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The Influence of Capital, Labor, Lenght of Business, and Information Technology on the Income of Coffee Shop MSMEs in Denpasar City

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Abstract

The culinary sector in Denpasar City has shown rapid growth in line with increasing public consumption and modern lifestyle trends, one of which is marked by the proliferation of coffee shops. The significant growth in the number of coffee shops in Denpasar City has triggered increasingly fierce competition among business actors to generate revenue. This study aims to determine the influence of capital, labor, length of business, and the use of information technology on the revenue of coffee shop MSMEs in Denpasar City. This research method used quantitative methods, with a population of 176 coffee shop MSMEs in Denpasar City, with a sample of 64 businesses. The research sample was determined proportionally through proportionate stratified random sampling, and respondents were selected using purposive sampling in four sub-districts in Denpasar City. Data analysis used multiple linear regression analysis. The results of this study indicate that capital, labor, length of business, and information technology simultaneously and significantly influence the revenue of coffee shop MSMEs in Denpasar City. Furthermore, capital, labor, length of business, and information technology partially have a positive effect on the revenue of coffee shop MSMEs in Denpasar City. The implication of this study is that increasing capital, labor force, business experience, and the use of information technology can increase the revenue of coffee shop MSMEs in Denpasar City.

Keywords: Capital, Labor, Length of Business, Information Technology, Income

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I. Introduction

In an increasingly dynamic era of globalization, economic development is the main indicator in assessing the success of a country. Indonesia, as a developing country, continues to strive to improve people's living standards through inclusive and sustainable economic development (Hidayat et al., 2022; Wirawan & Indrajaya, 2019). One of the sectors that plays an important role in the development is Micro, Small, and Medium Enterprises (MSMEs). MSMEs not only contribute to the Gross Domestic Product (GDP), but also become the backbone in labor absorption and poverty alleviation (Sarfiah et al., 2019; Balo et al., 2024). Data from the Central Statistics Agency (BPS, 2024) shows that the contribution of MSMEs to Indonesia's GDP continues to increase from year to year, reaching 62.54% in 2023. In addition, MSMEs absorb around 97% of the national workforce, making it the sector with the highest labor absorption rate in ASEAN.

Bali Province, especially Denpasar City, is an area that has great potential in the development of MSMEs, especially in the culinary sector. The city of Denpasar as the center of Bali's government and economy shows high community activity, which has a direct impact on the increasing demand for ready-to-consume food and beverages (Saputra & Suasih, 2021). Data from BPS Bali Province (2024) shows that the accommodation and food and beverage sector contributes the largest to Denpasar City's GDP, which is 23.84% in 2023. This confirms that the culinary sector is the main driver of the local economy.

One of the forms of culinary business that has experienced significant growth is coffee *shops*. Based on data from the Tourism Office and the Denpasar City Regional Revenue Office, the number of *coffee shops* has increased from 41 units in 2019 to 176 units in 2024. This growth shows that *coffee shops* are a promising business option, both in terms of market potential and the appeal of the modern lifestyle of modern people who make coffee part of their daily routine (Rorie et al., 2022)

The trend of coffee consumption in Indonesia also shows a significant increase. According to data from the Ministry of Agriculture (2023), the average per capita coffee consumption increased from 7.95 ounces in 2019 to 9.29 ounces in 2023. The habit of drinking coffee is no longer limited to certain groups, but has penetrated various ages and social backgrounds (Valerina & Adysholihah, 2022). This has encouraged the emergence of various *coffee shops* with diverse concepts, ranging from small roadside outlets to modern cafes in shopping centers (Pamungkas & Husnayetti, 2022).

However, the rapid growth of *coffee shops* also causes increasingly fierce competition between business actors. Consumers now have many choices, so business actors are required to be able to innovate and increase competitiveness in order to survive and obtain optimal income (Solihah & Suherman, 2024). In this context, it is important to understand the factors that affect the income of coffee shop MSMEs, so that business actors can formulate the right strategy in managing their business.

Essentially, the primary goal of a business is to generate income that can be used to meet living expenses and maintain business continuity (Sukriadi et al., 2024). To generate income and profit, MSMEs require capital, which plays a crucial role in supporting daily operational activities (Widyaningrum et al., 2024). The larger the capital owned, the greater the production capacity and income potential that can be obtained (Asdani et al., 2020). This is in line with the research findings of Ardodik et al., (2024), Musvira et al., (2022), Artini et al., (2020) which revealed that capital has a positive and significant effect on income.

