency (BPS Indonesia, 2024) shows that the distribution of markets in Indonesia is still dominated by Java with 6,920 market units, followed by Sumatra with 3,821 markets, Kalimantan with 1,680 markets, Sulawesi with 1,450 markets, and Papua with 697 markets. The number of markets in Indonesia also shows a growth trend from 14,182 units in 2018 to 17,443 units in 2024 (KataData, 2025). As they develop, modern markets have become one of the trading spaces that can support MSME activities through more complete facilities, a clean and organized environment, and a more professional management system (Budiarti et al., 2025). Modern markets also provide a more organized space for MSMEs to market their products and reach a wider consumer base (Manurung & Juliana Putri, 2025). These conditions are supported by more systematic management and maintained cleanliness, which can help traders increase their competitiveness and make it easier for consumers to obtain the products they offer (Rahmawati et al., 2025). Thus, the development of modern markets is not only related to trading activities but also becomes part of the business space utilized by MSME traders.

Although modern markets offer various opportunities for traders, not all traders experience the same benefits and business results. This is evident in the Pasir Pengaraian Modern Market, which is a crucial element of the local economy and a source of income for MSME traders. Data from the Rokan Hulu Regency Industry and Trade Office shows that the number of active markets in the region has fluctuated, from 79 in 2017, increasing to 96 in 2018, decreasing to 72 in 2019, and then reaching 93 in 2024. Pasir Pengaraian Modern Market itself has a significant number of traders and stalls. Based on data as of September 30, 2025, there were 596 stalls and stalls, with 552 occupied and 44 vacant. The number of visitors also showed growth, from 15,301 in 2021 to 50,568 in 2024. However, this increase in market activity does not yet reflect uniform income distribution among traders. Interviews showed that vendors with strategically located stalls, such as those near the entrance and easily visible, earned higher daily incomes, while those with less strategic stalls earned lower incomes. Julanda earned approximately Rp1,300,000 per day, and Razali approximately Rp2,000,000 per day, while Ali Hasab earned approximately Rp600,000, Nirdawati approximately Rp150,000, and Nadia approximately Rp650,000 per day. This indicates a significant difference in incomes, even though the vendors operate within the same market area.

Another issue relates to kiosk location, which determines a vendor's accessibility and potential customer base. Vendors located on main roads or near entrances tend to attract a greater flow of customers because they are more visible and accessible. Conversely, kiosks located at the back or in more hidden areas tend to experience limitations in reaching consumers. This finding aligns with the findings of Eva Pertiwi et al. (2024), who found that vendors with kiosks near market entrances earned



higher incomes than those located at the back of the market. Saputra & Sembiring (2025) also found that kiosks located at the back or in more hidden locations tended to generate lower incomes due to difficulties in reaching consumers. In addition to kiosk location, rental costs are also a significant issue, as they constitute a significant component of a vendor's operational costs. Interviews revealed that all vendors interviewed paid approximately IDR 245,000 per month in rent, but perceptions of the rental burden varied depending on their income levels. For vendors with high incomes, this cost was considered relatively affordable, while for those with low incomes, rent was perceived as burdensome, as it still had to be paid even during low sales periods.

The differences in kiosk locations and rental costs indicate a problem regarding the alignment of business and income for vendors at Pasir Pengaraian Modern Market. High rental prices can be a significant burden for vendors, especially those with modest turnover, as they can reduce profit margins and impact competitiveness. Rental prices that are not aligned with a location's revenue potential can also suppress vendors' ability to sustain their businesses (Yuni et al., 2024). Although numerous studies have been conducted on markets and MSMEs, most studies focus on traditional markets or markets in large cities such as Jakarta, Pekanbaru, and Yogyakarta. Studies specifically addressing kiosk location and rental prices in the context of modern markets, particularly in areas like Pasir Pengaraian, are still limited. Furthermore, previous research on the effect of kiosk location on revenue has also shown inconsistent findings. Nurroidah (2021) reported that kiosk location positively impacts revenue because it reflects the strategic value of the location, while Raka et al. (2024) found that kiosk location negatively impacts revenue. This condition indicates a research gap that serves as the basis for further studying the relationship between kiosk location and rental prices with traders' income in modern markets.

