THE INFLUENCE OF RAW MATERIALS, LABOR, AND DISTRIBUTION ON MSME INCOME IN SUMENEP DISTRICT
(Case Study of UMKM Amplang Bintang Crackers)

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Info Artikel	Abstract
	This research seeks to investigate the impact of raw material, labour, and distribution factors on the income of Amplang Bintang Crackers MSMEs in Sumenep Regency. The method employs a quantitative approach and utilises secondary data along with multiple regression analysis. The data collection process involved analysing the financial records of the Amplang Bintang Sumenep Crackers business from 2021 to 2023, complemented by interviews. The study's sample included 36 individuals, collected from monthly data over a span of 3 years. The research findings indicate that raw materials, labour, and distribution all play a significant role in determining the income of Amplang Bintang Sumenep Crackers MSMEs. These variables have a positive and significant impact on the income of the business.

INTRODUCTION

In Indonesia, MSMEs play an important position or pillar in economic development. This can be proven through data from the Coordinating Ministry for the Economy, it is found that MSMEs in Indonesia have contributed 60.5% to Indonesia's

Gross Domestic Product (GDP) which is equivalent to 9,580 trillion, while creating jobs with a total absorption of the national labor force reaching 96. 9%, as well as the growth and development of the number of MSMEs which dominate all business units at 99% of the total(Coordinating Ministry for the Economy, 2022). That's why MSMEs play a very important role in the development of the Indonesian economy and employment.

The dominance of MSMEs in Indonesia is not only focused on one point in the region, but is evenly distributed in various regions including Madura Island. It could be said that there are quite a lot of MSME ownership in the Madura region, one of which is in Sumenep Regency. According to the Sumenep Regency Dinkop UMKM and Perindag, the number of MSMEs in Sumenep Regency that have been validated will reach 2,356 units in 2022. Of course, this figure is not the total number of MSMEs operating in Sumenep Regency. However, this number represents the majority of MSMEs in Sumenep Regency and proves that this district has many MSME actors who participate in supporting the regional economy. The development of MSMEs in Sumenep Regency has experienced fluctuations, one of the factors being triggered by the COVID-19 pandemic which has spread to almost all countries, including Indonesia. Even though they have experienced ups and downs, MSME actors in Sumenep Regency remain persistent and look for creative solutions so that the businesses they run continue to survive and increase the competitiveness of their products and services.

As one of the regions on Madura Island, Sumenep Regency has geographical and maritime uniqueness. Similar to several other areas in Indonesia, Sumenep is known as an area rich in marine biodiversity. This diversity of fish and other marine resources provides opportunities for the development of marine product processing, including the production of processed fish which can become one of the mainstay products in this district. Thus, Sumenep is not only an ideal location for the development of the seafood processing industry, but also offers great opportunities for the growth of the fish production sector, boosting the regional economy, and strengthening Sumenep's unique culinary identity. In Sumenep Regency, one of the sub-districts that produces a lot of fish crackers, especially mackerel fish crackers, is located on the seafront of this district, namely Kalianget District. In Kalianget District, to be precise in Kertasada Village, there is an UMKM which is famous for producing mackerel fish crackers called UMKM Amplang Bintang Crackers. The expertise and quality of its products have created an impressive reputation, advanced the local economy, and created employment opportunities for the local community.

Amplang Bintang mackerel fish crackers is a business that serves processed mackerel fish with a unique taste and texture. The success of the UMKM Kerupuk Amplang Bintang in producing mackerel fish crackers has not only made it one of the home industry producers in Kalianget, but has also become a pioneer in presenting a variety of delicious fish crackers and confirmed Sumenep Regency's position as a famous seafood culinary center. According to the owner of the UMKM Amplang Bintang Crackers himself, the marketing of this fish cracker product is not only limited to the

Sumenep area, but extends to outside cities and islands and even in several e-commerce sites.

As a business actor who produces his own products, the owner of the UMKM Amplang Bintang Crackers admits that the smooth running of production is very dependent on the raw materials used, labor and delivery of the final product. Raw materials are the main factor in making a product so that it becomes a finished product. The smooth running of production operations is highly dependent on the availability of raw materials in quantities and sizes that suit the company's needs. Raw materials play an important role in the production process of a business (Renta et al., 2013).

The next factor that needs to be considered so that the production process continues to run smoothly is the workforce. In managing an enterprise or business, labor is an important element. A business cannot operate effectively without a workforce responsible for operating and implementing the production process (Nurmalasari, 2020). According to Apriliani(2018)states that labor is the main component in managing business activities. Therefore, a business needs to choose its workforce carefully, provide commensurate wages so that workers who help with the production process can influence business income.