Labor also plays an important role in determining business income. Increasing the workforce in a business tends to drive increased output, which ultimately leads to increased revenue. However, labor availability alone is not sufficient, the quality and type of labor are also important factors that need to be considered (Dewi et al., 2023). Research conducted by Patrasia et al., (2024), Arniyasa and Karmini (2023), Widjianingsih et al., (2022) revealed that labor has a positive and significant effect on income. The revenue of coffee shop MSMEs is also determined by the length of time the business has been in operation. MSMEs that have been operating for longer tend to have a better understanding of consumer demand, thus being able to meet and understand consumer preferences, leading to increased sales and higher revenue (Tampubolon and Muliyani, 2021). This aligns with research findings by Astutik et al. (2024), Nopiyanti (2022), and Susanti (2020), which revealed that length of operation has a positive and significant effect on revenue. In today's digital era, the use of information technology is a crucial factor in increasing MSME income. Information technology allows business actors to market products more widely through social media, e-commerce, and other digital platforms (Aji & Listyaningrum, 2021). This is in line with research by Astutik et al., (2024) Anggraini and Narastri (2024) which revealed that information technology has a positive and significant effect on income.

By considering these four factors capital, labor, lenght of business, and information technology this study aims to analyze the influence of each factor on the income of coffee shop MSMEs in Denpasar City. In the midst of increasingly fierce competition and rapid changes in consumer behavior, understanding the factors that affect revenue is key to maintaining sustainability and business growth.

II. Research Methods

This study uses a quantitative approach with the type of associative research, which aims to determine the relationship and influence between several independent variables on bound variables. The quantitative approach was chosen because it was able to provide an objective and measurable picture of the phenomenon being studied, especially in the context of the influence of capital, labor, business life, and information technology on the income of coffee shop MSMEs in Denpasar City. This associative research seeks to explain the extent to which independent variables such as capital (X_1), labor (X_2), length of business (X_3), and information technology (X_4) affect the dependent variable, namely the income (Y) of coffee shop MSME actors.

The location of the study was determined in the city of Denpasar, Bali Province, which is the center of government and economy in the region. This city was chosen because it has a high level of economic activity, as well as the very rapid growth *of the coffee shop* business in recent years. This research was conducted in four sub-districts in Denpasar City, namely West Denpasar, South Denpasar, East Denpasar, and North Denpasar, taking into account the fairly evenly distributed *coffee shop* business units in each region.

The population in this study is all MSME *coffee shops* operating in Denpasar City, with a total of 176 business units based on data from the Regional Revenue Office of the Denpasar City Government in 2025. From this population, a sample of 64 business units was determined using the Slovin formula with an error rate of 10%. The sampling technique is carried out proportionally through the *proportionate stratified random sampling* method, which divides the population into strata based on sub-district, then determines the proportional number of samples from each strata. After that, the selection of respondents is carried out by *the purposive sampling* method, which is by setting certain criteria such as businesses that have been running for at least one year and have utilized information technology in their operations (Sugiyono, 2022:82).

The type of data used in this study consists of quantitative data and qualitative data. Quantitative data includes information on the amount of capital, the number of workers, the length of business, and the monthly income of coffee shop MSME actors. Meanwhile, qualitative data was obtained from the perception of business actors regarding the use of information technology, which was measured using the Likert scale. The data source consists of primary data obtained directly from respondents through questionnaires, as well as secondary data obtained from relevant agencies such as BPS, the Cooperatives and MSMEs Office, the Denpasar City Tourism Office, and the Denpasar City Revenue Office.

The data analysis technique used is multiple linear regression analysis, which aims to determine the simultaneous and partial influence of independent variables on bound variables. Before the regression analysis is carried out, the data is first tested through validity and reliability tests to ensure the quality of the research instruments. Next, confirmatory factor analysis will be conducted to test the construct validity of the information technology variable. Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) have a minimum value of 0.5, indicating that the model is suitable for use in factor analysis (Utama, 2016:199). In addition, classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests were also carried out to ensure the feasibility of the regression model used. The analysis is carried out with the help of the latest version of SPSS software, which allows accurate and efficient data processing.

III. Results and Discussion

3.1 Research Results

3.1.1 Overview of the Research Area

Denpasar City is the capital of Bali Province and at the same time a center of government, education, and economy. The very strategic location of Denpasar City is advantageous, both economically and non-economically because it is a central point for various activities as well as a link with other districts. Geographically, Denpasar City is located at an altitude of 0-75 meters above sea level.

Administratively, Denpasar City consists of of 4 sub-districts, namely West Denpasar, South Denpasar, East Denpasar and North Denpasar. According to data from the Central Statistics Agency of Bali Province (2025), the population of Denpasar City is 762.48 thousand people, consisting of 385.15 thousand male and 377.33 thousand female populations. This number makes Denpasar City the city with the highest population density in Bali Province, with a population density of 6,058 km2. This high level of population density is due to the strategic position of Denpasar City as a barometer of the economy in Bali. In addition, almost all economic, educational, administrative, and tourism activities are concentrated in the city of Denpasar.