Based on these problems, this study aims to determine the effect of kiosk location on merchant sales revenue, determine the effect of kiosk rental prices on merchant sales revenue, and analyze the effect of kiosk location and kiosk rental prices on merchant income in Pasir Pengaraian Modern Market. This study has practical urgency because the results are expected to be a consideration for modern market managers in formulating kiosk placement policies and setting more proportional rental rates, so that traders have a more equal opportunity in accessing the market and increasing competitiveness. Theoretically, this study is expected to enrich the study of kiosk location, kiosk rental costs, and trader income. The novelty of this study lies in the focus of the study on traders who rent kiosks in Pasir Pengaraian Modern Market by analyzing kiosk location and kiosk rental prices simultaneously on sales revenue, in the context of modern markets in areas that are still relatively little studied compared to traditional markets or markets in big cities.

Research Methods

This study used a quantitative approach with a survey method to analyze the influence of kiosk location and kiosk rental prices on vendor income at Pasir Pengaraian Modern Market. The quantitative approach was used because the research is oriented towards objectively measuring variables through numerical data and statistical analysis to answer the research problem formulation and test the research hypothesis (Fergina et al., 2024). The survey method was used to obtain information directly from respondents through a questionnaire. Surveys allow researchers to collect data on the conditions and responses of respondents to the variables studied, then process it to obtain a picture of the phenomenon and analyze the relationships between variables (Adiyanta, 2021; Kurniawati & Rindrayani, 2025).

The object of this research is traders who rent and run their businesses at kiosks in Pasir Pengaraian Modern Market, Rokan Hulu Regency, Riau Province. The research focuses on three variables: kiosk location as the first independent variable (X1), kiosk rental price as the second independent variable (X2), and trader income as the dependent variable (Y). The analysis aims to determine the effect of kiosk location and rental price on trader income, both partially and simultaneously.

The study population was all vendors renting kiosks at Pasir Pengaraian Modern Market. The population encompasses all elements with characteristics that meet the research criteria and serve as a data source for drawing conclusions (Sugiyono, 2021). Based on Pasir

Pengaraian Modern Market data, the number of vendors or occupied kiosks was 552, thus the study population was determined to be 552 vendors.

A sample is a subset of a population selected based on specific characteristics to represent the research population (Sugiyono, 2021). The sample was determined using a purposive sampling technique, which selects respondents based on considerations and characteristics that align with the research objectives. This technique was used to obtain respondents who met the research criteria. The respondent criteria in this study were traders renting kiosks at Pasir Pengaraian Modern Market, at least 20 years old, and having rented and operated the kiosk for at least one year.

The sample size was determined using the Slovin formula with a 10% or 0.1% error tolerance. Based on a population of 552 traders, the sample calculation was carried out as follows:

$$n = \frac{N}{1 + N \cdot e^2}$$

Information:

n = number of samples

N = population size

e = error tolerance limit (using 10% or 0.1).

$$n = \frac{552}{1 + 552 (0,1)^2}$$

$$n = \frac{552}{6.52}$$

$$n = 84.66 \text{ rounded up to } 85 \text{ respondents}$$

The calculation results were rounded up to 85 respondents. Therefore, the sample used in this study consisted of 85 traders who met the research criteria.

The research instrument used to obtain data was a questionnaire with a Likert scale. The questionnaire was used to measure respondents' responses regarding kiosk location, kiosk rental prices, and vendor income. The Likert scale was used to measure respondents' perceptions, attitudes, and views on statements related to the social phenomenon being studied (Sugiyono, 2021). The scale consisted of five response options: Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2, and Strongly Disagree (STS) with a score of 1.

The research data consists of primary and secondary data. Primary data was obtained directly from respondents through observation and questionnaire distribution. The questionnaires were distributed via Google Forms and directly to traders at Pasir Pengaraian Modern Market. Google Forms was chosen for its efficiency and ease of distribution, while direct distribution ensured respondents understood the questions. Secondary data was obtained from readily available sources, such as documents, archives, reports, and publications related to the research object (Sugiyono, 2021). Secondary data in this study included official data from Pasir Pengaraian Modern Market as well as data and archives from the Government of the Republic of Indonesia. Furthermore, a literature review was used to obtain supporting information from books, journals, and scientific articles related to the research object and problem.

