

Research Article

Factors Affecting Traditional Culinary MSMEs in Denpasar City: A Case Study Of Ayam Betutu

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Abstract: MSMEs (Micro, Small, and Medium Enterprises) are one of the main drivers of Indonesia's economy. However, many MSMEs still face limited access to financing. One traditional Balinese culinary product that attracts tourists is ayam betutu, which represents the MSME sector. This study aims to analyze the influence of own capital, business duration, working hours, and e-commerce on the income of ayam betutu culinary MSMEs in Denpasar City, both simultaneously and partially. This research employs a quantitative method using multiple linear regression analysis. The sample was determined using purposive sampling, with criteria including MSMEs engaged in traditional culinary businesses with ayam betutu as their main product and those that utilize e-commerce in their business operations. A total of 70 ayam betutu culinary MSME actors in Denpasar City were included. The findings reveal that, simultaneously, own capital, business duration, working hours, and e-commerce have a significant effect on MSME income. Partially, own capital, business duration, and e-commerce have a positive and significant effect on income, whereas working hours do not have a significant partial effect. The implication of this study is that MSME actors need to improve their capacity in capital management, maintain business continuity, and optimize e-commerce utilization to increase income. The government is expected to support MSMEs through financial and digital literacy training, institutional strengthening, and the facilitation of mentoring programs and sustainable access to financing.

Keywords: business duration, e-commerce, income, Own capital, working hours

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1. INTRODUCTION

Indonesia is a developing country that continuously undertakes development processes. According to Todaro and Smith (2015), the ultimate goal of economic development pursued by all nations is to improve the overall welfare of society and to achieve equitable income distribution. These development efforts are aimed at increasing per capita income and preparing the nation for participation in the global arena (Basyari et al., 2015).

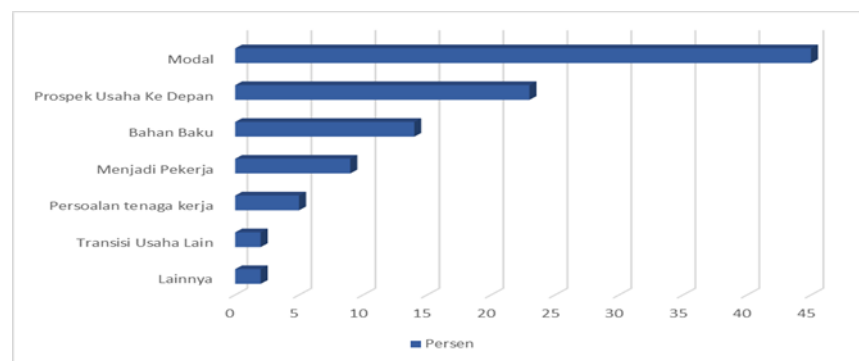
Economic development conducted by a country seeks to raise the standard of living of its people in pursuit of prosperity (Wahyuni, E. S. et al., 2024). In this context, the role of Micro, Small, and Medium Enterprises (MSMEs) is crucial and strategic (Aliyah, 2022). Suharto (2022) asserts that MSMEs are the backbone of economic development due to their capacity to absorb labor, distribute the benefits of development, and contribute significantly to the Gross Domestic Product (GDP).

According to Bakrie et al. (2024), MSMEs in Indonesia have proven their vital role in mitigating the impact of the 1997 economic crisis. While many large corporations went bankrupt, MSMEs managed to survive and even thrive, particularly those oriented toward

exports and utilizing local rw materials. This sector contributes approximately 60 percent to the GDP and absorbs over 90 percent of the national workforce, thus playing a role in reducing unemployment and enhancing overall welfare (Aliyah, 2022). MSMEs are instrumental in job creation, economic growth, and the reduction of social inequality (Salsabila, 2024).

However, the contribution of MSMEs to the national economy still faces challenges, particularly in terms of capital. One of the main issues is limited access to financing. Many MSMEs are unable to secure funding from formal financial institutions due to lack of collateral, inadequate administrative documentation, or insufficient information about financial services (Supriyanto, 2024).

Figure 1. Reasons Why MSMEs Closed Their Businesses in Early Quarter II-2021



Source: Mandiri Institute in databox 2021

The results of the Mandiri Institute survey in Figure 1 show that there are still 7.1 percent of MSMEs in Indonesia that stopped operating in March-April 2021. As many as 45 percent of respondents stated that they closed their businesses due to capital problems. As many as 23 percent of other respondents said they stopped operating because they considered the future prospects of their MSME businesses to be less attractive. Moreover, the COVID-19 pandemic has also affected trading activities.

