

The Effect of Business Competition and Capital: Grocery Store Revenue in Kedawung Grati, Pasuruan Regency, Indonesia

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Abstract

The purpose of this study was to determine the effect of business competition on the income of grocery stores in Adirogo Hamlet. To find out the effect of capital on grocery store income in Adirogo Hamlet. To find out the effect between business competition and capital on grocery store income in Adirogo Hamlet.

This study uses quantitative research using multiple linear regression analysis, where the technique will test hypotheses that will state there is an influence individually or jointly between the independent variable (X) and the dependent variable (Y). What acts as a variable X1 is business competition, X2 is capital and Y is grocery store revenue. Data were obtained using a closed questionnaire Likert scale and five alternative answers. The subjects in this study were grocery store business actors. The subjects in this study were 30 respondents.

In this study, instrument testing used validity tests and reliability tests. While the data analysis uses descriptive statistics, classical assumption tests are as follows: normality test, linearity test, heteroscedasticity test, and multicollinearity test, as well as multiple linear analysis. The result of the analysis after going through the process of processing and analyzing multiple linear regression data that has been carried out using SPSS 22 for windows is that there is an influence between business competition variables and capital on grocery store revenue of $F_{\text{calculate}} 248.706 > 2.74 F_{\text{table}}$ with a significance of $0.000 < 0.05$.

Keywords: *Business Competition, Capital, Revenue, Grocery Store.*



INTRODUCTION

The rapidly growing business world is a challenge and threat for business actors in order to win the competition and maintain the survival of their business. Companies that want to grow and want to gain competitive advantage must be able to provide quality products or services, low prices compared to competitors, faster delivery times, and better service than their competitors.

Business competition does not only occur in large companies, including small businesses such as grocery stores. Grocery stores or commonly referred to as stalls providing daily necessities are micro businesses whose ownership is owned by individuals and sells goods that serve customers or consumers come to buy goods not independently, namely by being served directly by the grocery store assistant, and in general in small-scale grocery stores grocery store assistants are cashiers as well. Grocery stores are usually located not far from the owner's home.

The growing number of grocery stores led to intense competition between fellow grocers. Competition that arises among fellow sellers arises because they compete to beat each other to attract consumers or several sellers who compete with each other to see opportunities to meet consumer needs better or they are under pressure to improve their performance. Another cause of competition between fellow grocery stores is because both have similarities in selling daily necessities, only service models and not infrequently there are different price differences. The form of competition among sellers is seen in various innovations and tactics such as providing low prices, better service, special promotions, or the exit of new products that competitors have never sold. Competition can be mutual understanding to the point of harshly knocking each other down, depending on how often and how aggressively competitors take actions that threaten competitors' profit capabilities.

The welfare of business actors can be measured from their income, therefore factors that affect the income of business actors must be considered so that the income of business actors is stable and their welfare increases so that buying and selling activities continue to run smoothly. In starting a trading business, one of the most important things needed is capital. Capital is very important in doing business, including trading. Capital is all forms of wealth that can be used directly or indirectly in the production process to increase output (Hentiani, 2011).



LITERATUR REVIEW

Understanding Business Competition

According to Kasmir (2009: 258) states that "competitors are companies that produce or sell goods or services that are the same or similar to the products we offer". The competitors of a company can be categorized as strong competitors and weak competitors or there are close competitors who have the same product or similar products.

In the Management Dictionary (2003: 276), business competition can be interpreted as an activity to compete between entrepreneurs/businessmen with one entrepreneur / other businessman in winning market share in an effort to offer goods and services products to consumers with various marketing strategies applied. This competition may consist of several forms of price cutting, advertising/promotion, variety and quality, packaging, design, and market segmentation. Meanwhile, according to the Economic Law Dictionary (2010: 141), states that "business competition is competition between business actors to influence buyers / consumers for certain products".

From the definitions that have been stated above, it can be seen that the goal to be achieved by every actor or competing business actor is to get the maximum profit. The achievement of maximum profit can be obtained by doing it from various forms, both in terms of price, quality and quantity of products, services or a combination of these various elements.