The kiosk location variable (X1) is measured based on accessibility, consumer traffic, visibility, and the location's environment and image (Kotler & Keller, 2021). The kiosk rental price variable (X2) is measured based on affordability, price-to-quality ratio, price competitiveness, and price-to-benefit ratio (Kotler & Keller, 2023). Meanwhile, the trader's income variable (Y) is measured based on income or turnover and business profit (Danang, 2020).

Before being used in the analysis, the research instrument was tested through validity and reliability tests. Validity tests were conducted to determine the instrument's ability to measure the variables it was intended to measure. The test was conducted by comparing the calculated r value with the table r value at a significance level of 0.1. A statement item was declared valid if the calculated r value was greater than the table r value and had a positive value (Sugiyono, 2021). Next, a reliability test was conducted to determine the instrument's consistency in generating data. Reliability testing used Cronbach's Alpha, with a value greater than 0.60 indicating that the instrument met reliability criteria (Sahir & Syafrida Hafni, 2021).

The data obtained through the questionnaire were processed using quantitative descriptive analysis and inferential statistical analysis with the help of SPSS (Statistical Package for the Social Sciences) software version 25. The analysis was conducted to determine the effect of kiosk location and kiosk rental prices on traders' income at Pasir Pengaraian Modern Market and to test the formulated hypotheses. Quantitative descriptive analysis was used to provide an overview of the research data, while inferential statistical analysis was used to test the relationship and influence between variables (Fergina et al., 2024; Kurniawati & Rindrayani, 2025).

Before the regression analysis was conducted, the data were first subjected to classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The normality test was used to determine whether the residuals in the regression model were normally distributed. This study used the Kolmogorov-Smirnov test, with the stipulation that an Asymp. Sig. (2-tailed) value greater than 0.05 indicates a normally distributed residual, while a value less than 0.05 indicates a non-normally distributed residual (Sahir & Syafrida Hafni, 2021). The multicollinearity test was used to determine whether there was a correlation between the independent variables. The model was declared free of multicollinearity if the Tolerance value was greater than 0.10 or the VIF value was less than 10 (Ghozali, 2021). The heteroscedasticity test was conducted using the Glejser method. The regression model was declared free of heteroscedasticity if the significance value was greater than 0.05.

Multiple linear regression analysis was used to determine the effect of kiosk location (X1) and kiosk rental price (X2) on vendor income (Y). This analysis was used to determine the effect of each independent variable and their joint effect on the dependent variable (Sugiyono, 2021). The multiple linear regression equation used is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Trader's Income

a = Constant

X1 = Kiosk Location

X2 = Kiosk Rental Price

b1, b2 = Regression Coefficient

e = Error or mistake

Next, the coefficient of determination (R^2) is used to determine the extent to which the kiosk location and rental price variables explain changes in vendor income. The greater the coefficient of determination and the closer it is to 1, the greater the independent variable's ability

to explain the dependent variable. The coefficient of determination is calculated using the formula $KD = r^2 \times 100\%$ (Ghozali, 2023).

Hypothesis testing is conducted through t-test and F-test. The t-test is used to determine the partial effect of kiosk location and kiosk rental price on trader income. If the calculated t-value is greater than the t-table or the significance value is less than 0.05, then the independent variable is declared to have a significant effect on the dependent variable. The F-test is used to determine the simultaneous effect of kiosk location and kiosk rental price on trader income. If the calculated F-value is greater than the F-table or the significance value is less than 0.05, then the kiosk location and kiosk rental price variables together are declared to have an effect on trader income.

The research procedure began with determining a title based on the phenomena and problems encountered by traders at Pasir Pengaraian Modern Market. The next stage was to develop a research proposal that included the background, problem formulation, research objectives, theoretical review, and research methods. After the proposal was drafted, guidance and revision were conducted before the proposal seminar. After receiving guidance from the seminar, the research continued with revisions and data collection in the field.