As a city with high economic activity, Denpasar City has various business sectors that are growing rapidly, especially Micro, Small and Medium Enterprises (MSMEs). Based on data from the Denpasar City Cooperatives and MSMEs regarding the Distribution of MSMEs in Denpasar City in Various Industrial Sectors, it shows that the culinary sector has the largest number of MSMEs in Denpasar City compared to other business sectors. The rapid growth of MSMEs in the culinary sector is inseparable from the high population of Denpasar City which directly creates wide market opportunities for business actors and the high community activity in Denpasar has a direct impact on the increasing demand for food or beverages. In addition, the diversity of types of culinary businesses that are developing in Denpasar City and one that is experiencing rapid growth is a coffee shop. The proliferation of coffee shops in various sub-districts in Denpasar City makes this business increasingly in demand by MSME actors, both beginners and experienced ones. However, on the other hand, this also causes an increasingly tight level of competition among coffee shop MSME players. Every business actor is required to have the right strategy to maintain its existence and increase the competitiveness of its business in the midst of a competitive market.

3.1.2 Characteristics of Respondents

The characteristics of the respondents in this study provide an overview of the profile of coffee shop MSME actors in Denpasar City. This study involved 64 respondents who were *coffee shop business actors spread* across four sub-districts, namely West Denpasar, South Denpasar, East Denpasar, and North Denpasar. The selection of respondents was carried out proportionally and purposively, taking into account the criteria that the business has been running for at least one year and has utilized information technology in its operations. Resspondents' characteristics were analyzed based on age, gender, and the last level of education that had been completed.

Based on the age distribution, the majority of respondents are in the productive age range, which is between 15 and 64 years, as categorized by the Central Statistics Agency (BPS). The largest age group was 28–32 years, which included 27 people or 42.2% of the total respondents. This age group shows the dominance of the younger generation in running a *coffee shop* business, which generally has high enthusiasm, strong innovation, and adaptability to digital technology. The age group of 23–27 years occupies the second position with 19 respondents (29.7%), followed by the age group of 18–22 years old with 6 respondents (9.4%). Meanwhile, the age group over 33 years has a smaller proportion, with a total of 12 respondents (18.7%) spread across the age range of 33–48 years and above. This shows that *coffee shop businesses* in Denpasar City are more engaged in by the younger generation who tend to be responsive to lifestyle trends and technological developments.

In terms of gender, respondents were dominated by 46 men or 71.9%, while women amounted to 18 people or 28.1%. The dominance of men in the ownership and management of *coffee shops* reflects gender involvement in the lifestyle-based culinary business sector. Many men are not only active consumers in *coffee shops*, but are also interested in being directly involved as business actors. This shows that the *coffee shop* sector is not only a consumption space, but also an attractive business opportunity for various groups, especially young men.

The educational characteristics of the respondents also show that the majority of business actors have a fairly good educational background. A total of 42 respondents or 65.6% were university graduates, while 20 respondents (31.3%) were high school / K graduates, and only 2 respondents (3.1%) had the last junior high school education. This relatively high level of education shows that coffee shop MSME actors in Denpasar City have adequate intellectual capacity in managing their business, understanding marketing strategies, and utilizing information technology optimally. Good education also contributes to the ability of business actors to prepare business plans, manage finances, and build relationships with consumers.

Overall, the characteristics of respondents in this study reflect the profile of coffee shop MSME actors who are dominated by the younger generation, highly educated, and have active involvement in the business world. This profile is an important asset in facing the challenges of increasingly complex business competition, as well as in taking advantage of the opportunities offered by technological developments and changes in the lifestyle of urban people.

3.1.3 Description of Research Variables

This study aims to identify and analyze the variables influencing the income of coffee shop MSMEs in Denpasar City. The variables used in this study consist of one dependent variable, namely income, and four independent variables: capital, labor, length of business, and information technology.

Income, as the dependent variable in this study, is measured based on the total net income earned by coffee shop MSMEs in Denpasar City within a month. The majority of respondents, 12 respondents (18.8 percent), fall within the income range of IDR 9,000,000–IDR 12,599,999 per month.

Capital is the first independent variable examined, measured by the amount of money spent by coffee shop MSMEs in Denpasar City on business operations, including the cost of raw materials, employee salaries, and other operational costs within a month. The results of the study indicate that the majority of respondents have capital between Rp8,000,000 and Rp11,149,999 per month, with the highest frequency at 18 respondents (28.1 percent). This indicates that most coffee shop MSMEs in Denpasar City have capital in this range.

