

Research Article

Analysis of Factors Affecting The Income of Coffee Shop Msme in Denpasar City

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Abstract: The Micro, Small, and Medium Enterprises (MSMEs) sector plays a crucial role in economic development by helping to reduce inequality resulting from uneven development processes. This study aims to analyze the simultaneous and partial effects of capital, price, working hours, facilities, and promotion on income, as well as to examine the moderating role of promotion on the effect of price on the income of coffee shop MSMEs in Denpasar City. The sample consisted of 85 coffee shop MSMEs selected using simple random sampling. The data analysis technique employed was moderated regression analysis (MRA). The results show that simultaneously, capital, price, working hours, facilities, and promotion significantly affect the income of coffee shop MSMEs in Denpasar. Partially, each of these variables—capital, price, working hours, facilities, and promotion—has a significant positive influence on income. Coffee shops equipped with complete facilities tend to earn higher income compared to those with fewer amenities. The findings also reveal that coffee shops utilizing promotional strategies generate higher income than those that do not. It is recommended that coffee shop MSME operators focus on long-term promotional strategies to build customer loyalty and increase income.

Keywords: capital, facilities, income, price, promotion, working hours

1. INTRODUCTION

As a developing country since 1969, Indonesia has pursued a planned and gradual development strategy, with consistent attention to equity and stability. National development aims to achieve relatively high economic growth, which in turn is expected to improve the standard of living and overall welfare of the population. However, it can be said that Indonesia's national development has yet to fully achieve its goal, particularly in terms of economic welfare for lower-income groups. Overall, national development has not shown significant progress, and the economy has struggled to recover, especially since the 1997 economic crisis. This situation worsened with the outbreak of the COVID-19 pandemic, which affected not only Indonesia but the entire world, further exacerbating the country's economic condition.

The current employment issues in Indonesia are quite complex. The formal job sector has been unable to absorb the entire workforce due to an intensifying modernization process that tends to create dualistic characteristics. This issue is further complicated by the fact that many members of the workforce possess relatively low levels of education and skills, while formal employment increasingly demands higher technical knowledge and capabilities. This disparity has led to rising unemployment and various social problems. Unemployed individuals

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in Indonesia are typically young, single, possess a secondary school education, and prefer formal sector jobs with stable income and employment terms.

The difficulty in obtaining formal employment has encouraged many people to start their own businesses. The government also recognizes that unemployment can only be reduced by fostering a greater number of competitive entrepreneurs. One of the most attractive sectors in this context is the Micro, Small, and Medium Enterprises (MSMEs), which play a crucial role in reducing unemployment and improving the local economy.

The MSME sector holds a significant role in national economic development. MSMEs not only contribute to economic growth and employment but also support the equitable distribution of development outcomes (Wenagama, 2013). They play a strategic role by creating jobs, increasing income levels, and driving economic growth. Strengthening the MSME sector can lead to a broader economic base, which has significant implications for accelerating structural transformation. This includes strengthening regional economies and enhancing national economic resilience (Dewi & Bendesa, 2023). Partomo and Soejodono (2004) also emphasize that MSMEs serve as a crucial livelihood source for the Indonesian people. Thus, empowering and sustainably developing MSMEs is vital to maximizing their contribution to societal welfare (Sutaryo, 2004).

Bali Province is one of the Indonesian provinces experiencing growth in the number of MSMEs. Denpasar City, as the provincial capital, has the highest number of MSME actors. This is due not only to its status as the capital but also because of its relatively advanced infrastructure and dense population compared to other regions in Bali.

One of the MSMEs currently on the rise is the coffee shop business. According to the Central Bureau of Statistics (BPS), MSMEs are classified based on workforce size. Small enterprises employ between 5 and 19 workers, while medium enterprises have 20 to 99 workers. Coffee shops typically employ fewer than 10 people, depending on their size and operations, thus meeting the MSME criteria.