Table 1. Distribution of Bali Province's Annual GRDP Based on Current Prices

17 Business Sectors	2019	2020	2021	2022	2023	2024
Agriculture, forestry and fisheries	13.45	15.09	15.77	14.68	13.74	13.42
Mining and quarrying	0.87	0.95	0.97	0.94	0.89	0.85
Processing industry	6.04	6.44	6.68	6.58	6.23	6.24
Electricity and Gas Procurement	0.23	0.22	0.21	0.23	0.23	0.24
Water supply, Waste management, waste and recycling	0.17	0.19	0.19	0.17	0.16	0.15
Construction	9.53	10.52	10.97	10.65	9.77	9.24
Wholesale and retail trade: Car and motorcycle repairs	8.57	9.04	9.22	9.19	8.96	8.69
Transportation and Warehousing	9.79	6.95	5.64	7.70	10.08	10.26
Provision of Accommodation and Food and Beverages	23.25	18.33	16.60	17.98	19.93	21.42
Information and Communication	5.31	6.36	6.73	6.13	5.66	5.40
Financial Services and Insurance	3.99	4.25	4.39	4.68	4.84	5.18
Real Estate	3.89	4.43	4.58	4.35	4.03	3.84
Corporate Services	1.04	1.15	1.15	1.17	1.15	1.16
Government Administration, Defense, and compulsory social security	4.93	5.89	6.21	5.56	5.06	5.00
Educational Services	5.15	5.88	6.10	5.55	4.98	4.77
Health Services and Social Activities	2.18	2.58	2.83	2.64	2.48	2.37
Other Services	1.62	1.74	1.76	1.80	1.79	1.77
Amount	100	100	100	100	100	100

Table 1 shows the distribution of Bali Province's annual GRDP based on current prices by business sector (percent). The wholesale and retail trade sector has experienced significant dynamics in recent years, especially during the COVID-19 pandemic and post-pandemic. In 2020 and 2021, despite the global economic crisis, this sector actually experienced an increase. This is due to a shift in consumer behavior due to social distancing, so that consumers switch to making purchases online (Amalia, 2022). However, in 2022-2024, even though social restrictions have been stopped, the contribution of this sector has actually decreased due to new challenges faced by business actors, such as increasing competition on digital platforms, which makes it difficult for business actors to compete with large companies (INDEF, 2024:14). In addition, changes in consumption patterns that now prioritize entertainment and non-essential services post-pandemic have affected consumer purchasing power for basic needs (Cheung et al, 2022). And limited capital causes a lack of ability to innovate or expand businesses, especially after the recovery of the COVID-19 pandemic (Nuraeni, 2022). Meanwhile, not all MSMEs can immediately return to full working hours due to limited resources or low demand (OECD, 2021). Suboptimal working hours can have an impact on low productivity and service quality.

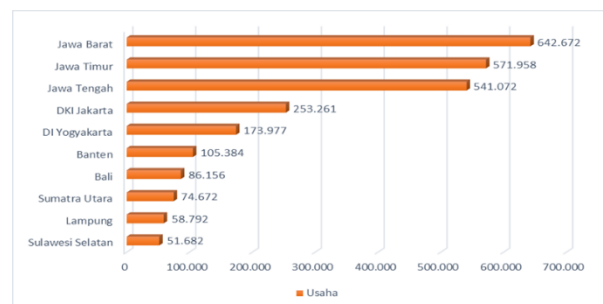


Figure 2. Provinces with the Most E-commerce Businesses 2022

Source: Central Bureau of Statistics of Indonesia 2023

Based on data released by the Central Statistics Agency of Indonesia in 2023, which is shown in Figure 2, Bali Province is recorded as having 86,156 businesses engaged in e-commerce. E-commerce has dominated the market in Indonesia very quickly. The e-commerce industry in Indonesia is undergoing a rapid digital transformation, opening up new opportunities for MSMEs to increase the ease of shopping for consumers (Masruroh, 2024). However, in Bali Province, although known as a center of tourism and culture, Bali Province still faces the challenge of a digital infrastructure gap and limited digital literacy, as seen from the fact that 62.28 percent of businesses in Bali have utilized e-commerce, but 37.72 percent have not adopted digital platforms. Barus et al. (2023) this condition can be influenced by various factors, ranging from economic dependence on tourism, limited information technology infrastructure, to low digital literacy among MSME actors.

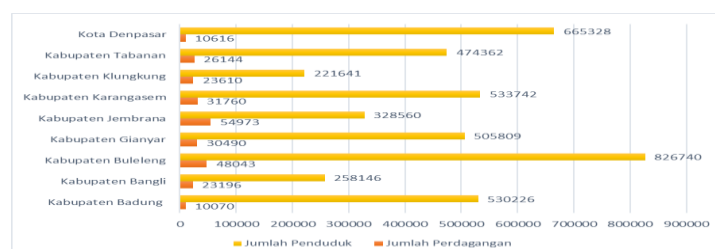


Figure 3. Comparison of the Number of MSMEs in the Trade Sector with Population by Regency/City in Bali Province in 2023

Source: One data of Bali Province and Ministry of Home Affairs, 2024

Based on One Data of Bali Province and the Ministry of Home Affairs, the number of MSMEs in the trade sector in Bali Province as of 2023 is 258,902 units. It can be seen in Figure 3 the number of MSMEs in the trade sector by district/city in Bali Province in 2023 which has the largest number of MSMEs in the trade sector in first place, namely Jembrana Regency with 54,973 units or 16.99 percent of the total population in Jembrana Regency. Although Denpasar City has a high population and is the second largest in Bali Province, the contribution of trade in this city is still relatively low when compared to its potential population. This phenomenon indicates an imbalance between population growth and the

development of economic activity, especially in the trade sector. As the capital city of Bali Province, Denpasar City acts as a center for administration, education, and services, which has resulted in an economic transformation to the tertiary sector (services) (Purwanti, 2023). This phenomenon shows that even though the population of Denpasar City is large, this potential has not been optimally utilized to improve the trade sector.