CAPITAL

Capital is the main thing in running a business, including trading. Capital is all forms of wealth used in the process of producing or producing output. Capital is wealth that can generate profits in the future. The capital used can be sourced from own capital, but if it turns out that own capital is insufficient, it can be added with borrowed capital. So, in general, the type of capital that can be obtained to meet their capital needs consists of own capital and borrowed capital (Suyadi Prawirosentono, 2002: 118).

Economists use the term capital to refer to the stock of various equipment and structures used in the production process, that is, economic capital reflects the accumulation of goods produced in the past that are being used today to produce new goods and services. This capital includes equipment, machinery, transportation, buildings and raw materials (Gregory N. Mankiw, 2011: 501). Capital is an expenditure to buy production equipment, capital goods that aim to increase capital in economic activities used to produce goods and services (Sukirno, 2009: 76).

407



Income

Development in developing countries is progressing, as is the case in Indonesia. This development is carried out with the aim of improving the standard of living and welfare of the people towards a just and prosperous society. The concept of development is often associated with the process of industrialization. As a direction and policy of development, the industrial sector is expected not only to strive to develop large and medium industries but also small industries and home industries. Small industrial businesses provide business opportunities for local residents to increase income in meeting their various needs.

According to Sukirno (2006: 47), income is the amount of income received by residents for their work performance during a certain period either daily, weekly, monthly, or yearly. Today the source of income for most rural households is not only from one source, but from several sources or it can be said that households diversify their work or have various sources of income (Susilowati et al, 2002).

Grocery Store

According to Kotler (2008: 171), *convenient* stores are relatively small stores located in residential areas, have long opening hours seven days a week, and sell limited convenience product lines and high turnover rates. Their long opening hours and because consumers only buy at their premises only as a "complement" make this type of store an expensive operation.

The Effect of Business Competition on Grocery Store Revenue

The definition of business competition juridically is always associated with competition in the sense of a market-based economy, where business actors, both companies and sellers, freely strive to get consumers to achieve certain business goals or companies they found. This competition may consist of several forms of price cutting, advertising/promotion, variety and quality, packaging, design, and market segmentation. Business competition in this case can be mutual understanding to knock each other down violently, depending on how often and aggressively fellow grocery stores take actions that threaten revenue capabilities. Where it will affect the decline in the store's business income.



The Effect of Capital on Grocery Store Revenue

One very important factor in trading business is capital. Existing capital must be able or able to finance the company's day-to-day expenses or operations, because with sufficient capital it will benefit traders. If the source of capital is greater than the use, it means that there is an increase in capital. Conversely, if the use is smaller, it means a decrease in capital. A relatively large amount of capital will enable a sales unit with many types of products, in this way it will greatly allow the income it will achieve is also greater.

The Effect of Business Competition and Capital on Grocery Store Revenue

Business competition and capital can be expected to have a joint influence on grocery store revenue. Business competition itself in winning market share (market *share*) will carry out various marketing strategies that it implements. One of them is by pleasing consumers from various aspects, both from affordable prices, product quality and satisfaction. In addition, the things needed in winning market share are complete products that are supported by capital. The size of the capital used in the business will certainly affect the income obtained by business actors. In order for the trading business to run well, sufficient trading capital is needed. Large capital will allow the amount of merchandise inventory to be sold more and more. Meanwhile, if there is a lack of capital for some business actors, it will greatly limit the ability to hold sufficient supplies of goods. This may also affect the income level of business actors. Thus, there is a close relationship between business competition and customer satisfaction in influencing the high or low of a grocery store income.

RESEARCH METHOD

The type of research used in this study is quantitative research. According to Sugiyono (2015: 7) quantitative research is research on problems in the form of current facts whose data can be expressed in numbers and analyzed with statistical techniques.

This study aims to determine the effect of the independent variable (X) on the dependent variable (Y). In this study researchers looked for the influence of independent variables: business competition (X1), capital (X2) on variables tied to grocery store income (Y). The analysis used in this study uses multiple regression analysis, this analysis will test the hypothesis that will state there is a partial or simultaneous influence between the independent variable (X) and the dependent variable (Y).