The labor variable in this study is the number of workers employed by coffee shop MSMEs in running their businesses, measured in people. The results indicate that the majority of coffee shop MSMEs in Denpasar City have a workforce of 4-6 people, representing 40.6 percent, or 26 businesses. This indicates that The majority of coffee shop MSMEs in Denpasar City employ 4–6 people, representing 40.6% or 26 business units of the total respondents. Meanwhile, 19 business units (29.7%) are in the 1–3 employee group, indicating that there are still business owners operating on a smaller scale. The 7–9 employee group comprises 12 business units (18.8%), while only 7 business units (10.9%) employ 10–12 people.This indicates that coffee shop MSMEs in Denpasar City use a diverse workforce to support production continuity. The length of business variable in this study is the length of time a coffee shop MSME in Denpasar City has been operating since its establishment, measured in years. The results of this study indicate that the majority of coffee shop MSMEs in Denpasar City have been in business for between 1 and 4 years, representing 48 businesses, or 75 percent. This indicates that most coffee shop MSMEs in Denpasar City are still in the early to intermediate stages of their operations.

The information technology variable in this study measures the extent of information technology utilization by coffee shop MSMEs in Denpasar City. Information technology, measured using eight statements on a Likert scale, yielded an average total score of 4.48, which falls into the strongly agree category. This indicates that coffee shop MSMEs in Denpasar City are aware of the importance of information technology in supporting their sales and marketing efforts.

3.1.4 Data Analysis

The analysis process began with a test of the validity and reliability of the research instrument,.The validity test aims to find out the extent to which the instrument is able to measure what should be measured, namely the accuracy between the data that actually occurs in the research object and the data reported by the researcher. Based on the results of data processing, all statement items on the information technology variable show a Pearson correlation value greater than 0,3, which means that all statement items are declared valid. Furthermore, a reliability test was carried out to determine the consistency of the instrument measurement results. The reliability test is carried out using the Alpha Cronbach method, which is a statistical technique to measure the level of reliability of an instrument. The test results showed that Cronbach's Alpha value for the information technology variable was 0,726. This value is higher than the minimum limit set, which is 0,6, so it can be concluded that the instruments used in this study have a good level of reliability. In other words, the instrument can be used consistently to measure the use of information technology by coffee shop MSME actors.

In addition to the validity and reliability test, a confirmatory factor analysis was also carried out to test the feasibility of the construct of the information technology variable. This analysis uses the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) measures. The KMO value obtained was 0.699. Meanwhile, the MSA value of each of the statement items is also above 0.5, which means that the model used is worth further analysis.

The analysis process begins with descriptive statistical analysis which aims to provide an overview of the characteristics of the data used. Based on the results of data processing using SPSS software, it is known that the average logarithmic value of income (LnY) is 16,7952 with a standard deviation of 0,37753. Meanwhile, the mean value of the modal logarithm (LnX1) is 16,5976 with a standard deviation of 0,40320. The labor variable has an average of 5,25 people withvcvv a standard deviation of 2,845, while the length of business has an average of 3,56 years with a standard deviation of 1,500. For the information technology variable, the average value obtained was 0,000 with a standard deviation of 1, indicating that the data had been normalized before further analysis.

Furthermore, multiple linear regression analysis was carried out to determine the simultaneous and partial influence of each independent variable on income.

Table 1. Results of Multiple Linear Regression Analysis Test

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	6.062	.981		6.180	.000
LnCapital	.634	.061	.677	10.335	.000
Labor	.016	.007	.118	2.225	.030
Lenght of Business	.037	.010	.145	3.566	.001
Information Technology	.055	.017	.146	3.222	.002

Source: Primary Data Processed, 2025

Based on the results of multiple linear regression analysis presented in Table 1, the regression model equation is obtained as follows::

LnY = $6{,}062 + 0{,}634LnX_1 + 0{,}016X_2 + 0{,}037X_3 + 0{,}055X_4$

Std. Error = (0,981) (0,061) (0,007) (0,010) (0,017)

t_{value} = (6,180) (10,335) (2,225) (3,566) (3,222)

Sig = (0,000) (0,000) (0,030) (0,001) (0,002)

R^2 = (0,940)

F_{value} = (231,723)

The results of the multiple linear regression test equation can be interpreted as follows:

1) The constant value of 6,062 states that if all independent variables are zero, then the natural logarithm value of income (LnY) is 606,2 percent.
2) The value of the capital regression coefficient has a value of 0,634. This value shows that the capital variable (LnX1) has a positive effect on the income of coffee shop MSMEs in Denpasar City (LnY), meaning that the relationship between the influence of the free variable and the bound variable is one-way or every 1 percent increase in capital will increase income by 63,4 percent assuming the other variables are constant.
3) The value of the labor regression coefficient has a value of 0,016. This value shows that the labor variable (X2) has a positive effect on the income of coffee shop MSMEs in Denpasar City (LnY), meaning that the relationship between the influence of the free variable and the bound variable is one-way or every addition of one worker will increase the income of coffee shop MSMEs in Denpasar City by 1,6 percent assuming that other variables are constant.
4) The value of the regression coefficient in the variable of lenght of business is 0,037. This value shows that the variable of lenght of business (X3) has a positive effect on the income of coffee shop MSMEs in Denpasar City (LnY), meaning that the relationship between the influence of the free variable and the bound variable is one-way or every business time increases by one year, it will increase the income of coffee shop MSMEs in Denpasar City by 3,7 percent assuming that other variables are constant.
5) The value of the regression coefficient in the information technology variable was 0,055. This value shows that the information technology variable (X4) has a positive effect on the income of coffee shop MSMEs in Denpasar City (LnY), meaning that the relationship between the influence of the free variable and the bound variable is one-way or if information technology increases by one unit, it will increase the income of coffee shop MSMEs in Denpasar City by 5,5 percent assuming that other variables are constant.

To ensure the feasibility of the regression model used, a classical assumption test was carried out which included normality, heteroscedasticity tests and multicollinearity.The normality test was performed using the Kolmogorov-Smirnov method and showed that the residues of the regression model were normally distributed, with a significance value of 0,200 which was greater than 0,05. The heteroscedasticity test using the Glejser method showed that the regression model was free of heteroscedasticity symptoms, since the significance value of each independent variable was greater than 0,05. Meanwhile, the multicollinearity test showed that there was no high correlation between the independent variables, with a tolerance value above 0,1 and a Variance Inflation Factor (VIF) value below 10 for all variables.

Table 2 Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970a	.940	.936	.09543

Source: Primary Data Processed, 2025

Table 3 Simultaneous Regression Test Results (F Test)

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.442	4	2.110	231.723	.000b
Residual	.537	59	.009		
Total	8.979	63			

Source: Primary Data Processed, 2025

The determination coefficient (Adjusted R^2) obtained from the regression model is 0,936, which means that 93,6% of the variation in coffee shop MSME income can be explained by the variables of capital, labor, length of business, and information technology. The remaining 6,4% is explained by factors other than the model not examined in this study. The F test as a simultaneous test as shown in table 3 shows that the four independent variables together have a significant effect on income, with a Fcal value of 231,723 and a significance of 0,000.

Table 4. Partial Regression Test Results (t-Test)

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig
(Constant)	6.062	.981		6.180	.000
LnCapital	.634	.061	.677	10.335	.000
Labor	.016	.007	.118	2.225	.030

Lenght of Business	.037	.010	.145	3.566	.001
Information Technology	.055	.017	.146	3.222	.002

Source: Primary Data Processed, 2025

The results of testing the influence of each independent variable on the dependent variables in this study are described as follows.

a) The Effect of Capital on Income. Based on Table 4, that t_{value} = 10,335 > t_{table} = 1,671 with a significance value of 0,000 ≤ α (0,05) then H_0 is rejected and H_1 is accepted, which means that the capital variable partially has a positive and significant effect on the income of MSME coffee shops in Denpasar City.

b) The Effect of Labor on Income. Based on Table 4, that t_{value} = 2,225 > t_{table} = 1,671 with a significance value of 0,030 ≤ α (0,05) then H_0 is rejected and H_1 is accepted, which means that the labor variable partially has a positive and significant effect on the income of MSME coffee shops in Denpasar City.

c) The Effect of Lenght of Business on Income. Based on Table 4, that t_{value} = 3,566 > t_{table} = 1,671 with a significance value of 0,001 ≤ α (0,05) then H_0 is rejected and H_1 is accepted, which means that the variable of business length partially has a positive and significant effect on the income of MSME coffee shops in Denpasar City.

d) The Effect of Information Technology on Income. Based on Table 4, that t_{value} = 3,222 > t_{table} = 1,671 with a significance value of 0,002 ≤ α (0,05) then H_0 is rejected and H_1 is accepted, which means that the information technology variable partially has a positive and significant effect on the income of MSME coffee shops in Denpasar City.

3.2 Discussion

3.2.1 The Influence of Capital, Labor, Business Length, and Information Technology on the Simultaneous Income of *Coffee Shop* MSMEs in Denpasar City

Based on the results of the analysis in this study, it is shown that the variables of capital (X1), labor (X2), lenght of business (X3) and information technology (X4) simultaneously have a significant effect on MSME income *coffee shop* in Denpasar City. This indicates that capital, labor, business life and information technology affect the income of MSMEs *coffee shop* in Denpasar City. For every business, whether small, medium and large-scale, capital is a very important factor that can determine the level of production and also income. The more capital that is expended, the more output that can be sold, the more output that can be sold, and that will increase the income. In line with the research conducted Sinaga and Yasa (2023) that capital has a simultaneous and significant effect on the Income of Micro Enterprises in the Fashion Sector in the City of Denpasar. Findings of the research conducted by Ardodik et al. (2024) stated that capital has a simultaneous and significant effect on the income of coffee shop MSMEs in Mataram City.