The data collection stage was carried out by determining respondents based on predetermined sample criteria. Primary data were obtained through observation and questionnaires distributed to 85 vendors renting kiosks at Pasir Pengaraian Modern Market. The questionnaires were used to obtain data on kiosk locations, kiosk rental prices, and vendor income. Secondary data were collected from official Pasir Pengaraian Modern Market data and data and archives from the Government of the Republic of Indonesia. After all data was collected, data were checked and processed using SPSS version 25.

The next stage is instrument testing through validity and reliability tests, followed by classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. After the data meets these testing stages, multiple linear regression analysis, coefficient of determination, t-test, and F-test are performed. The results of the analysis are then used to answer the problem formulation and test the hypothesis regarding the effect of kiosk location and kiosk rental prices on traders' income at Pasir Pengaraian Modern Market. The final stage of the research is carried out through the preparation of research results, discussions, conclusions, revisions, and a final hearing.

Results and Discussion

General Characteristics of Respondents

1. Respondent Characteristics Based on Age

Table 1. Respondent Characteristics Based on Age

No	Age	Amount	Percentage (%)
1	19-25 years old	8	9.41%
2	26-35 years old	25	29.41%
3	36-45 years old	32	37.65%
4	46-55 years	15	17.65%
5	56-65 years	4	4.71%
6	66-75 years old	1	1.18%
Amount		85	100%

Source: Research data processed 2026

Table 1. The findings of data collection from 85 respondents show that the most dominant age group articulated by respondents is the 36–45 years old range, which is 32 people or 37.65%. Next, respondents aged 26–35 years numbered 25 people (29.41%), the 46–55 years old group numbered 15

people (17.65%), the 19–25 years old group numbered 8 people (9.41%), and the 66–75 years old group numbered 1 person (1.18%).

2. Respondent Characteristics Based on Trading Period

Table 2. Respondent Characteristics Based on Length of Trading

No	Trading period	Amount	Percentage (%)
1	1-5 years	37	43.53%
2	6-10 years	23	27.06%
3	11-15 years	19	22.35%
4	16-20 years	5	5.88%
5	21-25 years	1	1.18%
Amount		85	100%

Source: Research data processed 2026

As reported in Table 2, the findings of the study of 85 respondents indicate that the majority of traders have 1–5 years of trading experience, namely 37 people (43.53%). Furthermore, respondents with 6–10 years of trading experience numbered 23 people (27.06%), while traders who have been running their businesses for 11–15 years numbered 19 people (22.35%). Meanwhile, respondents with 16–20 years of trading experience numbered 5 people (5.88%), and only 1 person (1.18%) had 21–25 years of trading experience.

3. Respondent Characteristics Based on Income

Table 3. Respondent Characteristics Based on Income

No	Trading income	Amount	Percentage (%)
1	0-Rp.1,000,000	47	55.29%
2	Rp. 1,000,000-Rp. 2,000,000	26	30.59%
3	Rp2,000,000-Rp3,000,000	7	8.24%
4	Rp. 3,000,000-Rp. 4,000,000	2	2.35%
5	Rp. 4,000,000-Rp. 5,000,000	1	1.18%
6	Rp. 5,000,000-Rp. 10,000,000	2	2.35%
Amount		85	100%

Source: Research data processed 2026

As reported in Table 3, the characteristics of respondents articulated by income level show that the majority of respondents are in the income range of Rp0–Rp1,000,000 per month, namely 47 people or 55.29%. Next, respondents with an income of Rp1,000,000–Rp2,000,000 numbered 26 people (30.59%), while the income group of Rp2,000,000–Rp3,000,000 consisted of 7 people (8.24%). Meanwhile, respondents with an income of Rp3,000,000–Rp4,000,000 and Rp5,000,000–Rp10,000,000 each numbered 2 people (2.35%). Meanwhile, respondents with an income of Rp4,000,000–Rp5,000,000 only numbered 1 person or 1.18%. The findings indicate that most of the traders in this investigation are in the low income group.