Research Subjects

The subjects taken as samples are really the subjects that contain the most characteristics found in the population. According to Arikunto (2010: 123) the population of this study is the entire subject to be studied. Given the population size of 30,

Grocery Store Population**Tabel 1 Total Population of Grocery Stores in Adirogo Hamlet**

No	Data	Jumlah Toko Kelontong
RW 05		
1	RT 01	6
2	RT 02	4
3	RT 03	5
RW 06		
1	RT 01	4
2	RT 02	6
3	RT 03	5
	Jumlah	30

Source: Data processed by researchers

Research Instrument Test**Validity Test**

According to Arikunto (2010: 211), validity is a measure that shows the levels of validity or validity of an instrument. A valid instrument has high validity. To calculate the level of validity using the correlation formula proposed by Pearson, known as *Product moment correlation* with a significance level of 5%.

Reliability Test

According to Arikunto (2010: 221), an instrument is reliable enough to be used as a data collection tool because the instrument is good.



DATA COLLECTION

Questionnaire

A questionnaire is a number of written questions used to obtain information from respondents in the sense of reports about their personality or things they know (Arikunto, 2006: 151).

Data Analysis

Descriptive Statistical Analysis

According to Sugiono (2015: 147) Descriptive Statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the general or generalization.

Classical Assumptions

Classical assumptions are needed if the research is quantitative, in this study it is quantitative so it requires classical assumptions. As for knowing the classical assumptions needed including:

1. Normality Test

This normality test aims to test whether in a regression model the dependent variable and the independent variable have a normal distribution or not a normal distribution.

2. Linearity Test

The linearity test aims to determine whether between variables has a linear relationship or not significantly.

3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the presence of variance inequality from residuals for all observations in the regression model.

4. Multicollinearity Test

This means that independent variables that are one another in multiple regression models are not perfectly interconnected.

Multiple Regression Analysis

In this study the data analysis technique used was multiple analysis, multiple regression analysis was used to forecast changes in variable Y caused by variable X.



Sugiono (2005: 211) explained multiple regression analysis of two predictors using the following formula:

$$Y = a + b_1X_1 + b_2X_2$$

Hypothesis Testing

The next step in analyzing the data is to test the hypothesis as follows:

1. Partial Test (Test t)

The t-test is used to test partially and to determine the effect of independent and bound variables. The provisions of the t test are $t_{hitung} >$ or the value of significance $< \alpha$ (0.05), then H_a is accepted and H_o is rejected. Conversely, $<$ or significant value $> \alpha$ (0.05), then H_a is rejected and H_o is accepted. $t_{hitung} > t_{tabel}$

2. Simultaneous Test (Test F)

The F test is used to determine the degree of influence of independent variables simultaneously or together on the dependent variable. The provisions of the F test are that if $>$ or significant value $< \alpha$ (0.05), then H_a is accepted and H_o is rejected. Vice versa if $<$ or significant value $> \alpha$ (0.05), then H_a is rejected and H_o is accepted. $F_{hitung} > F_{tabel}$

RESULT

Analysis Results

1. Validity Test

Tabel 2. Hasil Uji Validitas Instrumen Penelitian

No Item	r_{hitung}	r_{tabel}	Sign. (2-tailed)	Keterangan
1	0,771	0,361	0,000 < 0,05	VALID
2	0,738	0,361	0,000 < 0,05	VALID
3	0,659	0,361	0,000 < 0,05	VALID
4	0,827	0,361	0,000 < 0,05	VALID
5	0,801	0,361	0,000 < 0,05	VALID
6	0,754	0,361	0,000 < 0,05	VALID
7	0,831	0,361	0,000 < 0,05	VALID
8	0,784	0,361	0,000 < 0,05	VALID
9	0,735	0,361	0,000 < 0,05	VALID
10	0,787	0,361	0,000 < 0,05	VALID
11	0,715	0,361	0,000 < 0,05	VALID
12	0,657	0,361	0,000 < 0,05	VALID



13	0,817	0,361	0,000 < 0,05	VALID
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Based on the results of the validity test calculation using the SPSS (*Statistical Product and Service Solution*) version 22 program, it can be concluded that the instrument used by the researcher is declared valid. This can be proven by the calculated value of each item greater than the *r*table, which is 0.361 and the significance value (*p*) or in ordinary SPSS listed Sign. (2-tailed) on each item is also smaller than 0.05.