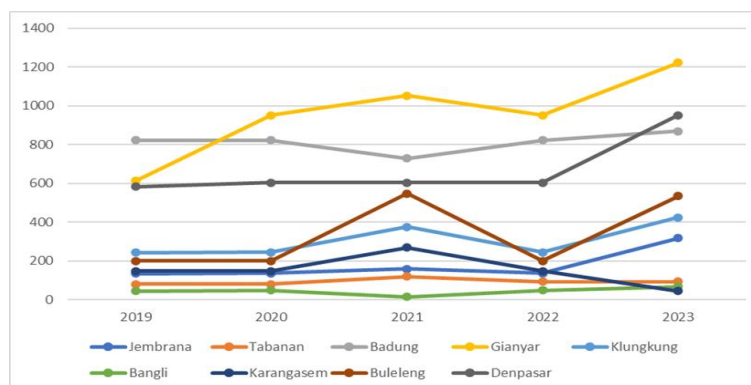


Figure 4. Number of restaurants and eateries in each district in the Province Bali 2019-2023

Source: Central Statistics Agency of Bali Province, 2023

Although Denpasar City is the administrative and economic center of Bali Province, the number of restaurants in this city from 2019 to 2022 is still in third place after Gianyar Regency and Badung Regency based on Figure 4. Denpasar City tends to be better known as an administrative center and population mobility area, so the development of its culinary sector is less prominent than Gianyar Regency and Badung Regency. In addition, several obstacles such as limited business capital, tight competition and lack of culinary tourism promotion also affect the development of culinary businesses in this city (Priyatna, 2023). However, in 2023, Denpasar City managed to rise to second place, surpassing Badung Regency, with significant growth in the number of restaurants. This shows a shift in the dynamics of the culinary economy in Bali Province, where Denpasar City is starting to become one of the new growth centers in this sector. However, the increasing number of MSMEs in the culinary business in Denpasar City also continues to provide its own challenges for culinary business actors. Culinary actors compete to sell their food and drinks in various ways due to the tight competition (Sulistyawati, 2023).

New trends in the culinary world have displaced traditional cuisine because the millennial generation's lifestyle, which tends to look for fast and practical food, has influenced their culinary preferences, so that traditional cuisine is less in demand (Mulyani, 2024), especially the millennial generation in Denpasar City. The entry of various foreign food products has forced traditional culinary to maintain its existence. One of the traditional Balinese culinary delights that attracts attention is betutu chicken. Over time, betutu cuisine has developed from a sacred culinary delight, which is used for religious activities or events, to a profane dish (not related to religion (Johana, 2023).

To start a business, initial capital is needed. Initial capital can come from own capital obtained from the capital owner himself. Own capital consists of savings, donations and so on, by using own capital it can be easier to finance a business because there is no interest burden, but only pay dividends (Kusumawati, 2022). However, lack of capital can hinder the company's ability to carry out daily operations, including purchasing raw materials and other operational needs, which can cause internal instability (Pilo, 2023). Research findings by Marfuah (2019), Amelia (2023), Soleiman (2023) and Marfuah (2024) revealed that own capital has a positive and significant effect on income. Different research findings were revealed by Farazila (2022), revealing that own capital has a negative effect on income. In contrast to the research findings of Berliani (2019), revealing that own capital has no effect on income.

Length of business is the length of time that traders have been understanding their business (Warsitasari, 2022). The longer they survive in business, the more money they earn, and the higher the company's standards (Anggraini, 2019). The longer someone does their business, the more mature and precise strategies they will have in managing, producing, and marketing their products (Maria, 2015). Research findings by Soleha (2016), Nasyirudin (2021), Amalia (2021), and Laurencia (2022) revealed that length of business has a positive and

significant effect on income. Different research findings were revealed by Rahmatia (2018), revealing that length of business has a negative effect on income. This is different from the research findings of Fadhlani (2017), Nurfitriyanto (2015), Salim (2021), Polandos (2019), and Usman (2023) which revealed that length of business has no effect on income.

Prayudo et al., 2017 stated that working hours are the total time of workers in carrying out work activities carried out in a company or business entity. The more hours worked by traders in carrying out trading activities, the greater the opportunity to earn income (Wahyono, 2017). Research findings by Giyona (2024), Wardiningsih (2020), Dewanto (2023), Andjarwati (2022) revealed that working hours have a positive and significant effect on income. Different research findings were revealed by Prihatminingtyas (2019) and Ananda (2024) who revealed that working hours have a negative effect on income. This is different from the research findings of Utami (2022), Herman (2020), Siregar (2024) and Wangsa (2020) who revealed that working hours have no effect on income.

E-commerce is a buying and selling activity carried out through a digital system or electronic technology (Sulistiani et al, 2022). E-commerce is growing rapidly in Indonesia and provides great opportunities for MSMEs. With an online platform, MSMEs can reach a wider market and increase sales. E-commerce also makes it easier for consumers to shop online (Silaban, 2024). Although MSMEs often face limitations in terms of resources, e-commerce allows MSMEs to sell their products to customers around the world, opening up previously unavailable expansion opportunities (Rudy, 2024:3). Research findings by Aprilyan (2022), Gustina (2022) and Ulfah (2023) revealed that e-commerce has a positive and significant effect on income. Different research findings were revealed by Silvia et al (2022) who revealed that e-commerce had a negative effect on income. In contrast to the research findings of Agnesia and Saputra (2022), Datu (2022) and Kartikasari (2023) who revealed that e-commerce had no effect on income.