Descriptive Analysis of Research Variables

Table 4. Descriptive Statistical Test Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
X1	85	40.00	64.00	55.6235	4.30110
X2	85	32.00	49.00	40.8588	3.92535
Y	85	19.00	30.00	25.9294	2.25086
Valid N (listwise)	85				

2026 research processed data

Based on the findings of the descriptive test above, the distribution of data obtained by the investigator can be described as follows:

1. The findings of descriptive statistical tests on the Kiosk Location variable (X_1) inform that the scores contributed by respondents are in the range of minimum values of 40.00 to a maximum value of 64.00. The average value of the Kiosk Location variable is articulated as 55.6235, with a standard deviation value of 4.30110. This indicates that the respondent data informs that there is a spread around the average value, so there is a variation in respondents' perceptions of the Kiosk Location variable.
2. The findings of the descriptive statistical test on the Kiosk Rental Price variable (X_2) show that respondents' answers range from 32.00 as the minimum value to 49.00 as the maximum value. The average for this variable is 40.8588, with a standard deviation of 3.92535. This condition informs that there is a certain level of dispersion regarding the average value, so there are differences in respondents' perceptions regarding kiosk rental prices.
3. The findings of descriptive statistical analysis on the Income variable (Y) inform that the values obtained by respondents are in the minimum range of 19.00 to a maximum of 30.00. The average value is 25.9294 with a standard deviation of 2.25086. This informs that the respondents' income data contains certain variations to the average value, so that there are differences in income levels between traders which result in respondents in the investigation.

Research Instrument Testing

1. Data Validity Test

Table 5.Kiosk Location Validity Test Results

Statement items	Rhitung	Rtable	Description ($R_{hitung} \geq R_{tabel}$)
X1.1	0.432	0.1796	Valid
X1.2	0.637	0.1796	Valid
X1.3	0.484	0.1796	Valid
X1.4	0.613	0.1796	Valid
X1.5	0.442	0.1796	Valid
X1.6	0.581	0.1796	Valid
X1.7	0.420	0.1796	Valid
X1.8	0.459	0.1796	Valid
X1.9	0.555	0.1796	Valid
X1.10	0.487	0.1796	Valid
X1.11	0.467	0.1796	Valid
X1.12	0.397	0.1796	Valid
X1.13	0.397	0.1796	Valid

Source: processed research data 2026

As reported in Table 5, it is known that all calculated r values for each indicator tested indicate positive findings and are above the table r value of 0.1796. Because all indicators contain a correlation value greater than the table r value, it can be concluded that all statement items in the research instrument have met the validity criteria and are declared valid for use in the research.

Table 6.Rental Price Validity Test Results

Statement items	Rhitung	Rtable	Description ($R_{hitung} \geq R_{tabel}$)
X2.14	0.562	0.1796	Valid
X2.15	0.640	0.1796	Valid
X2.16	0.508	0.1796	Valid
X2.17	0.577	0.1796	Valid
X2.18	0.659	0.1796	Valid
X2.19	0.384	0.1796	Valid
X2.20	0.643	0.1796	Valid
X2.21	0.669	0.1796	Valid
X2.22	0.667	0.1796	Valid

X2.23	0.510	0.1796	Valid
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Source: processed research data 2026

As reported in Table 6, it can be seen that all calculated r values for each indicator tested produced positive values and were above the table r value of 0.1796. Because all indicators showed a higher correlation value compared to the table r value, it can be informed that all statement items in the research instrument have met the validity criteria and are declared valid for use in the research.

Table 7.Results of the Income Validity Test

Statement items	Rhitung	Rtable	Description (Rhitung>Rtabel
Y3.24	0.533	0.1796	Valid
Y3.25	0.550	0.1796	Valid
Y3.26	0.497	0.1796	Valid
Y3.27	0.609	0.1796	Valid
Y3.28	0.647	0.1796	Valid
Y3.29	0.600	0.1796	Valid

Source: processed research data 2026

As reported in Table 7, it is known that all tested indicators produce a positive calculated r value and are greater than the table r value of 0.1796. Because each indicator contains a calculated r value that is in line with the validity testing criteria, it can be informed that all statement items in this investigation are declared valid and suitable for use as measurement instruments.