In a business, it is also necessary to pay attention to appropriate distribution channels so that the product arrives safely in the hands of customers. Selection of distribution channels is something that must be considered when selling products or services. If you make a mistake in choosing the distribution channel used, it will have a long-term impact on your business or enterprise (Lestari & Damhudi, 2021). According to Jainuddin & Ernawati (2020), sales volume will increase if an effort maximizes the distribution channels used. Therefore, if the business sales volume increases, business income will also definitely increase.

Although MSMEs play a crucial role in Indonesia's economy, particularly in regions like Sumenep Regency, there is a noticeable absence of targeted research on the unique obstacles and prospects encountered by MSMEs involved in the marine product processing industry, such as the production of fish crackers. The previous studies have primarily focused on the broader economic impacts and general business challenges, without exploring the specific geographical, maritime, and resource-related factors that influence these enterprises. In addition, there is a lack of comprehensive understanding regarding the complex interplay between raw material availability, labour management, and distribution channels that are crucial for sustaining and improving the productivity and market reach of these MSMEs. This research seeks to fill this void by conducting a thorough examination of these factors in relation to the prosperous Amplang Bintang mackerel fish crackers business in Sumenep Regency.

The objective of this study is to examine the factors that play a crucial role in the success of MSMEs in the marine product processing industry in Sumenep Regency, with

a particular emphasis on the Amplang Bintang mackerel fish crackers business. This research aims to achieve three objectives: firstly, to evaluate how the availability of raw materials affects the production efficiency and product quality of Amplang Bintang mackerel fish crackers; secondly, to assess the importance of labour management in maintaining continuous production operations and ensuring consistent product outcomes; and finally, to analyse the effectiveness of distribution channels in expanding market reach and improving sales performance.

RESEARCH METHODS

The research method used in this research is a quantitative approach because the researcher wants to identify the relationships and influences caused by the four variables, namely raw materials (X1), labor (X2), distribution (X3), and income (Y). Secondary data is the type of data used in this research and is supported by interview techniques. The analysis method applied uses multiple linear regression.

The population in this research is all existing business data from the Amplang Bintang Crackers MSME, Sumenep. The research samples taken were data on raw materials, labor, and costs for distribution as well as income of the Amplang Bintang Sumenep SMEs for the period 2021-2023/month with a total sample of 36.

The data was analyzed using several tests, first the data was analyzed through the classical assumption testing stage which included four tests, namely normality, multicollinearity, heteroscedasticity and autocorrelation tests. In the final stage, the data will be tested for hypotheses using partial tests (T statistical test), simultaneous tests (F statistical test), and coefficient of determination (R^2). The tool used for the analysis uses IBM SPSS Statistics 26 software.

RESULTS AND DISCUSSION

1. Descriptive Statistical Analysis

Descriptive statistics are statistics used to analyze by describing or describing the data that has been collected taken as it is, without trying to draw general conclusions or generalizations.(Sugiyono, 2013).

Table1. Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std Deviation
Raw Materials (X1)	36	78200000	127250000	94710305.56	9747700.643
Labor (X2)	36	9120000	13680000	11157222.22	1255899.475
Distribution (X3)	36	1250000	4500000	1720833.33	679955.356
Revenue (Y)	36	134240000	189250000	150503750.00	13949939.343

Source: Primary data output from SPSS version 26, 2024

Based on table 1, it can be explained that the total data used is 4 data, namely :

a) Raw material variables. From the results of descriptive statistical tests it is known that raw materials have a minimum value of IDR 78,200,000, a maximum value of IDR 127,250,000 with an average value of IDR 94,710,305.56 and a standard deviation of IDR 9747700,643

b) Labor variables. From the results of descriptive statistical tests it is known that labor has a minimum value of Rp. 9,120,000, maximum value Rp. 13,680,000 with an average value of Rp. 11,157,222.22 and a standard deviation of Rp. 12558999,475.

c) Distribution variables. From the results of descriptive statistical tests it is known that the distribution has a minimum value of Rp. 1,250,000, maximum value Rp. 4,500,000 with an average value of Rp. 1,720,833.33 and has a standard deviation of Rp. 679955.356.

d) Income variable. From the results of descriptive statistical tests it is known that income has a minimum value of Rp. 134,240,000, maximum value Rp. 189,250,000 with an average value of 150,503,750 and a standard deviation of Rp. 13949939.343.

2. Classic assumption test

a. Normality test

Normality testing is a statistical procedure used to test whether the observed data shows a normal distribution. Information from such tests helps to determine the extent to which data follow a normal distribution, thereby providing an important basis for the validity of using certain statistical methods in data analysis research.