Based on various different research findings regarding the factors that influence MSME income, it is important to conduct this research to determine the influence of own capital, length of business, working hours and e-commerce on the income of Culinary UMKM Ayam Betutu in Denpasar City.

2. METHOD

This study employs a quantitative associative approach to analyze the influence of own capital, business duration, working hours, and the use of e-commerce on the income of Ayam Betutu culinary MSMEs in Denpasar City. This method was chosen for its ability to measure relationships between variables using numerical data. The research was conducted in Denpasar City, which holds significant potential in the culinary sector, particularly Ayam Betutu as a cultural heritage dish. The study sample consists of 70 Ayam Betutu culinary MSMEs in Denpasar City. Data were collected through questionnaires, observations, and interviews with MSME actors, using research instruments that had been tested for validity and reliability with SPSS (Sugiyono, 2022).

The variables used include independent variables (own capital, business duration, working hours, and e-commerce) and the dependent variable, which is income. Operational definitions for each variable were clearly determined to ensure accurate measurement. Preliminary analysis was conducted using descriptive statistics to describe the characteristics of the data, followed by confirmatory factor analysis (CFA) to test construct validity. The main analytical technique used is multiple linear regression, which measures the effect of each independent variable on income, both partially (t-test) and simultaneously (F-test), along with classical assumption tests such as normality, multicollinearity, and heteroscedasticity to ensure the quality of the regression model (Wooldridge, 2018; Gujarati, 2009).

Additionally, the coefficient of determination (Adjusted R^2) test was carried out to determine the extent to which the independent variables explain the variation in MSME income. The regression results indicate whether each variable has a significant effect on income, with significance determined at $\alpha = 5\%$. Research data were obtained from various digital platforms such as GoFood, ShopeeFood, and social media, as part of the e-commerce indicators. This study is expected to provide insights for MSME entrepreneurs and

policymakers in developing strategies to increase income by optimizing internal factors and utilizing digital technology (Gujarati, 2009).

3. RESULTS AND DISCUSSION

Data Analysis and Hypothesis Testing

Data analysis began with validity and reliability tests to ensure the feasibility of the research instruments. Subsequently, Confirmatory Factor Analysis (CFA) was conducted to assess construct validity. This was followed by classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity, to ensure that the data met the prerequisites for regression analysis. Once the classical assumptions were satisfied, multiple linear regression analysis was performed. Hypothesis testing was carried out using the F-test to examine the simultaneous effect of the independent variables and the t-test to evaluate the partial effect of each variable on the income of MSMEs.

Validity and Reliability Test Results

1) Validity test

Table 2. Validity Test Results

Variables	Indicator	Correlation Coefficient	Sig. (2-tailed)	Information
E-commerce (X4)	X4.1	0.634	0,000	Valid
	X4.2	0.552	0,000	Valid
	X4.3	0.712	0,000	Valid
	X4.4	0.803	0,000	Valid
	X4.5	0.741	0,000	Valid
	X4.6	0.741	0,000	Valid

Source: Processed primary data, 2025

The results of the validity test in Table 2 above show that all indicators in the e-commerce variable have a correlation coefficient value with a total score of all statement items greater than 0.30. This indicates that the statement items in the research instrument in the e-commerce variable are valid.

2) Reliability Test

Table 3. Reliability Test Results

No.	Variables	Cronbach's Alpha	Information
1	E-commerce (X4)	0.789	Reliable

Source: Processed primary data, 2025

The results of the reliability test in Table 3 show that the e-commerce variable has a Cronbach's Alpha coefficient of more than 0.70. This can be said that the e-commerce variable is reliable so it can be used to conduct research.

Confirmatory Factor Analysis (CFA) Test Results

1) Kaiser Meyer Olkin(KMO)

Table 4. KMO Test Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.512
Bartlett's Test of Sphericity	Approx. Chi-Square	148,079
	Df	3
	Sig.	.000

Source: Processed primary data, 2025 (Appendix 9)

The test results shown in Table 4 show that the variables already have a KMO value of $0.512 > 0.500$. This concludes that each capital indicator has sufficient samples for factor analysis.

2) Measures of Sampling Adequacy(MSA)

Table 5. Results of the Measures of Sampling Adequacy (MSA) Test

Anti-image Matrices				
	Own Capital Source	Source of capital	of	Smoothness in business
Anti-image	Own Capital Source	.506a	-.941	.052
Correlation	Source of capital	-.941	.506a	.000
	Smoothness in business	.052	.000	.942a
a. Measures of Sampling Adequacy (MSA)				

Source: Processed primary data, 2025 (Appendix 9)

In Table 5, the MSA value of each variable is greater than 0.5. This means that each indicator is suitable for use in factor analysis.

3) Communalities(Loading Factor)

Table 6. Results of communalities calculations

	Initial	Extraction
Own Capital Source	1,000	0.952
Source of capital	1,000	0.949
Smoothness in business	1,000	0.086

Source: Processed primary data, 2025 (Appendix 9)

In Table 6, it can be seen that the indicator that has the highest factor loading value is the source of own capital, namely with a communality figure of 0.952, this means that 95.2% of the variance of this variable can be explained by the factor that will be formed. Therefore, the source of own capital has the highest factor loading value, the indicator of the source of own capital is worthy of being used in factor analysis to determine the variable of own capital.