2. Data Reliability Test

Table 8.Reliability Test

Variables	Cronbach's Alpha	Rtable	Information
Kiosk Location	0.732	0.60	Reliable
Rental price	0.784	0.60	Reliable
Income	0.613	0.60	Reliable

Source: processed research data 2026

Table 8 shows that all research variables obtained Cronbach's Alpha values that met the reliability criteria. The Kiosk Location variable (X_1) produced a Cronbach's Alpha value of 0.732, thus it was declared reliable because its value was greater than 0.60. Then, the Kiosk Rental Price variable (X_2) contained a Cronbach's Alpha value of 0.784 and was included in the reliable category. Meanwhile, the Income variable (Y) obtained a Cronbach's Alpha value of 0.613 which also met the reliability criteria. Thus, all variables in this research contained a Cronbach's Alpha value ≥ 0.60 , so it can be informed that all research instruments were declared reliable and suitable for use as data collection tools.

Classical Assumptions

1. Normality Test

**Table 9.Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		85
Normal Parameters^{a,b}	Mean	.0000000
	Standard Deviation	1.99638826
Most Extreme Differences	Absolute	.083
	Positive	.046
	Negative	-.083
Test Statistics		.083
Asymp. Sig. (2-tailed)		.200c,d

Source: processed research data SPSS 25

As reported in Table 9, the significance value for the normality test findings is articulated as 0.200, which is greater than the 0.05 significance level. This finding indicates that the research data has met the assumption of normality, so it can be informed that the data used in this research is normally distributed.

2. Multicollinearity Test

Table 10.
Coefficient

Model		Collinearity Statistics	
		Tolerance	VIF
	X1	1,000	1,000
	X2	1,000	1,000

Source: processed research data SPSS 25

Table 4.10 indicates that the Variance Inflation Factor (VIF) value for the Kiosk Location (X₁) variable is 1,000 and for the Kiosk Rental Price (X₂) variable is also 1,000. These values are below the maximum limit of 10, and the tolerance value for each variable is above 0.10. Thus, it can be concluded that the regression model in this study does not experience multicollinearity symptoms, so that the independent variables used do not provide a strong correlation relationship with each other.

3. Heteroscedasticity Test

Table 1.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,763	2,251		2.115	.037
	kiosk location	-.036	.032	-.124	-1,139	.258
	rental price	-.030	.035	-.094	-.860	.392

a. Dependent Variable: ABS_RES

Source: processed research data SPSS 25

Based on the heteroscedasticity test findings, the significance value (P-value) for the Kiosk Location (X₁) variable was 0.258 and the Kiosk Rental Price (X₂) variable was 0.392. Both significance values are higher than the specified significance level of 0.05. This indicates that there is no significant impact of the independent variables on the absolute value of the residual (ABS_RES). Thus, it can be concluded that the regression model in this investigation does not report symptoms of heteroscedasticity. This condition shows that the residual variance is constant or meets the assumption of homoscedasticity, so the regression model is suitable for use to obtain valid estimates and does not produce bias.

Multiple Linear Regression Analysis Test

Table 12.

Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,766	3,662		2,394	.019
	kiosk location	.173	.051	.331	3,378	.001
	rental price	.184	.056	.321	3,282	.002

a. Dependent Variable: income

Source: processed research data SPSS 25

1. Based on the findings of the regression analysis, a constant value of 8.766 was obtained. This value indicates the initial condition of the dependent variable, namely Income, when the independent variables, including Kiosk Location (X_1) and Kiosk Rental Price (X_2), remain unchanged or are zero. Consequently, the predicted Income under these conditions is articulated as 8.766.
2. The regression coefficient value for the Kiosk Location variable (X_1) of 0.173 indicates a positive impact on Income (Y). This means that if the Kiosk Location variable increases by one unit, then Income will increase by 0.173 units, assuming that the other independent variables remain unchanged.
3. The regression coefficient value of the Kiosk Rental Price (X_2) variable is 0.184, indicating that this variable has a positive impact on Income (Y). Thus, every one-unit increase in the Kiosk Rental Price variable will increase Income by 0.184 units, assuming all other independent variables remain constant.

Coefficient of Determination (R^2)

Table 13. Coefficient of Determination Test Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.462a	.213	.194	2,021

a. Predictors: (Constant), rental price, kiosk location

b. Dependent Variable: income

Source: processed research data SPSS 25

Table 13 informs us that the independent variables are able to explain some of the variation in the dependent variable. The Adjusted R Square value of 0.194 means that 19.4% of the change in the Income variable (Y) can be explained by the Kiosk Location (X_1) and Kiosk Rental Price (X_2) variables. The remaining 80.6% is influenced by other factors not included in this research model. In addition, the correlation coefficient (R) value of 0.462 indicates a relationship between the independent and dependent variables. Referring to the correlation coefficient interpretation guidelines in Table 14, this value is in the moderate relationship category, so it can be informed that Kiosk Location and Kiosk Rental Price contain a sufficient relationship to trader income.