Uji Reliabilitas

Tabel 3 Hasil Uji Reliabilitas Instrumen Penelitian

Variabel	Cronbach's Alpha	Keterangan
X ₁ (Business Competition)	0,740	Reliabel
X ₂ (Capital)	0,840	Reliabel
Y (Grocery Store Revenue)	0,735	Reliabel

According to the opinion expressed by Syofian (2013: 90), the questionnaire / questionnaire is said to be reliable if it has an alpha value of at least 0.6. Based on this assumption, it can be said that the instrument that has been tested by this researcher is reliable because it has an alpha value of > 0.6. This can be proven by the results of calculating the reliability value using the *Cronbach alpha* formula, which is 0.740 in variable X₁ and 0.840 in variable X₂ and 0.735 in variable Y.

RESULTS OF DESCRIPTIVE STATISTICAL ANALYSIS

1. Business Competition Variables

Business competition variables in this study are measured by the following indicators:

1. Looking for new opportunities
2. Give discounts
3. Create a promotion
4. Sell new products



Based on the highest and lowest values, the frequency distribution and histogram of Business Competition can be arranged according to respondents' assessments as follows:

Tabel 4. Distribution

No	Interval	Kriteria	F	Prosentase
1	17 - 18	Very Agree	-	-
2	15 – 16	Agree	10	33%
3	13 – 14	Doubt – Doubt	10	33%
4	11 – 12	Disagree	2	7%
5	9 – 10	Very Disagree	8	27%
TOTAL			30	100%

Referring to table 4 above, it can be interpreted that out of 30 respondents, it can be seen that 10 respondents or 33% answered in the affirmative, 10 respondents or 33% answered undecided, 2 respondents or 7% answered disagree, 8 respondents or 27% answered strongly disagree. So it can be concluded that most respondents answered in agreement with business competition.

1. Modal Variables

Capital variables in this study are measured by the following indicators:

1. Own capital
2. Foreign capital
3. Capital for merchandise
4. Capital for buildings
5. Capital for shop equipment

Based on the highest value and the lowest value, the frequency distribution and Capital histogram can be arranged according to the respondent's assessment as follows:

Tabel 5 Capital Frequency Distribution

No	Interval	Creterion	F	Percentage
1	22 – 24	Very Agree	-	-
2	19 – 21	Agree	5	17%
3	16 – 18	Doubt – Doubt	16	53%



4	13 – 15	Disagree	4	13%
5	10 – 12	Very Disagree	5	17%
TOTAL			30	100%

1. Grocery Store Revenue Variables

The variable income of grocery stores in this study was measured by the following indicators:

- 1.Store revenue is the main revenue
- 2.Store revenue is a side activity
- 3.Declining revenue
- 4.Location

Based on the highest value and the lowest value, the frequency distribution and histogram of Grocery Store Revenue according to respondents' assessment can be arranged as follows:

Table 6. Frequency Distribution of Grocery Store Income

No	Interval	Kriteria	F	Prosentase
1	18 – 19	Very Agree	-	-
2	16 – 17	Agree	3	10 %
3	14 – 15	Doubt – Doubt	15	50 %
4	12 – 13	Disagree	5	17 %
5	10 – 11	Very Disagree	7	23 %
TOTAL			30	100%

Referring to table 6. above, it can be interpreted that out of 30 respondents it can be seen that 18 respondents or 60% answered undecided, 6 respondents or 20% menjawab tidak Agree, 6 respondents or 20% answered less agree. So it can be concluded that most respondents answered hesitantly with the income of grocery stores.



Classical Assumption Test Results**1. Normality Test Results**

The normality test aims to test whether in a regression model the independent variables and bound variables are normally distributed or not normally distributed. It is said to be normally distributed if in the normal probability plot the spread of errors is still around a straight line.

2. Linearity Test Results

The linearity test aims to determine whether two or more variables have a linear relationship or not significantly.

Table 7. ANOVA Table

	Sum of Squares	Df	Mean Square	F	Sig.
pendapatan_toko_kelontong * Groups (Combined)	94,179	6	15,696	20,883	,000
persaingan_usaha Linearity	88,007	1	88,007	117,087	,000
Deviation from Linearity	6,172	5	1,234	1,642	,189
Within Groups	17,288	23	,752		
Total	111,467	29			

Based on the table above, in the significance column (sig) and on the deviation from linearity line there is a value of 1.642 meaning that $\text{sig} > 0.05$ so that it can be concluded that there is a significant linear relationship between X1 (business competition) and variable Y (grocery store revenue).