Classical Assumption Test Results

If all of these assumptions are met, the Ordinary Least Squares (OLS) method will produce an unbiased estimator and has the smallest variance among all unbiased linear estimators. The OLS estimator is the best unbiased linear estimator (BLUE) for the parameters $\beta_0, \beta_1, \dots, \beta_k$.

The term BLUE consists of three important elements, namely:

- 1) Best(best): has the smallest variance among other unbiased linear estimators,
- 2) Linear: is a linear function of the independent variable,
- 3) Unbiased(unbiased): the expected value of the estimator is the same as the true value of the population parameter.

Thus, if all classical assumptions are met, OLS is the most efficient method for estimating linear regression model parameters. However, if there is a violation of one of the assumptions, such as heteroscedasticity (violation of MLR.5) or endogeneity (violation of MLR.4), then the advantage of OLS as a BLUE estimator is no longer valid. In such conditions, there may be other estimation methods that are more appropriate to use than OLS.

The following presents the results of the classical assumption test.

1) Normality Test

Table 7. Normality Test Results

One-Sample Test	Kolmogorov-Smirnov	Unstandardized Residual
N		70
Test Statistics		0.764
Asymp. Sig. (2-tailed)		0.603c

a. Test distribution is Normal.

Source: Processed primary data, 2025

Based on Table 7, it can be seen that the Kolmogorov Sminarnov (KS) statistical test value is 0.764, while the Asymp. Sig. (2-tailed) value is 0.603, which is more than the alpha value of 0.05. Therefore, the model created is suitable for further analysis.

2) Multicollinearity Test**Table 8. Multicollinearity Test Results**

Variables	Tolerance	VIF
Own Capital (X1)	0.863	1,159
Length of Business (X2)	0.930	1,075
Working hours (X3)	0.922	1,085
E-Commerce(X4)	0.936	1,068

Source: Processed primary data, 2025

Based on Table 8, it can be seen that the tolerance and VIF values for each variable, namely equity, length of business, working hours, e-commerce have a tolerance value greater than 10 percent and a VIF value less than 10, which means that the regression equation model is free from multicollinearity. This shows that there are no symptoms of multicollinearity from the regression model created, so the model is suitable for use in predicting.

3) Heteroscedasticity Test**Table 9. Heteroscedasticity Test Results**

Variables	Significance	Information
Own Capital (X1)	0.241	Free of Heteroscedasticity
Length of Business (X2)	0.067	Free of Heteroscedasticity
Working hours (X3)	0.256	Free of Heteroscedasticity
E-Commerce (X4)	0.530	Free of Heteroscedasticity

Source: Processed primary data, 2025

In Table 9, it can be seen that the significance value of the equity variable is 0.241, the length of business is 0.067, then working hours have a value of 0.256 and e-commerce has a value of 0.530. This value is greater than 0.05, which means that there is no influence between the independent variables on the absolute residual. Thus, the model created does not contain symptoms of heteroscedasticity, so it is suitable for use in predicting.

Multiple Linear Regression Analysis Results**Table 10. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-130276045,295	48182669,751		-2,704	0.009
Owner's equity	39351569,665	13595155,431	0.326	2,895	0.005
Length of Business	2356899,511	1104650,869	0.231	2,134	0.037
Working hours	1923678,957	2134847,717	0.098	0.901	0.371
E-commerce	4163394,958	1831205,502	0.246	2,274	0.026

a. Dependent Variable: Income

Source: Processed primary data, 2025

Based on the results of multiple linear regression analysis as presented in Table 10, the following structural equation can be formed:

$$\hat{Y} = -130276045.295 + 39351569.665$$

Simultaneous Regression Coefficient Significance Test (F Test)

The first hypothesis test, namely "it is suspected that own capital, length of business, working hours and e-commerce simultaneously have a significant effect on the income of culinary MSMEs of chicken betutu in Denpasar City" was carried out using simultaneous test regression or F test. The results of the F test show that the regression model is simultaneously significant ($F \text{ count} = 6.641$; $p < 0.05$), which means that all independent variables simultaneously influence the dependent variable. The magnitude of the influence of the four independent variables can also be known by the coefficient of determination or Adjusted R Square (R^2) = 0.246, meaning that 24.6 percent of the income of culinary MSMEs of chicken betutu in Denpasar City is influenced by their own capital, length of business, working hours and e-commerce while the remaining 75.4 percent is influenced by other factors not included in the research variables. So the first hypothesis proposed, which states that own capital, length of business, working hours and e-commerce simultaneously have a significant effect on the income of culinary MSMEs of chicken betutu in Denpasar City is accepted.

Partial Regression Coefficient Significance Test (t-Test)

Partial regression tests (t-tests) are conducted to test the partial or individual influence of each variable of equity (X1), length of business (X2), working hours (X3) and e-commerce (X4) on MSME income (Y) with the assumption that the other independent variables are considered constant.