Table 14. Guidelines for Providing Interpretation of Correlation Coefficients

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Source: Sugiyono (2021)

Hypothesis Testing

1. Partial Test (T-Test)

Table 15. Partial Test (T-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,766	3,662		2,394	0.019
X1	0.173	0.051	0.331	3,378	0.001
X2	0.184	0.056	0.321	3,282	0.002

Source: processed research data SPSS 25

Based on the information in table 15 regarding the findings of the t-test above, the following conclusions can be drawn:

- A. In the partial test (t-test), the Kiosk Location variable (X1) obtained a calculated t-value of 3.378, which is greater than the t-table value of 1.989. In addition, the significance value obtained was 0.001, which is smaller than the significance level of 0.05. Referring to the decision-making criteria, H_0 is rejected and H_1 is accepted. As a result, it can be informed that the Kiosk Location variable (X1) has a positive and significant impact on Income (Y).
- B. Furthermore, the partial test findings (t-test) were reported, the Rental Price variable (X2) obtained a calculated t-value of 3.282, which was greater than the t-table value of 1.989. In addition, the significance value obtained was 0.002, which was smaller than the significance level of 0.05. The decision-making criteria were informed, H_0 was rejected and H_1 was accepted. Thus, it can be reported that the Rental Price variable (X2) had a positive and significant impact on Income (Y).

Based on the t-test findings, it can be stated that the Kiosk Location and Rental Price variables have a significant impact on Income.

2. Simultaneous Test (F Test)

Table 16. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	90,789	2	45,394	11,119	.000b
Residual	334,788	82	4,083		
Total	425,576	84			

Source: processed research data SPSS 25

Based on Table 16, it can be concluded that the variables Kiosk Location (X1) and Rental Price (X2) together contribute a significant impact on the Income variable (Y). This is informed through the regression findings with a value of F_{hitung} of $11.119 > 3.11 F_{tabel}$, with a significance level of $0.000 < 0.05$; thus, the variables Kiosk Location (X1) and Rental Price (X2) have an impact on the Income variable (Y).

Discussion

The Influence of Independent Variables on Dependent Variables

1. The Influence of Kiosk Location on Income

Based on the partial test findings (t-test), the Kiosk Location variable (X1) was proven to have a significant impact on Traders' Income at Pasir Pengaraian Modern Market. This finding is indicated by a significance value of 0.001 which is smaller than the significance level of 0.05. In addition, the calculated t-value of 3.378 is higher than the t-table value of 1.989 ($3.378 > 1.989$). Thus, the findings indicate that the hypothesis regarding the impact of Kiosk Location on Traders' Income is acceptable.

The research findings also indicate that a more strategic kiosk location can increase the number of visitors to the kiosk. When kiosks are more accessible, more visible to consumers, and located along high-traffic routes, the opportunity for vendors to earn higher revenues increases.

Articulated investigation April & Mutianisa (2024) Business location has a positive and significant impact on vendors' income. Vendors in strategic locations, such as those along main visitor routes, near community centers, or in high-visibility areas, have a greater chance of attracting customers than those in less visible locations. Consequently, the more strategic a business's location, the greater the potential revenue.

Articulated investigation (Raka et al., 2024) Business location has a positive and significant impact on merchant income. The study's findings indicate that ease of access, proximity to consumers, and high visitor traffic are factors that drive increased sales transactions. Therefore, selecting a strategic business location can provide merchants with a competitive advantage in increasing their revenue. Consequently, the more strategic the business location, the greater the potential revenue.

Based on these findings, it can be concluded that partially, the hypothesis that informs of a

significant impact of Kiosk Location on Income can be accepted in the context of this investigation.