Table2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		36
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6915.61764391
Most Extreme Differences	Absolute	.115
	Positive	.099
	Negative	-.115
Test Statistic		.115
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lillefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data output from SPSS version 26, 2024

Based on the test results above, normality test results have been obtained through the Kolmogrov Smirnov statistical test, obtaining an Asymp sig (2-tailed) or significance value of 0.200. This value meets the requirements for testing the normality assumption with a relevant significance level or a significance value > 0.05.

b. Heteroscedasticity Test

Heteroscedasticity testing is carried out to test whether there is an inequality of residual variance between observations in the regression model. If the residual variance remains constant from one observation to another, then this condition is called homoscedasticity, whereas if there are different variances, then this condition is called heteroscedasticity.

Table3. Heteroscedasticity Test Results

Variable	Sig.	Conclusion
Raw material	0.922	Free Heteroscedasticity
Labor	0.374	Free Heteroscedasticity
Distribution	0.491	Free Heteroscedasticity
a. Dependent Variable: RES2		

Source: Primary data output from SPSS version 26, 2024

Based on the results of heteroscedasticity testing using the Glejser method in the table above, it was found that all independent variables showed a relevant level of significance or a significance value > 0.05. So it can be stated that the regression model has a match between these three variables.

c. Multicollinearity Test

The multicollinearity test is used to test whether the regression model shows a high or near perfect correlation between the independent variables. If a high correlation is found between independent variables, this situation is called multicollinearity in regression analysis.

Table4. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Raw material	0.375	2,669	Free Multicollinearity
Labor	0.632	1,583	Free Multicollinearity
Distribution	0.499	2,002	Free Multicollinearity
a. Dependent Variable: Income			

Source: Primary data output from SPSS version 26, 2024

In accordance with the table above, the results of the multicollinearity test have been obtained, the raw material variable has a tolerance value of 0.375 with a VIF of 2.669, the labor variable has a tolerance value of 0.632 with a VIF of 1.583, and distribution has a tolerance value of 0.499 with a VIF of 2.002. So it can be concluded that all independent variables have a tolerance value > 0.1, and a VIF value < 10. This means that the data obtained is free from symptoms of multicollinearity in the regression

model.

d. Autocorrelation Test

The autocorrelation test is used to assess whether there is a deviation from the classic assumption of autocorrelation, namely that there is a correlation between the residuals in one observation and other observations in the regression model. A test is said to pass autocorrelation if there is no autocorrelation in the regression model.

Table 5. Autocorrelation Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.868a	,754	,731	7232.526	1,677

a. Predictors: (Constant), Distribution, Labor. Raw material

Source: Primary data output from SPSS version 26, 2024

Based on information from the Durbin Watson Distribution table in the picture above, with a value (k'; N) equal to (3; 36), the results obtained are that dL= 1.2953, dU= 1.6539, 4-dU= 2.3461. Meanwhile, the Durbin-Watson (d) value from the regression model tested was 1.677. The result of this value is between the dU and 4-dU values (dU < d < 4-dU) = (1.6539 < 1.677 < 2.3461). Therefore, the researchers concluded that the test results passed the autocorrelation test or that autocorrelation did not occur.

3. Multiple Linear Regression Test

To analyze the influence of several independent variables on the dependent variable, an analytical technique called the multiple linear regression test is used, where there are three independent variables. The confidence level used in this research is 5%. The results obtained by the regression equation look like the following:

$$Y= 56412.526+ 0.513X1 + 2.786X2 + 8.373X3$$

Based on the equation presented above, it can be explained that:
a) The constant value is 56412.526, which means the consistent value of the income variable is 56412.526
b) The regression coefficient value for the raw material variable (X1) is 0.513, this means that every 1 unit increase in raw materials (X1) will increase income (Y) by 0.513.
c) The coefficient value for the labor variable (X2) is 2,786, this means that every 1 unit increase in labor (X2) will increase income (Y) by 2,786.
d) The coefficient value for the distribution variable (X3), this means that every increase of 1 unit in the distribution (X3) will increase income (Y) by 8,373.