- a. Based on the results of the analysis of the influence of equity on MSME income, a significance value of $0.005 < 0.05$ was obtained with $t \text{ count} = 2.895 > 1.997$. Equity partially has a positive and significant effect on the income of MSMEs in the culinary chicken betutu in Denpasar City. If the equity is higher, the income of MSMEs in the culinary chicken betutu in Denpasar City will increase.
- b. Based on the results of the analysis of the influence of the length of business on the income of MSMEs, a significance value of $0.037 < 0.05$ was obtained with $t \text{ count} = 2.134 > 1.997$. This means that the length of business has a partial positive and significant effect on the income of MSMEs culinary chicken betutu in Denpasar City. If the length of business is higher, the income of MSMEs culinary chicken betutu in Denpasar City will increase.
- c. Based on the results of the analysis of the influence of working hours on MSME income, a significance value of $0.371 > 0.05$ was obtained with $t \text{ count} = 0.098 < 1.997$. Working hours partially do not have a significant effect on the income of MSMEs culinary chicken betutu in Denpasar City.
- d. Based on the results of the analysis of the influence of e-commerce on MSME income, a significance value of $0.026 < 0.05$ was obtained with $t \text{ count} = 2.274 > 1.997$. This means that e-commerce partially has a positive and significant effect on the income of MSMEs culinary chicken betutu in Denpasar City. If the use of e-commerce is higher, the income of MSMEs culinary chicken betutu in Denpasar City will increase.

Discussion

The Effect of Own Capital, Length of Business, Working Hours, E-commerce Simultaneously on the Income of Culinary MSMEs Ayam Betutu in Denpasar City

The Effect of Own Capital, Length of Business, Working Hours, E-commerce Simultaneously on the Income of Culinary MSMEs of Chicken Betutu in Denpasar City. The results of the F test show that the F count value (6.641) $>$ F table (2.51) or a significance value of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. This means that own capital (X1), length of business (X2), working hours (X3) and e-commerce (X4) simultaneously have a significant effect on the income of culinary MSMEs of chicken betutu in Denpasar City (Y). These results mean that the better the own capital used, then the longer the business is run, then the longer the working hours and the better the use of e-commerce, the more it will increase the income of Culinary MSMEs of Chicken Betutu in Denpasar City.

The results of the study indicate that equity, length of business, working hours, and e-commerce simultaneously have a significant effect on MSME income, which is in line with the neoclassical economic growth theory. This theory states that economic growth is determined by the accumulation of capital, labor, and technological progress (Solow, 2000). Equity reflects the accumulation of physical capital that is important in increasing efficiency

and production capacity. In neoclassical theory, investment drives output growth, although in the long term it experiences a decline in marginal returns, so it needs to be supported by other factors. Furthermore, working hours are the quantity of labor, which is one of the main components in the production process. Optimal allocation of working time can support productivity and support an increase in overall business income. Then, the length of business can be understood as the accumulation of experience or knowledge. The longer the business runs, the more rational the business actors are in managing resources, in line with the principle of rationality in neoclassical theory. And e-commerce shows technological advances that increase the efficiency of production, distribution, and market access. In modern neoclassical theory, technology is the key to long-term growth.

The results of this study support the results of research conducted by Amelia (2023), which found that the variables of people's business credit, own capital, length of business and number of workers simultaneously affect the income of MSMEs in Karawang Regency on business income. These results are also in line with the research of Ananda (2024) which obtained the results that the variables of capital, allocation of working hours, and length of business simultaneously affect the income of entrepreneurs in the roof tile industry in Darmasaba Village. And other research that is in line with Dewanto (2023) which obtained the results that the variables of the number of customers, working hours, business location, and e-commerce applications simultaneously affect the income of micro, small and medium enterprises (MSMEs) in Denpasar City.

Based on an interview conducted on May 2, 2025 on Jalan Buana Kubu, West Denpasar, with Mrs. Restiani, the owner of Bu Ferdi's betutu chicken business, she said that:

"Self-capital is very helpful in managing a business because it makes it easier to make business decisions. In addition, the length of time I have been running my business has made me understand the market and sales strategies better. The use of e-commerce is also very effective in increasing market reach and sales. My business also has quite long operating hours, usually open from morning to night. With this long working duration, I have more time to run the production process and serve customers. I feel that this also supports increased income."

Meanwhile, another interview on May 7, 2025 at Jalan Pendidikan No. 86 Sidakarya, South Denpasar with Mrs. Nia, the owner of Bu Nia's chicken betutu business, she said that:

"I started this business with my own capital, so I can be more flexible in managing the direction of the business without relying on loans. With years of experience, I already understand how to manage operations and understand customer needs. Now, with the help of e-commerce, my sales have increased because I can reach consumers from various regions, not only from around the business location. In addition, my business operating hours are also quite long, usually from morning to night. With these long working hours, I feel I have more opportunities to sell products every day. This directly increases income."

The Influence of Partial Own Capital on the Income of Culinary UMKM Ayam Betutu in Denpasar City

The results of the first multiple regression analysis show that equity has a positive and significant effect on MSME income. This means that the better the use of equity as initial capital in running a business, the higher the income generated by MSMEs of culinary chicken betutu in Denpasar City. Likewise, the worse the use of equity at the beginning of running a business, the lower the income obtained by MSMEs of culinary chicken betutu in Denpasar City.

The results of the study showed that equity has a positive effect on MSME income in line with microeconomic theory which emphasizes efficiency in the use of resources to maximize output (Rudy, 2025). According to Varian (2014), income is the result of the interaction between production factors and the optimal strategy of business actors. The use of equity allows business actors to make more flexible and efficient decisions without the burden of debt, thereby increasing productivity and income. This reflects the basic principle of microeconomics, namely how individuals manage limited resources to achieve maximum results.