Coffee shop businesses began gaining popularity in Indonesia in the early 2000s, not just fulfilling functional needs but also emotional desires. People increasingly enjoy coffee as a form of relaxation, not merely for its stimulant effects. This shift reflects a broader lifestyle transformation influenced by Western culture (Michelli, *The Starbucks Experience*, p.2). Indonesia is the third-largest coffee producer globally, producing 11.85 million bags in the 2022/2023 period—comprising 1.3 million bags of Arabica and 10.5 million of Robusta (Sembiring et al., 2023). According to the Indonesia Statistics 2023 report by BPS, the country's coffee production reached 794.8 thousand tons in 2022, an increase of approximately 1.1% from the previous year. The U.S. Department of Agriculture (USDA) reported that Indonesia consumed 4.79 million bags of coffee in 2023/2024 (one bag equals 60 kilograms). Indonesia also boasts the world's greatest diversity of traditional Arabica coffee, including Arabica, Robusta, Liberica, and Excelsa varieties, which have attracted significant global interest. These conditions present lucrative opportunities for entrepreneurs, resulting in a growing number of local coffee shops serving Indonesian coffee (Sartono, 2011).

The popularity of coffee shops reflects broader societal lifestyle changes, especially the rise of the Work From Café (WFC) trend among youth and freelancers, who seek comfortable workspaces with fast internet access. As such, modern coffee shops are evolving not only as places to drink coffee but also as informal coworking spaces.

Coffee prices per cup vary depending on the coffee type, and coffee shops often enjoy substantial margins. While young consumers gain satisfaction from the overall experience, coffee farmers—the original producers—often receive disproportionately small returns. Coffee shops, through various marketing strategies, facilitate not only production and distribution but also the consumption of culture.

The increasing number of coffee shops intensifies competition in the industry, requiring businesses to adopt superior strategies. Ultimately, every business activity aims to generate income. Income refers to the money or goods received from industrial operations or external parties, measurable in monetary terms (Marhaeni & Weyliffe, 2016). Income may come from employment, entrepreneurship, interest, or rental sources (Meydianawathi & Ita, 2016).

Capital is a critical factor affecting income. It plays an essential role in both establishing new ventures and expanding existing ones. Without adequate capital, business operations may be hampered, consequently reducing potential income (Utari & Dewi, 2014). A business's income largely depends on the amount of capital available and how effectively it is utilized (Dwi Maharani, 2016).

Another influencing factor is price. Price is central to transactions; pricing errors—whether too high or too low—can negatively impact sales and competitiveness (Taroreh et al., 2021).

Working hours also affect income. Defined as the time dedicated to work, working hours influence the output and productivity of MSMEs, including coffee shops (Mantra, 2003).

Facilities play a crucial role in attracting customers. At similar price levels, coffee shops offering more complete facilities tend to achieve higher customer satisfaction and loyalty, making them the preferred choice.

Promotion is another key determinant of income. Sutojo (2009:265) defines promotion as activities designed to inform buyers of a product's existence or newly implemented marketing policies, such as bonus offers or discounts. Promotion serves as persuasive communication to inform, influence, persuade, and remind consumers of a company's offerings. Effective promotion not only boosts sales but also stabilizes production. It is a critical first step in familiarizing consumers with a product. Studies by Utami (2011), Yulitasari (2014), and Nugraha (2013) confirm that promotion has a significant positive impact on income.

Based on the background presented, this study aims to analyze the factors influencing the income of MSME coffee shops in Denpasar City.

2. METHOD

This study employed a quantitative approach with an associative research design to analyze the influence of capital, price, working hours, facilities, and promotion on the income of MSME coffee shops in Denpasar City. The city was selected as the research location due to its role as the economic hub of Bali Province. The study focused on income as the dependent variable, while the independent variables included capital (X1), price (X2), working hours (X3), facilities (X4), and promotion (X5). Promotion also functioned as a moderating

variable, tested for its potential to strengthen or weaken the relationship between the independent variables and income (Y).