Table 8 Results of the Variable Linearity Test X2 Against Y ANOVA Table

	Sum of Squares	Df	Mean Square	F	Sig.
pendapata_n_toko_kelontong * modal Betw (Combine d)	108,133	10	10,813	61,636	,000
Linearity	104,934	1	104,934	598,121	,000
Deviation from Linearity	3,200	9	,356	2,027	,093



Within Groups	3,333	19	,175		
Total	111,467	29			

Based on the table above, in the significance column (sig) and on the deviation from linearity line there is a value of 2.027 meaning that $\text{sig} > 0.05$ so that it can be concluded that there is a significant linear relationship between X2 (capital) and variable Y (grocery store income).

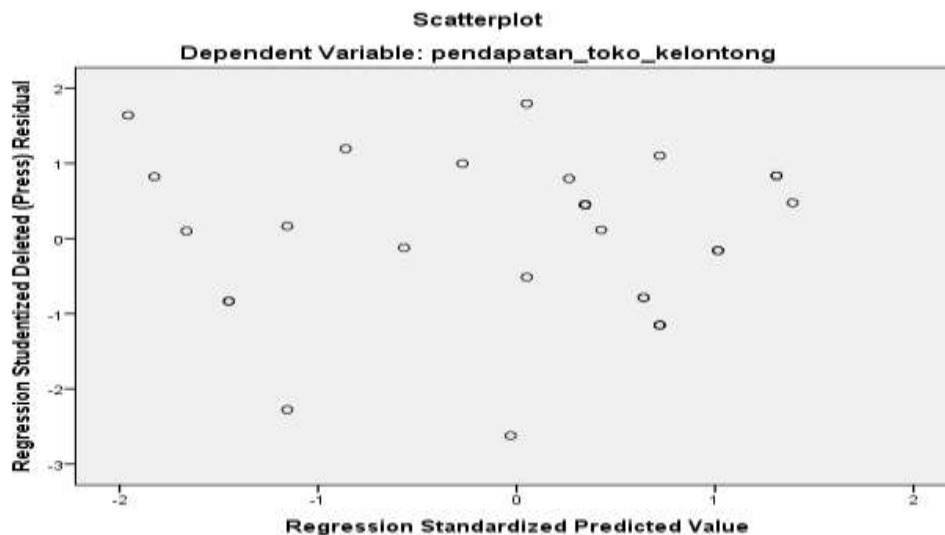


Figure 2. *Scatter Plot* on Heteroscedasticity Test

From the *scatter plot* above, it can be seen that the points spread randomly, either at the top of zero or at the number 0 of the vertical axis or the Y axis. Thus, it can be concluded that heteroscedasticity does not occur in this regression model.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,076	,520		3,991	,000		
persaingan_u saha	,155	,080	,173	1,933	,064	,237	4,218

Modal	,562	,062	,819	9,131	,000	,237	4,218
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a. Dependent Variable: pendapatan_toko_kelontong

From table it can be seen that the VIF value in the business competition variable is 4.218, the capital VIF value is 4.218 that is, the value of this VIF is smaller than 10 (<10). Thus, it can be concluded that there are no symptoms of multicollinearity between independent variables.

Multiple Regression Analysis

To analyze the effect of the independent variable on the dependent variable, the researcher uses multiple regression analysis techniques." Regression analysis is carried out when the relationship between two variables is a causal or functional relationship" (Sugiyono, 2004: 203). The results of multiple regression analysis can be seen in the following table:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,974 ^a	,949	,945	,461

From table 9 above it is known that the value of R square = 0.949 which is the $0.974 \times 0.974 = 0.949$. R square can be called the coefficient of determination and means

grocery store revenue variables can be explained by business competition and while the remaining $100\% - 94.9\% = 5.1\%$ is explained by other causes.