This finding supports the results of research conducted by Marfuah (2019), which revealed that equity has a positive and significant effect on MSME income in Wonosobo Regency. This is in line with the findings of Amelia's research (2023), which revealed that equity has a positive and significant effect on MSME income in Karawang Regency. These results are also in accordance with Soleiman's research (2023), which also revealed that equity

has a positive and significant effect on the income of MSME actors in Golewa District. Marfuah's findings (2024) also revealed that equity has a positive and significant effect on MSME income in Sleman Regency. The results of this study differ from the research revealed by Farazila (2022), which stated that equity has a negative effect on the income of Handicraft business actors in Bojonegoro. And it is not in line with the findings of Berliani (2019), which revealed that equity has no effect on MSME income for Bank Jateng customers in Tegal City.

Based on an interview conducted on May 9, 2025 at Jalan Mahendradatta Selatan No. 194, West Denpasar, with Mrs. Shinta, the owner of the Bu Lina chicken betutu stall, she said that:

"I started this business with initial capital from personal funds, without loans. By using my own capital, I feel more free to manage business finances. Over time, the business grew and income increased because I was not burdened with the obligation to pay installments or interest."

Meanwhile, another interview on March 24, 2025 at Jalan Tukad Pakerisan No. 99L, South Denpasar with Mrs. Agung Ulan, owner of the Bu Agung Ulan chicken betutu business, she said that:

"The initial capital for this business came entirely from personal savings. I chose not to take out a loan to be safer at the beginning. With careful management, the capital was enough to start production, and within the first few months, I started to see an increase in income."

The Influence of Length of Business Partially on the Income of Culinary MSMEs Ayam Betutu in Denpasar City

The results of the second analysis show that the length of business has a positive and significant effect on the income of MSMEs. This means that the longer the culinary business is run consistently, the higher the income generated by the culinary MSMEs of chicken betutu in Denpasar City. Likewise, the faster or shorter the business is run, the lower the income obtained by the culinary MSMEs of chicken betutu in Denpasar City. This shows that the length of business is an important factor in influencing the income of MSMEs. With the increase in the length of business, it will encourage the income of MSMEs because they tend to be known to consumers and have customers so that consumer visits will also increase.

The results of the study show that the length of business has a positive and significant effect on MSME income, and this is in line with production theory. According to Anggraini (2022) and Andriani (2017), production involves the use of production factors to produce goods or services of economic value. The longer a business runs, the greater the experience or skills and efficiency of business actors in managing the production process.

The results of this study are in accordance with the findings of Sholeha (2016), who revealed that the length of business has a positive and significant effect on the income of female online traders in Bayuwangi Regency. This is in line with the findings of Nasyirudin's research (2021), which revealed that the length of business has a positive and significant effect on the income of online shop traders in Blitar Regency. Similar research by Amalia (2021), also revealed that the length of business has a positive and significant effect on the income of micro and small business actors on the Shopee marketplace in Banjarmasin City. The findings of Lurencia (2022), also revealed that the length of business has a positive effect on the income of MSMEs in the food and beverage industry sector in Bekasi City. The results of this study differ from those expressed by Rahmatia (2018), that the length of business has a negative effect on the income of micro businesses in Palopo City, South Sulawesi Province. These results are also inconsistent with the findings of Usman (2023), Salim (2021), Polandos (2019), Fadhlani (2017), and Nurfitriyanto (2015) who revealed that the length of business has no effect on income.

Based on an interview conducted on May 10, 2025 on Jalan Gandapura III F, East Denpasar, with Mrs. Krisnawati, the manager of the Liku Gandapura cafe business, she said that:

"The longer I run the business, the more I understand how to manage production and marketing. The experience gained makes the business income more stable and increases every year."

Meanwhile, another interview on March 20, 2025 on Jalan Bedahulu, North Denpasar, with Mrs. Ina, the owner of the Be Betutu stall, she said that:

"With time, it has become easier for me to manage this business. The experience and skills I have gained have helped improve product quality and work efficiency, so that business income continues to grow."

The Influence of Working Hours Partially on the Income of Culinary UMKM Ayam Betutu in Denpasar City

The results of the third analysis show that working hours do not have a positive and significant effect on the income of MSMEs. This means that the high and low working hours owned by MSMEs of culinary chicken betutu in Denpasar City cannot affect the high and low income obtained by MSMEs of culinary chicken betutu in Denpasar City.

Time allocation theory states that individuals divide their time between work and leisure to achieve optimal results, where the more time allocated to work, the greater the income earned. However, the results of the study showed that for MSMEs, working hours did not have a significant effect on income. This shows that the theory is not fully applicable in the context of MSMEs, because their income is more influenced by other factors such as work efficiency, use of e-commerce, and market access, not just the amount of time spent working.

The results of this study support previous research by Utami (2022), which revealed that working hours do not affect the income of traders at the Puring Market, North Pontianak District. This is in line with the findings of Herman's research (2020), which revealed that working hours do not affect the income of kiosk traders at the Tarawang Traditional Market. Siregar (2024), also revealed that working hours do not affect the income of MSME actors in Badung Regency. Wangsa's findings (2022) also revealed that working hours do not affect the income of traders at the Kumbasari Market in Denpasar City.