The population comprised all MSME coffee shops located along the main roads of Denpasar City, totaling 583 business units. Using Slovin's formula with a 10% margin of error, a sample of 85 respondents was selected, consisting of coffee shop owners. Data collection was conducted through a combination of survey questionnaires, direct interviews, and field observations. The study used quantitative data derived from direct information on capital, working hours, pricing, facilities, and promotional activities, which were analyzed to assess their impact on MSME coffee shop income.

Data analysis was conducted using Moderated Regression Analysis (MRA) to examine the interaction effects of the moderating variable. Classical assumption tests, including normality, autocorrelation, multicollinearity, and heteroscedasticity tests, were carried out to ensure the validity of the regression model. An F-test was used to determine the simultaneous effect of all independent variables on income, while t-tests were used to assess the partial effect of each variable. If promotion was found to significantly strengthen the relationship between price and income, it was categorized as a moderating variable. All statistical tests were conducted at a 5% significance level using statistical software, in accordance with the guidelines of Suyana Utama (2016) and Sugiyono (2017).

3. RESULT AND DISCUSSION

Results of Moderated Regression Analysis

Table 1. Results of Moderated Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1	(Constant)	-6034289.134	2692057.546	-2.242	.028
	X1	.141	.012	.735	.000
	X2	271.342	.92.099	.238	.004
	X3	479074.463	220938.478	.132	.033
	X4	2638853.410	954602.566	.160	.007
	X5	8081980.031	3186205.414	.630	.013
	X2.X5	-312.774	117.838	-.712	.010

Primary Data Processed, 2025

Based on the results of the analysis presented in the table, the regression model equation is obtained as follows:

$$\hat{Y} = -6034289,134 + 0,141 X_1 + 271,342 X_2 + 479074,463 X_3 + 2638853,410 X_4 + 8081980,031 X_5 - 312,774 X_2 \cdot X_5$$

The results of the moderation regression test can be interpreted as follows:

- The constant value (α) of -6,034,289.134 indicates that if the values of the independent variables X_1 (Capital), X_2 (Price), X_3 (Working Hours), X_4 (Facilities), X_5 (Promotion), and the interaction term $X_2 \cdot X_5$ (Price moderated by Promotion) are all zero, the predicted income of MSME coffee shops in Denpasar City would be -Rp6,034,289.134.

- b. The regression coefficient for X_1 (Capital) is 0.141. This means that if capital increases by Rp1,000,000, while other variables are held constant, the income of the coffee shop MSME is expected to increase by Rp141,000.
- c. The regression coefficient for X_2 (Price) is 271.342. This indicates that if the price increases by Rp1,000, assuming other variables remain constant, the income of the coffee shop MSME is expected to increase by Rp271,342.
- d. The regression coefficient for X_3 (Working Hours) is 479,074.463. This suggests that if working hours increase by one hour, while other variables are held constant, the income of the MSME coffee shop is expected to increase by approximately Rp479,074.
- e. The regression coefficient for X_4 (Facilities) is 2,638,853.410. This means that MSME coffee shops with facilities tend to earn higher income compared to those without facilities. In other words, if a coffee shop has facilities ($D=1$), its income is expected to be higher by Rp2,638,853 compared to a coffee shop without facilities ($D=0$).
- f. The regression coefficient for X_5 (Promotion) is 8,081,980.031. This implies that MSME coffee shops that carry out promotions generate higher income than those that do not. Specifically, if a coffee shop implements promotional activities ($D=1$), its income is expected to be higher by Rp8,081,980 compared to one without promotions ($D=0$).
- g. The regression coefficient for the interaction term between price and promotion ($X_2 * X_5$) is -312.774. This indicates that an increase in the interaction between price and promotion leads to a decrease in the income of MSME coffee shops in Denpasar City by Rp312,774.