Labor is an important factor of production and can affect the income of a business. The use of labor is able to increase income through an increase in the amount of production produced. The more labor used, the greater the chance of earning a higher income. In addition, the more trained and skilled the workforce, the more it affects business productivity, thus encouraging an increase in the income of a business. The results of the research conducted by Bakti et al. (2025) stated that the workforce has a simultaneous and significant effect on the income of SMEs (Micro, Small and Medium Enterprises) in the Food Sector in the City of Denpasar. Research conducted by Ramadhan and Yasin (2023) declare that the workforce has a simultaneous and significant effect on business revenue *coffee shop* in Buduran District.

The length of the business can play a role in increasing the income of a business, this can happen because the longer a business operates, the more experience and strategies can be applied to increase revenue. This is in line with research conducted by Saragih & Wenagama (2022), which found that lenght of bussnies has a simultaneous and significant influence on market trader income. In line with the research conducted by Maharani and Rizani (2023) lenght of business has a simultaneous and significant effect on the credit counter business income in Palangka Raya City.

The use of information technology has an effect on increasing the income of business actors, this can happen because MSME actors can reach a wider market by promoting their merchandise on social media and can sell their goods through *e-commerce* In this way, the income of business actors will increase.

Research results obtained Astutik et al. (2024) that information technology has a simultaneous and significant effect on the income of MSMEs in Boyolali Regency.

3.2.2 The Influence of Capital, Labor, Lenght of business, and Information Technology on the Income of MSMEs *of Coffee Shop* Partially in Denpasar City

1) The Influence of Capital on the Income of Coffee Shop MSMEs in Denpasar City

Based on the results of multiple linear regression testing using the Statistical Package for Social Science (SPSS) program tool, it shows that t_{value}= 10,335 > t_{table} = 1,671 with a significance value of 0,000 ≤ α (0,05), which means that the capital variable partially has a positive and significant effect on the income of coffee shop MSMEs in Denpasar City. The regression coefficient of the capital variable of 0,634 indicates that if capital increases by 1 percent, it will increase the income of coffee shop MSMEs in Denpasar City by 63,4 percent. This means that the more capital spent to carry out business operations, the greater the income that can be obtained. In accordance with the Cobb-Douglas theory, one of the inputs in the production process is capital. Higher capital will be able to increase production results, because the production process requires costs used for labor, purchasing raw materials, and equipment.

Research Nopiyanti (2022) also stated that capital has a positive and significant effect on basic food traders in the Parungkuda Market because the amount of capital determines the decision of the business owner to be taken and related to business operational activities. The larger the capital that a trader has, the more merchandise that is traded, so that the income received is greater because consumers prefer to buy an item from a seller who has many variants of merchandise and goods that consumers want are always available. Research findings Siregar and Mustika (2024) stated that capital has a positive and significant influence on the income of MSMEs. The amount of capital invested by MSME actors will affect the level of income they earn. Sufficient capital will increase readiness in carrying out business operations and preparing merchandise inventory. The results of this study are in line with the research conducted Ramadhan and Yasin (2023), Lestari and Permanita (2023), Susanti (2020) prove that capital has a positive effect on income levels.

The results of this research are also strengthened by the results of an interview with one of the owners of MSME *coffee shops* in Denpasar City who has been running his business for 4 years at Jalan Tukad Barito Timur II, West Denpasar, stating that:

"Operational capital really has an effect on the smooth running of my business. With enough operational capital, I can buy enough raw materials every day, pay employees on time, and ensure that stocks such as coffee, sugar, and milk are always available. If all of that is met, I can prepare more products. So when customers come, there is no need to worry about running out. As a result, my income also increased because I was able to serve more customers every day."

The statement from the respondent indirectly stated that there was an influence of capital on the income obtained. The availability of sufficient capital allows business actors to meet daily operational needs, such as the purchase of raw materials, labor payments and other operational costs so that the business can run optimally and have a positive impact on the income obtained.

2) The Influence of Labor on the Income of Coffee Shop MSMEs in Denpasar City

Based on the results of multiple linear regression testing using the Statistical Package for Social Science (SPSS) program tool, it shows that t_{value} = 2.225 > t_{table} = 1.671 with a significance value of 0.030 ≤ α (0.05), which means that the labor variable partially has a positive and significant effect on the income of coffee shop MSMEs in Denpasar City. The regression coefficient of the labor variable of 0.016 indicates that by increasing the number of workers (people) by one person, it will increase the income of coffee shop MSMEs in Denpasar City by 1.6 percent. This shows that the more workers empowered by MSMEs, the higher the income that can be obtained. The results of this study are in line with the Cobb - Douglas theory, labor or labor affects production output. By increasing the quantity of labor, it can increase the output produced so that income will also increase.