Based on an interview conducted on May 12, 2025 at Jalan Gatsu 6 No. 24, West Denpasar, with Mr. Yayak, the owner of the Tunjung Gatsu stall, he said that:

"Even if you open longer, if not many people buy, your income will still not increase. So in my opinion, it's not about working hours, but how to sell."

Meanwhile, another interview on May 11, 2025 at Jalan Pulau Komodo No. 9, West Denpasar, with Mrs. Putu Oka, owner of the grilled betutu business Bu Jro 9, she said that:

"I open from morning to night, usually up to 14 hours a day. But my income doesn't always increase, it also depends on the buyers. So even though I work longer, the results are not necessarily bigger."

Partial Influence of E-commerce on the Income of Culinary UMKM Ayam Betutu in Denpasar City

The results of the fourth analysis show that e-commerce has a positive and significant effect on MSME income. This means that the better the use of e-commerce in running a culinary business consistently, the higher the income generated by MSMEs of chicken betutu culinary in Denpasar City. Likewise, the lower the use of e-commerce, the lower the income obtained by MSMEs of chicken betutu culinary in Denpasar City. This shows that e-commerce is an important factor in influencing MSME income. The increasing use of e-commerce will encourage MSME income because consumers tend to use e-commerce to facilitate buying and selling transactions, which in the end the number of purchases will also increase with the use of e-commerce.

The results of the study show that e-commerce has a positive and significant effect on MSME income in line with neoclassical economic theory. This theory emphasizes the importance of physical capital accumulation and technological progress in driving long-term economic growth. E-commerce as a technological advancement increases efficiency, expands markets, and reduces MSME operational costs, so that income increases. In addition, digital technology such as e-commerce overcomes the limitations of physical capital by providing sustainable added value, in accordance with the concept of diminishing returns. Thus, the implementation of e-commerce strengthens the role of technology in increasing MSME productivity and growth.

The results of this study are in accordance with the findings of Aprilyan (2022), who revealed that e-commerce has a positive and significant effect on the income of MSMEs in West Lombok Regency. This is in line with the findings of Gustina's research (2022), which revealed that e-commerce has a positive and significant effect on the income of micro, small

and medium enterprises in Padang City. Ulfah (2023) also revealed that e-commerce has a positive and significant effect on the income of MSMEs in Sukmajaya.

Based on an interview conducted on May 2, 2025 on Jalan Buana Kubu, West Denpasar, together with Mrs. Restiani, the owner of the Betutu Bu Ferdi business, he said that:

“Since I started selling products through e-commerce platforms, my business turnover has increased significantly. With wider market access and easier transactions, sales have increased and business income has increased.”

Meanwhile, another interview on May 16, 2025 at Jalan Sanggabuana No. 9, West Denpasar, with Mr. Arya Natih, owner of the Sri Artini chicken betutu rice business, he said that:

“Using e-commerce really helps my business. Products can be known to many people without having to open a physical store, so that income becomes more stable and increases.”

4. CONCLUSION

- a) Own capital, business duration, working hours, and e-commerce simultaneously have a significant effect on the income of Ayam Betutu culinary MSMEs in Denpasar City.
- b) Own capital, business duration, and e-commerce partially have a positive and significant effect on the income of Ayam Betutu culinary MSMEs in Denpasar City. In contrast, working hours do not have a significant partial effect on income.

IMPLICATIONS OF THE STUDY

a. Theoretical Implications

The neoclassical growth theory emphasizes that capital accumulation and technological advancement are key to long-term growth (Mankiw, 2020). E-commerce, as a form of technology adoption, plays a crucial role in enhancing efficiency, reducing distribution costs, and expanding market reach, thereby contributing to increased MSME income. Production theory supports the notion that the longer a business operates, the more experienced and adaptive the entrepreneur becomes, leading to greater efficiency and output. Microeconomic theory explains that limited own capital must be optimally managed to produce maximum output, fostering efficiency and innovation (Rudy, 2025). Meanwhile, time allocation theory posits that higher income may motivate individuals to increase working hours. However, in practice, income is also influenced by business strategies, innovation, and the effective use of technology—not merely by the number of hours worked.

b. Practical Implications

The findings indicate that own capital has a positive and significant effect on MSME income. This suggests that proper capital management—such as for purchasing raw materials, improving product quality, and implementing marketing strategies—contributes to increased income. Therefore, MSME actors need to enhance their financial literacy, while the government can support them through training programs and information on alternative self-financing schemes.

Business duration also has a positive and significant effect, indicating that business continuity and experience play important roles in income growth. MSME actors should maintain business consistency and continuously adapt to market trends. The government can support sustainability by providing incentives for long-standing businesses and offering ongoing business mentoring programs.

On the other hand, working hours do not significantly affect income, indicating that productivity is not solely determined by the length of working time but rather by the strategies employed. Thus, entrepreneurs are advised to focus more on time efficiency, product innovation, and sales strategies. The government can support this by providing training on time management and productivity.

Furthermore, e-commerce has a positive and significant impact, confirming that the adoption of digital technology can expand market access and improve efficiency. MSME actors should enhance their digital literacy and fully utilize online

platforms. The government has a vital role in accelerating MSME digitalization through training and technology empowerment programs.

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