To ensure that the regression model can be used reliably for prediction, several prerequisites must be fulfilled, namely the classical assumption tests. The classical assumption tests in this study include residual normality, multicollinearity, autocorrelation, and heteroscedasticity, which will be elaborated as follows:

Results of Classical Assumption Tests

Normality Test

Table 2. Results of the Normality Test

	Unstandardized Residual
N	85
Test Statistic	.078
Asymp. Sig. (2-tailed)	.200 ^{c,d}

Primary Data Processed, 2025

The value of the Kolmogorov-Smirnov (K-S) test statistic is 0.078, with an Asymp. Sig. (2-tailed) value of 0.200. This indicates that the data are normally distributed, as the Asymp. Sig. (2-tailed) value of 0.200 is greater than the significance level of $\alpha = 0.05$.

Autocorrelation Test

According to Suyana Utama (2016:105), the autocorrelation test is conducted to detect the presence of autocorrelation or the influence of previous observations within a regression model. The decision criteria for the autocorrelation test are as follows:

- a. If $dU < d < 4 - dU$, there is no autocorrelation.
- b. If $d < dL$ or $d > 4 - dL$, autocorrelation is present.
- c. If $dL \leq d \leq dU$, the result is inconclusive or uncertain.

Table 3. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 ^a	.839	.826	2.572.377.428	2.187

Primary Data Processed, 2025

At a 5 percent significance level, with a sample size (n) of 85 and five independent variables (k = 5), the lower and upper bounds for the Durbin-Watson statistic are dL = 1.5254 and dU = 1.7736, respectively. Based on the test result, it can be concluded that $1.7736 < d < 2.2264$, indicating that the regression model does not exhibit signs of autocorrelation and is therefore suitable for prediction

Multicollinearity Test

Table 4. Results of the Multicollinearity Test

Variabel	Collinearity Statistics	
	Tolerance	VIF
	.549	1.820
X1	.317	3.151
X2	.559	1.787
X3	.621	1.610
X4	.034	29.781
X5	.029	34.728
X2.X5		

Primary Data Processed, 2025

Based on the table of data processed using SPSS, it was found that two variables exhibit signs of multicollinearity. According to Suyana Utama (2016:153), regression models involving interaction variables generally tend to produce problems due to high multicollinearity between independent variables, such as in the case of the promotion variable (X5) and the interaction between price and promotion (X2.X5). This occurs because the moderating variable contains elements of both the independent and moderating variables. Consequently, the multicollinearity test results show tolerance values of less than 10 percent and VIF values greater than 10.

Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Variabel	Sig.
X1	.235
X2	.422
X3	.532
X4	.922
X5	.833
X2.X5	.830

Primary Data Processed, 2025

Based on the table, all variables have significance values greater than the 0.05 significance level. Capital (X₁) has a significance value of 0.235, Price (X₂) is 0.422, Working Hours (X₃) is 0.532, Facilities (X₄) is 0.922, Promotion (X₅) is 0.833, and the interaction between Price and Promotion as a moderating variable (X₂*X₅) is 0.830. Since the significance

values of each independent variable are above 0.05, it can be concluded that the regression model is free from heteroscedasticity.

Test of Regression Coefficient Significance Simultaneously (F-Test)

Table 6. ANOVA Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26801700830000	6	44669501380000	67.506	.000 ^b
		00.000		0.000		
	Residual	51613579930000	78	6617125632000.		
		0.000		000		
	Total	31963058820000	84			
		00.000				

Primary Data Processed, 2025

Based on the table, the calculated F-value (F_{count}) is 67.506. Meanwhile, the critical F-value (F_{table}) is determined as $F\{(k-1), (n-k-1)\}$ or $F\{(5), (78)\}$, which yields an F_{table} value of 2.33. Since $F_{\text{count}} = 67.506 > F_{\text{table}} = 2.33$ and the significance value is $0.000 < \alpha = 0.05$, the null hypothesis (H_0) is rejected. This indicates that capital (X1), price (X2), working hours (X3), facilities (X4), and promotion (X5) simultaneously have a significant effect on income (Y). This result confirms that the regression model effectively explains the relationship between the independent and dependent variables.