4. Hypothesis Testing

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a. Partial Regression Coefficient Test (T Test)

Table 6. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	*Sig.*
(Constant)	56412.526	14694.961		3,839	0.001
Raw material	,513	,205	,359	2,505	0.018
Labor	2,786	1,225	,251	2,274	0.030
Distribution	8,373	2,544	.408	3,291	0.002

Source: Primary data output from SPSS version 26, 2024

Based on table 6 above, the results of tcount have been obtained to find out how big the relationship is between the independent variable and the dependent variable. It is known that the value for the ttable distribution percentage in this study is 2.037. Following are the results of the test:

a) The calculation results of the t test for the raw material variable (X1) obtained tcount of 2.505 and sig. of 0.018. The value of tcount is 2.505 > 2.037 ttable, and sig. equal to 0.018 < 0.05, then the raw material variable (X1) has a significant effect on income (Y).

b) The calculation results of the t test for the labor variable (X2) obtained tcount of 2.274 and sig. of 0.030. The value of tcount is 2.274 > 2.037 ttable, and sig. equal to 0.030 < 0.05, then the labor variable (X2) has a significant effect on income (Y).

c) The calculation results of the t test for the distribution variable (X3) obtained tcount of 3.291 and sig. of 0.002. The value of tcount is 3.291 > 2.037 ttable, and sig. equal to 0.002 < 0.05, then the distribution variable (X3) has a significant effect on income (Y).

b. Simultaneous Regression Coefficient Test (F Test)

Table 4.7 F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5137126409.862	3	1712375469.954	32,736	0.000b
Residual	1673901858.888	32	52309433.090		
Total	6811028268.750	35			

Source: Primary data output from SPSS version 26, 2024

Based on the results of the calculation data in the table above, the results of the F calculation test were obtained which aims to determine simultaneously the relationship between independent variables which include raw materials (X1), labor (X2), and distribution (X3) with the dependent variable namely income (Y). It is known that the value for the percentage distribution of ftables in this study is 2.90. The results of the

ANOVA output prove that the fcount value is 32.736 > ftable 2.90 and the sig. equal to 0.000 < 0.05. Thus, it can be concluded that the variables raw materials (X1), labor (X2), and distribution (X3) simultaneously have a significant effect on income (Y).

5. Coefficient of Determination Test (R2)

The coefficient of determination test is the proportion of the total variation in the dependent variable Y that can be explained by the variation in the independent variable The following is a table of the coefficient of determination test results :

Table 8. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R S quare	Std. Error of the Estimate
1	.868a	,754	,731	7232.526

a. Predictors: (Constant), Distribution, Labor. Raw material

Source: Primary data output from SPSS version 26, 2024

The results of testing the coefficient of determination in the table above show that the Adjusted R Square value is 0.731. From these results, it can be concluded that the income variable can be explained by raw materials, labor and distribution by 73.1%. Then the remaining 26.9% was influenced by other variables not observed in the research.
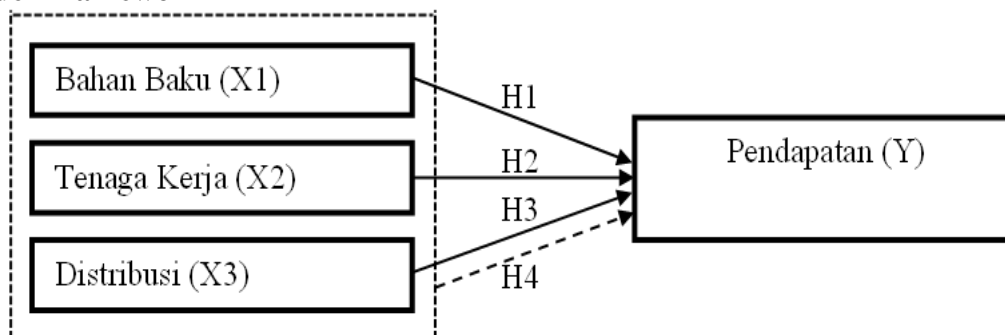
Model Framework

Figure 1. Research Model Framework

1. Effect of Raw Materials on Income

Based on the results of the research that has been tested, the results of the hypothesis test were obtained on the variable raw materials (X1) on income (Y), where

the tcount was 2.505 and sig. of 0.018. The value of tcount is 2.505 > 2.037 ttable, and sig. equal to 0.018 < 0.05. This means that the raw material variable (X1) has a positive and significant effect on the income variable (Y).

The raw material variable influences the income of UMKM Amplang Bintang Crackers, which means that in the production process of UMKM Amplang Bintang Crackers, the raw material factor has a significant impact on the rise and fall of income obtained by UMKM Bintang. Raw materials are production factors needed in every production process. When the amount of raw materials used in the production process increases, the number of products produced also increases. As a result, the income received will increase from sales of production.

The results in this study are in line with several previous research findings. Research by Jahrani(2018), stated that the raw material variable has a significant effect on income, according to him raw materials are the main element in making products. Similar research bySarmila (2022), Jalaliah et al.(2022)&Efriyani (2022), who believes that raw materials have a significant effect on income. By continuously adjusting the costs of raw materials incurred in a business, entrepreneurs are able to optimize the income they will receive.