2. The Effect of Rental Prices on Income

Based on the partial test findings (t-test), the Rental Price variable (X2) was proven to have a significant impact on Traders' Income at Pasir Pengaraian Modern Market. This is indicated by a significance value of 0.002, which is smaller than the 0.05 significance level. In addition, the calculated t-value of 3.282 is greater than the t-table value of 1.989 ($3.282 > 1.989$). These findings confirm that the hypothesis that informs of the impact of Rental Prices on Traders' Income can be accepted.

The findings of this study indicate that kiosk rental prices are one of the factors influencing vendors' income levels. The rental fee generally relates to the quality and strategic location of the kiosk. Vendors willing to pay higher rents typically acquire kiosks in busier, more accessible areas, potentially increasing the number of customers and ultimately increasing business revenue.

This finding is in line with the investigation conducted by Pujianti & Sukabumi (2024). This suggests that rental prices are closely related to a vendor's income. Vendors who rent kiosks at higher rents tend to earn higher incomes than those renting at lower rents. This is because higher rental costs generally indicate more favorable kiosk locations, such as near entrances, in high-traffic areas, or in highly visible zones. In these situations, higher rental costs don't necessarily result in a burden; instead, they can be viewed as an investment in potentially greater sales.

This finding is in line with the investigation conducted by Nurroidah (2021). Research shows a positive relationship between business premises rental costs and merchant income. Merchants willing to pay higher rents generally enjoy better business facilities, higher visibility, and the opportunity to attract more customers. Consequently, their income tends to be higher than that of merchants renting lower-cost premises.

Informed of these findings, it can be informed that partially, the hypothesis that informs of a significant impact of Rental Prices on Income can be accepted in the context of this investigation.

Simultaneous Analysis (F Test)

The findings of the simultaneous test (F test) reported that the calculated F value was recorded at 11.119, which was higher than the F table value, which was 3.11 ($11.119 > 3.11$). In addition, the significance value of 0.000 was smaller than the significance level of 0.05. This finding indicates that the variables of Kiosk Location (X1) and Rental Price (X2) simultaneously had a significant impact on Income (Y). Consequently, the hypothesis that the two independent variables jointly influenced the Income of Traders at Pasir Pengaraian Modern Market was declared acceptable.

Coefficient of Determination (R²)

The findings of the coefficient of determination analysis revealed an adjusted R-square value of 0.194 or 19.4%. This value indicates that the Kiosk Location (X1) and Rental Price (X2) variables are able to explain 19.4% of the variation in Trader Income. The remaining 80.6% of the variation in Income is influenced by other factors not included in the research model, such as business capital, length of business, service quality, and operating hours. In addition, the coefficient value The correlation (R) of 0.462 indicates that the relationship between the variables Kiosk Location and Rental Price with Trader Income is in the moderate category.

Conclusion

The findings demonstrate that kiosk location and kiosk rental price have positive and statistically significant effects on traders' income at Pasar Modern Pasir Pengaraian. Kiosk location significantly affects traders' income, as indicated by a t-value of 3.378 and a significance level of 0.001. Kiosk rental price also has a positive and significant effect, with a t-value of 3.282 and a significance level of 0.002. Furthermore, the simultaneous test confirms that both independent variables significantly affect traders' income, as shown by an F-value of 11.119 with a significance level of 0.000. The adjusted R² of 0.194 indicates that kiosk location and rental price jointly explain 19.4% of the variation in traders' income, while the remaining 80.6% is attributable to other factors outside the research model. These findings imply that strategic kiosk placement and an appropriate rental pricing structure are important considerations in supporting traders' income and business sustainability.

This study is limited by its focus on 85 traders at a single modern market and by the use of questionnaire-based data, which may not fully capture the complexity of traders' financial conditions and business dynamics. The relatively modest explanatory power of the model also indicates that traders' income is influenced by other factors that were not examined, such as business capital, length of operation, service quality, working hours, product characteristics, and customer loyalty. Future research should therefore involve larger and more diverse samples across several modern markets and incorporate additional economic, managerial, and market-related variables. Longitudinal or mixed-method approaches could also provide deeper insights into changes in traders' income over time. Practically, market managers should consider location accessibility, customer traffic, visibility, and the economic potential of each kiosk when allocating spaces and determining rental rates. A more proportional rental policy may improve fairness among traders while strengthening the competitiveness and sustainability of businesses within the market.

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