Based on the coefficient of determination (R^2) shown in the appendix, which is 0.839, it can be interpreted that 83.9% of the variation in the income of MSME coffee shops in Denpasar City is explained by the combined influence of capital (X1), price (X2), working hours (X3), facilities (X4), and promotion (X5). The remaining 16.1% is attributed to other factors not included in this model, which may consist of external variables or unmeasured influences in this analysis.

Partial Significance Test of Regression Coefficients (t-Test Results)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6034289.134	2692057.546		-2.242	.028
	X1	.141	.012	.735	11.968	.000
	X2	271.342	92.099	.238	2.946	.004
	X3	479074.463	220938.478	.132	2.168	.033
	X4	2638853.410	954602.566	.160	2.764	.007
	X5	8081980.031	3186205.414	.630	2.537	.013
	X2.X5	-312.774	117.838	-.712	-2.654	.010

Primary Data Processed, 2025

The Effect of Capital on Income

Based on the analysis, the capital variable (X_1) has a positive regression coefficient of 0.141, with a t-value of 11.968 > t-table value of 1.66462, and a significance value of $0.000 < \alpha = 0.05$. Therefore, H_0 is rejected. This indicates that, statistically, at a 5% significance level using a one-tailed test, capital (X_1) has a positive and significant partial effect on the income (Y) of MSME coffee shops in Denpasar City. In other words, the larger the capital owned by a coffee shop MSME, the higher its generated income. The coefficient means that an increase in capital by 1 rupiah will increase income by 0.141 rupiah, assuming other variables (price, working hours, facilities, and promotion) remain constant.

The Effect of Price on Income

Based on the results, the price variable (X_2) has a positive regression coefficient of 271.342, with a t-value of 2.946 > t-table value of 1.66462, and a significance value of $0.004 < \alpha = 0.05$. Hence, H_0 is rejected. This suggests that, statistically, at a 5% significance level using a one-tailed test, price (X_2) has a positive and significant partial effect on the income (Y) of MSME coffee shops in Denpasar City. This means that an increase in price by 1 rupiah will increase income by 271.342 rupiah, assuming capital, working hours, facilities, and promotion are held constant.

The Effect of Working Hours on Income

The working hours variable (X_3) has a positive regression coefficient of 479,074.463, with a t-value of 2.168 > t-table value of 1.66462, and a significance value of $0.033 < \alpha = 0.05$. Thus, H_0 is rejected. This indicates that, statistically, at a 5% confidence level, working hours (X_3) have a positive and significant partial effect on income (Y). This implies that the longer the working hours, the greater the income earned by coffee shop MSMEs. A one-hour increase in working hours will increase income by 479,074.463 rupiah, assuming all other variables remain constant.

The Effect of Facilities on Income

The facilities variable (X_4) has a positive regression coefficient of 2,638,853.410, with a t-value of 2.764 > t-table value of 1.66462, and a significance level of $0.007 < \alpha = 0.05$. Hence, H_0 is rejected. This shows that facilities (X_4) have a positive and significant partial effect on income (Y). MSME coffee shops with facilities ($D=1$) generate 263,885,341 rupiah more in income than those without facilities ($D=0$). This confirms that the presence of facilities leads to higher income.

The Effect of Promotion on Income

The promotion variable (X_5) has a positive regression coefficient of 8,081,980.031, with a t-value of 2.537 > t-table value of 1.66462, and a significance value of $0.013 < \alpha = 0.05$. Thus, H_0 is rejected. This indicates that promotion (X_5) has a positive and significant partial effect on income (Y). MSME coffee shops that utilize promotions ($D=1$) earn 808,198,003 rupiah more than those that do not ($D=0$), highlighting the importance of promotional efforts.