2. The Effect of Labor on Income

Based on the results of research that has been tested, hypothesis test results were obtained on the labor variable (X2) on income (Y), where the tcount was 2.274 and sig. of 0.030. The value of tcount is 2.274 > 2.037 ttable, and sig. equal to 0.030 < 0.05. This means that the labor variable (X2) has a positive and significant effect on the income variable (Y).

Labor factors influence the income of MSME Bintang, which means that in the production process of MSME Bintang, labor factors have a significant impact on the rise and fall of income obtained by MSME Bintang. This is because labor is a factor that is no less important in production because labor drives other input factors. Without labor, other factors of production would be meaningless. Increasing labor productivity will encourage increased production so that income will also increase.

The results of this research are also in line with several previous research findings. Research byGitayuda & Mawardi (2022), stated that labor has a positive and significant effect on income, according to himThe labor factor drives other input factors. Without labor, other factors of production would be meaningless. Similar research byJalaliah et al. (2022),Musvira. et al. (2022)&Sarmila et al. (2022)which states that labor and labor costs have a positive effect on income.

3. Effect of Distribution on Income

Based on the results of the research that has been tested, the results of the hypothesis test were obtained on the distribution variable (X3) on income (Y), where the tcount was 3.291 and sig. of 0.002. The value of tcount is 3.291 > 2.037 ttable, and sig.

equal to 0.002 < 0.05. This means that the distribution variable (X3) has a positive and significant effect on the income variable (Y).

Distribution influences the income of Bintang MSMEs in Sumenep Regency, showing that choosing the right distribution channels allows business actors to reach consumers more effectively, controlling distribution costs and managing efficient delivery times are important foundations for increasing customer satisfaction. By maintaining a balance between these three aspects of distribution, the business they run will continue to grow and be able to expand the market so that they can indirectly increase their business income.

Research by Novitasari & Samari (2021),Triwibowo & Jumiatun (2019)& Jainuddin & Ernawati (2020) explained that distribution variables have a significant effect on sales volume, where if sales volume increases, a business's income will also definitely increase. Therefore, MSMEs need to pay attention to the distribution channels they use so that products can be delivered to customers safely so that it will also have an impact on business income.

4. Influence of Raw Materials, Labor, and Distribution on Income

Based on the results of the research carried out, the results of the hypothesis test for the variables raw materials (X1), labor (X2), distribution (X3) on income (Y) were obtained, where the results obtained were that the value of fcount was 32.736 > ftable 2.90 and the value of sig. is 0.000 < 0.05. This means that the three independent variables have a simultaneous and significant effect on the dependent variable.

The level of income of a business is the result of several factors that support its operational activities. Good management in operating the costs of raw materials, labor and distribution in a business, whether small or large, is needed so that maximum income is achieved. This research proves that the production of raw materials according to demand by UMKM Kerupuk Bintang can produce optimal income. Likewise, the quality of the workforce who is able to work efficiently in a business, as well as good distribution, also plays an important role in achieving optimal income.

CONCLUSIONS AND RECOMMENDATIONS
CONCLUSION

The objective of this study is to ascertain the combined impact of raw materials, labour, and distribution on the income of Amplang Bintang Crackers in Sumenep. The inferences derived from the data analysis are as follows:

The independent variable, raw material (X1), exerts a positive and statistically significant impact on the dependent variable, income (Y). An augmentation in the quantity of raw materials utilized in the manufacturing process of Amplang Bintang Crackers results in a greater quantity of products manufactured, consequently boosting revenue. Similarly, the labour variable (X2) has a positive and significant impact on

the income variable (Y). The improved efficiency of the workforce at Amplang Bintang Crackers UMKM stimulates higher production levels, leading to increased revenue. Furthermore, the distribution variable (X3) exhibits a positive and statistically significant impact on the income variable (Y). By effectively managing channel selection, controlling distribution costs, and optimizing delivery times, Amplang Bintang Crackers can sustain business growth, expand market reach, and indirectly boost revenue.

The variables of raw materials, labour, and distribution have a concurrent and substantial impact on the dependent variable of income. Efficiently managing the procurement, utilization, and transportation expenses of raw materials, labour, and distribution is essential for maximizing profits in the Amplang Bintang Crackers UMKM.

Future researchers are advised to utilize contemporary theories, diverse research methodologies, a wide range of objects and variables, as well as a larger population and sample size. To maximize income in each production process, it is crucial for the owner of the Amplang Bintang Sumenep Crackers MSME business to meticulously consider all aspects concerning raw materials, labour, and distribution, ensuring both quality and quantity are optimized.

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