In line with research Dewi and Wenagama (2019) Explaining that labor has a positive and significant effect on income, if the workforce increases, labor productivity also increases, which will encourage increased production which can ultimately meet consumer demand, thus contributing to an increase in business income. Research conducted Ardodik et al. (2024) revealed that the workforce has a positive effect on the income of Coffee Shop MSMEs in Mataram City. This is because the more workers who have skills, the more production will increase, where income will also increase. According to research Andisa and Utomo (2022) Labor has a positive and significant effect on income coffee shop in Surakarta stated that more and more workers make work efficient so that the target expected by the coffee shop.

The results of this study are also strengthened by the results of an interview with one of the owners of MSME coffee shops in Denpasar City who has been running his business for 2 years at Jalan Tukad Balian, Renon, South Denpasar, stating that:

"In my opinion, the number of workers has a great influence on the income of this business. Because of the number of our workforce that is enough in accordance with their respective jobdesc when making orders is much faster. For example, when there are many visitors who order different variants of drinks and food. With a sufficient number of staff, all orders can be done immediately without having to make customers wait for a long time. This is important because customers usually don't like to wait too long. If later customers are satisfied with our services. Then they will come again, and can even recommend to their friends. So, the faster the service, the more satisfied the customer, and finally the revenue also increases."

The statement from the respondent indirectly stated that there was an influence on the number of workers on the income obtained. This shows that a sufficient number of workers in running a business can shorten the time so that operational activities can run more optimally.

In addition, interviews were also conducted with other MSME coffee shop owners who have been running their businesses for 4 years located on Jalan Pegangsaan Timur, Dangin Puri Klod, East Denpasar. In the interview, the respondent expressed his opinion as follows:

"I personally feel that the more skilled the workforce, it has a great effect on income. Because in my coffee shop, before they start work, every employee is required to take training first. At least employees know how to make the right coffee, understand taste standards, and also how to serve customers. Because if they are trained, they can do their work faster by producing consistent coffee flavors that customers will later feel satisfied. This causes my business to run smoothly and my income increases every month."

The statement shows that the number of skilled workers can affect the volume of production produced, the working time becomes more efficient, resulting in maintained product quality (consistent coffee taste), increasing customer satisfaction which can ultimately lead to an increase in revenue.

3) The Influence of Business Length on the Income of Coffee Shop MSMEs in Denpasar City

The results of multiple linear regression testing using the Statistical Package for Social Science (SPSS) software showed that t_{value} = 3,566 > t_{table} = 1,671, with a significance value of 0,001 ≤ α (0,05), indicating that the business duration variable has a partial positive and significant effect on the revenue of coffee shop MSMEs in Denpasar City. The regression coefficient of 0,037 indicates that a one-year increase in business duration will increase the revenue of coffee shop MSMEs in Denpasar City by 3,7 percent. These test results indicate that an increase in business duration will also increase the business owner's revenue. The longer an entrepreneur operates, the more likely they are to build a network and gain more customers, as well as gaining experience and strategies to increase revenue.

This finding aligns with the Human Capital theory proposed by Friedman (1962) and Kuznets (1961), which states that skills and knowledge acquired through work experience constitute an investment in human capital that can increase individual productivity and income. In the context of coffee shop MSMEs, the longer they run the business, the more experience and insight they gain regarding consumer behavior, effective marketing strategies, and how to deal with competition.

This is in line with research conducted by Wulandari and Subiyantoro (2023) which shows that the length of business has a positive effect on the income of MSMEs in Ngunut District. This means that the longer the business owner runs his business, the higher the income will be obtained because the longer a person lives in the field, the more productivity will increase through the expertise or professional abilities he has. Research conducted Marheni and Sudharma (2025) explained that the length of business partially has a positive effect on the income of traders in Pasar Kidul. This shows that traders with longer business experience tend to have higher revenues compared to traders who are just starting their business. Traders who have been running a business for a long period of time generally have a better understanding of market conditions, consumer preferences, and strategies in managing their business.

The results of this research are also strengthened by the results of an interview with one of the owners of MSME coffee shops in Denpasar City who has been running his business for 6 years with an address on Jalan Raya Sesetan, South Denpasar, stating that:

"I have been running a coffee shop business for 6 years and I feel that the longer I have been in this business, the more I understand the character of the customers. I also understand the hours of the crowd, favorite menus, and how to serve so that customers feel at home. Now there are also many regular customers who come almost every week, some even from the beginning of the opening until now are still

subscribed. So, in my opinion, the length of time the business is run affects the income, because the longer the business runs, the more relationships and trust from customers."

The results of the interviews show that the length of time the business is run also affects the increase in the income of coffee shop MSME actors. Business actors who have been running their business for a longer period of time generally have a deeper understanding of business strategies, consumer behavior, and how to establish good relationships with consumers.