The Effect of Price on Income with Promotion as a Moderating Variable

The price variable (X_2) has a positive regression coefficient of 271.342 with a significance value of $0.004 < \alpha = 0.05$, while the interaction between price and promotion ($X_2 \times X_5$) shows a negative regression coefficient of -312.774 and a significance value of $0.010 < \alpha = 0.05$. These results suggest that promotion moderates the relationship between price and income. In line with Suyana (2016), if β_2 is positive (significant or not) and β_6 is significantly negative, then promotion (X_5) serves as a moderating variable that weakens the effect of price (X_2) on income (Y) for MSME coffee shops in Denpasar City.

Discussion

The results of this study indicate that capital, price, working hours, facilities, and promotion have a significant effect on the income of MSME coffee shops in Denpasar City. Capital is one of the key factors influencing MSME income. A business must have sufficient capital to finance its daily operational expenses. With adequate capital support, it becomes easier to meet operational needs, thereby reducing financial difficulties and minimizing the risk of business failure. Thus, the amount of capital used in a business directly affects the income generated by MSMEs. This finding aligns with research conducted by Liswatin (2022),

which suggests that the more capital a business has, the higher its potential income. Aji & Listyaningrum (2021) and Ginting (2022) also confirm that capital has a positive and significant effect on business income.

Price is another factor that significantly affects income. Pricing decisions made by MSME coffee shops are crucial in influencing consumers' purchasing decisions. According to Nopiani & Rustariyuni (2020), price is a controllable factor that can be managed by marketing or sales teams. One effective strategy is to offer prices lower than competitors. This finding is also supported by Maulania (2020), who found that business capital and pricing simultaneously have a positive and significant effect on the income of sugarcane juice vendors in Kedundung Village.

Working hours also have a significant impact on income. Extending operational hours increases the opportunity for more sales and higher revenue. This finding is in line with research by Widyawati & Karijati (2021), who found that working hours positively and significantly affect the income of coffee stall owners in Benowo Subdistrict. Wahyono (2017) and Sinaga et al. (2023) also found that working hours significantly affect the income of market traders in Bantul.

Facilities are another significant factor influencing income. A coffee shop equipped with adequate facilities tends to increase customer satisfaction. Satisfied customers are more likely to become loyal patrons, which ultimately boosts income. This finding is supported by Akbar et al. (2024), who found that facilities have a positive and significant effect on consumer satisfaction at "Tell Kopi Kediri." The results are consistent with studies by Syahsudarmi (2018), Faradisa et al. (2016), and Putri Maulidah & Budiantono (2023), which provide empirical evidence that facilities significantly affect net profit.

Promotion is also a significant factor influencing income. As one of the marketing mix variables, promotion plays a vital role in bridging the gap between producers and consumers. This study's findings are consistent with Kolanus et al. (2020), who state that promotion has a positive and significant effect on income. Additional support comes from studies by Yani et al. (2024) and Saputri et al. (2025), which confirm that promotion significantly boosts income.

This study also finds that promotion moderates the effect of price on income among MSME coffee shops in Denpasar City. The interaction between promotion and price reveals a negative moderating effect, meaning that simultaneous increases in promotion and price may lead to a decrease in income. In other words, promotion becomes less effective when combined with price increases. This situation may occur when the promotion strategy is poorly executed, as the effectiveness of promotion highly depends on its type. According to Kotler and Keller (2016:622), consumer franchise-building promotions are more effective because they not only boost sales but also strengthen the brand. For example, companies like McDonald's, Dunkin' Donuts, and Starbucks offer free product samples to create a positive consumer experience and encourage repeat purchases. This strategy has proven effective in increasing long-term income by building emotional connections between consumers and the brand.

4. CONCLUSION

Based on the analysis presented in the previous chapter, several conclusions can be drawn to answer the research questions, as follows:

1. Capital, price, working hours, facilities, and promotion simultaneously have a significant effect on the income of MSME coffee shops in Denpasar City.
2. Capital, price, working hours, facilities, and promotion each have a positive and significant partial effect on the income of MSME coffee shops in Denpasar City.
3. Promotion moderates the effect of price on the income of MSME coffee shops in Denpasar City.

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