Table 10 Multiple Regression Test Results The Effect of Variables (X1) and (X2) on Variable (Y)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	105,728	2	52,864	248,706	,000 ^b



Residual	5,739	27	,213		
Total	111,467	29			

The significance level in the table above is $0.000 < \alpha$ (sign. < 0.05), so the regression model can be used to predict grocery store revenue.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,076	,520		3,991	,000
persaingan	,155	,080	,173	1,933	,064
_usaha					
modal	,562	,062	,819	9,131	,000

Based on the table about the results of multiple regression tests, the influence of variables (X1) and (X2) on variables (Y) obtained the equation:

$$Y = a + b_1X_1 + b_2X_2$$

$$= 2,076 + 0,155 + 0,562$$

Hypothesis Test Results

1. Test Results t

This partial hypothesis testing is intended to examine the effect of each independent variable, namely business competition (X1), capital (X2), on grocery store revenue (Y). The following are the results of the analysis using SPSS 22 to test the hypothesis partially using the t test.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,076	,520		3,991	,000
persaingan	,155	,080	,173	1,933	,064
_usaha					



	modal	,562	,062	,819	9,131	,000
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Based on it can be seen that:

1. Business Competition (X1)

From the results of data analysis in table 4.12, it can be seen that the calculation for the business competition variable of 1.933 is greater than the ttable of 1.701 with a significant value of $0.064 < 0.05$. This shows that there is a partial influence between business competition and grocery store revenue.

2. Capital (X2)

From the results of data analysis in table 4.12, it can be seen that the tcount for the capital variable of 9.131 is greater than the ttable of 1.701 with a significant value of $0.000 < 0.05$. This shows that there is a partial influence between capital and grocery store revenue.

1. Test Results f

Simultaneous hypothesis testing is intended to examine the effect together of the independent variables, namely business competition and capital, on store revenue grocery in Adirogo Hamlet. The following are the results of the analysis using the SPSS 22 program to test the hypothesis simultaneously using the F test.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	105,728	2	52,864	248,706	,000 ^b
Residual	5,739	27	,213		
Total	111,467	29			

Based on the results of simultaneous tests as in table 4.13, Fcalculate is 248.706 greater than Ftable 2.74 with a probability of $0.000 < 0.05$ which means significant. Thus, it can be concluded that there is a simultaneous influence between business competition and capital on the income of grocery stores in Adirogo Hamlet.



DISCUSSION

The Effect of Business Competition on Grocery Store Revenue

The results of the analysis showed that there was a positive influence between Business Competition on Grocery Store Income in Adirogo Hamlet, which was shown by a calculated value of 1.933 with a significant level of $0.064 < 0.05$. In accordance with the first hypothesis that business competition affects the income of grocery stores in Adirogo Hamlet. This means that business competition will affect the rise / fall of grocery store income in Adirogo Hamlet.

The Effect of Capital on Grocery Store Revenue

From the results of data analysis in table 4.11. It can be seen that the calculation of Capital (X2) is 9.131 while the ttable is 1.701. Then the calculation shows $9.131 > 1.701$ ($t_{count} > t_{table}$). So H_a was accepted. Thus, it can be concluded that there is a partial influence between Capital (X2) on grocery store revenue.

The Effect of Business Competition and Capital on Grocery Store Revenue

Based on the results of simultaneous tests as in table 4.12, $F_{calculate}$ is 248.706 greater than F_{table} with a probability of $0.000 < 0.05$ which means significant. Thus, it can be concluded that there is a simultaneous influence between business competition and capital on the income of grocery stores in Adirogo Hamlet.

CONCLUSION

- In the discussion that has been described, the following conclusions can be drawn:
1. That there is a partial influence between Business Competition on Grocery Store Income in Adirogo Hamlet. In view of the calculation obtained from the t_{count} of 1.933 is greater than the t_{table} of 1.701 with a significant value of $0.064 < 0.05$.
 2. That there is a partial influence between Capital and Grocery Store Income in Adirogo Hamlet. In view of the calculation obtained from the t_{count} of 9.131 is greater than the t_{table} of 1.701 with a significant value of $0.000 < 0.05$.
 3. There is a simultaneous influence between Business Competition and Capital on Grocery Store Income in Adirogo Hamlet. In view of the calculation obtained from F_{hitung} , 248.706 is greater than F_{table} 2.74 with a probability of $0.000 < 0.05$ which means significant.



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