4) The Influence of Information Technology on the Income of Coffee Shop MSMEs in Denpasar City

Based on the results of multiple linear regression testing using the Statistical Package for Social Science (SPSS) program tool, it shows that t_{value} = 3,222 > t_{table} = 1,671 with a significance value of 0,002 ≤ α (0,05) which means that the information technology variable partially has a positive and significant effect on the income of coffee shop MSMEs in Denpasar City. The regression coefficient of the information technology variable of 0,055 indicates that if information technology increases by one unit, it will increase the income of coffee shop MSMEs in Denpasar City by 5,5 percent. This indicates that optimal use of information technology can increase income for coffee shop MSMEs.

The findings of this study align with the Neoclassical theory pioneered by George H. Bort. This theory explains that a region's economic growth is largely determined by its ability to increase its production activities. This theory also believes that increasing the workforce can increase per capita income. However, without leveraging emerging modern technology, this increase will not positively impact national economic growth. Information technology is crucial for increasing the income of MSMEs, particularly through marketing or promoting their products on social media or through online sales. Sellers can sell their products in-store and online.

In line with research conducted by Aji and Listyaningrum (2021) information technology has a positive effect on MSME income, which means that significant use of information technology will cause an increase in MSME income because business actors can promote or sell their merchandise through *Online.* This can make it easier for buyers if the buyer has a house far from the store and can buy the item through *Online.* Research conducted by Handayani et al. (2022) explained that the higher the use of information technology, the more it will increase the income of MSMEs in the city of Medan. From the results of the study, the use of information technology can increase the number of orders received, increase the number of production, increase income and add new consumers.

The results of this research are also strengthened by the results of an interview with one of the owners of MSME *coffee shops* in Denpasar City who has been running his business for 4 years at Jalan Tukad Unda, Panjer, South Denpasar, stating that:

"In my opinion, e-commerce and social media are now very effective tools in running a business. Especially in the digital era like now, there is more competition for coffee shops, and if we don't keep up with technological developments, we can be left behind. I am personally active in promotion on Instagram and TikTok, as well as selling through e-commerce. As a result, revenue increases because it can reach a wider range of customers. In the past, customers were the only ones who passed in front of the store, now they know much more about my products. So I feel that this digital platform really helps increase my business income."

Based on the results of the respondents' interviews, it can be explained that the use of information technology such as social media and *e-commerce* has an important role in increasing business revenue. In the midst of increasingly fierce *competition in the coffee shop* business , especially in the current digital era, the use of digital platforms is considered to be able to expand market reach, attract more consumers, and introduce products more effectively. In addition, some respondents felt that *e-commerce* was considered to be able to help MSME actors in terms of product distribution so that their business tended to be stable, even most coffee shop MSME actors said that their income increased because consumers tended to buy products through e-commerce applications.

IV. Conclusions and Suggestions

Conclusion

Based on the results of the previous discussion and description, namely from the results of the analysis of research data and referring to the research objectives that have been described in the introductory chapter, the conclusions that can be conveyed as well as answering the formulation of the research problem proposed are as follows.

1) Capital, labor, business life, and information technology simultaneously affect the income of coffee shop MSMEs in Denpasar City.
2) Capital, labor, business life, and information technology partially have a positive effect on the income of coffee shop MSMEs in Denpasar City.

Suggestion

Based on the results of the research and conclusions regarding the influence of capital, labor, business life, and information technology on the income of coffee shop MSMEs in Denpasar City, some of the suggestions given by the author are as follows.

1) For related agencies, it is recommended to increase mentoring and training related to the use of information technology. MSMEs need to be equipped with the skills to utilize e-commerce and social media as promotional and sales tools. This effort is expected to help businesses reach more consumers and effectively expand market share, thereby impacting revenue growth.
2) For coffee shop MSME actors in Denpasar City, it is recommended to optimize capital and actively participate in training programs such as seminars to improve capital management skills. Furthermore, businesses are encouraged to utilize capital loans to increase business revenue. Regarding the workforce, businesses are expected to maximize the use of their workforce and improve the quality of human resources by providing training or developing work skills, as a competent and skilled workforce will help improve business efficiency and productivity. Business owners are also advised to actively engage in their businesses to enhance their knowledge of consumer preferences, enhance trading skills, and hone their entrepreneurial abilities. Business owners are also expected to continue utilizing developments in information technology, such as social media and e-commerce, in their operations, as these assist in the sales and promotion process, enabling them to reach a wider range of consumers, thereby opening up opportunities for increased business revenue.
3) For the next researcher, can add or use other variables that also influence the income of MSME coffee shop operators. Furthermore, researchers can also consider changing the research location to another region to determine the impact in different locations.

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