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Research Article

The Effect of Accessibility, Digitalization, and Business Location on Traders' Income at the Ubud Thematic Market

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Abstract: The Ubud Thematic Market is one of the traditional markets that serves as both an economic hub and a tourist destination in Gianyar Regency, Bali Province. This market not only functions as a place for buying and selling transactions but also as a platform for the development of micro-enterprises and the promotion of local culture. However, not all traders have experienced optimal income growth, making it necessary to identify the factors that influence it. This study aims to analyze the effect of accessibility, digitalization, and business location on traders' income at the Ubud Thematic Market. A quantitative approach was employed, using a survey method through questionnaires distributed to 100 respondents who are active traders at the market. The collected data were analyzed using multiple linear regression analysis to examine the extent to which the independent variables affect traders' income as the dependent variable. The results show that simultaneously, accessibility, digitalization, and business location have a positive and significant effect on traders' income at the Ubud Thematic Market. Furthermore, partially, each variable also demonstrates a positive and significant effect on traders' income. Therefore, market development strategies should not focus solely on one aspect but rather optimize the three factors in an integrated manner to achieve more optimal and sustainable outcomes.

Keywords : Accessibility; Business Location; Digitalization; Income; Microeconomy.

1. Introduction

In microeconomic theory, both consumers and producers are assumed to act rationally, where consumers seek to maximize satisfaction from the goods and services they consume, while producers aim to maximize profits through cost management and competitive pricing. The rational interaction between consumer purchasing decisions and producer production decisions influences the flow of income received by each party and serves as the foundation for the formation of total income in the economy (Putra, 2021:39). In microeconomic analysis, entrepreneurs' income is defined as profit, namely the difference between total sales revenue and all costs incurred by the company, while income in general refers to the flow of earnings over a certain period as compensation for the use of production factors such as rent, wages, and interest (Sukirno, 2019:370). Thus, income and profit are interrelated as the final outcome of the production and distribution process, where profit is not merely a mathematical result but also reflects the efficiency and productivity of a business (Purwoko et al., 2022).

Income is a vital element both in the general economic context and specifically for traders. It functions as an indicator of a country's economic health and the well-being of particular community segments. Higher income levels are usually correlated with better quality of life, improved access to education, and higher health standards. For instance, the

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development of small and medium enterprises (SMEs) can contribute significantly to reducing poverty and economic inequality, strengthening economic stability, and creating employment opportunities within society (Rachmawati et al., 2023). The income earned from trading activities enables traders to meet daily living needs, reinvest in their businesses, and adapt to market changes. For example, market revitalization has been proven to increase traders' income, thereby strengthening the local economy and enhancing competitiveness (Syahrul et al., 2023).

Income plays an essential role in supporting Indonesia's economy, particularly through the contribution of Micro, Small, and Medium Enterprises (MSMEs). MSMEs are the backbone of the national economy, contributing significantly to the Gross Domestic Product (GDP), accounting for around 60.5 percent, while also absorbing nearly 97 percent of the total workforce in Indonesia. With approximately 64.2 million business units, MSMEs not only provide employment opportunities to help alleviate unemployment but also serve as the main driving force for sustainable economic growth (Kemenkeu, 2021).

With their substantial contribution to GDP and absorption of a large portion of the workforce, MSMEs in various regions act as the cornerstone in creating employment opportunities and driving inclusive and sustainable economic growth. MSMEs have a central role in strengthening regional economies, creating opportunities for local communities, and serving as vital resources for national economic resilience (Natsir & Waani, 2023). Markets, as the meeting point for various transactions and economic activities, function not only as trading centers but also as arenas where business actors can innovate, compete, and adapt to evolving consumer needs and preferences (Rinaldo et al., 2023). The ability to survive in the face of ever-changing market dynamics, along with the capacity to adapt through product innovation and appropriate marketing strategies, becomes the key to maintaining business continuity and achieving sustainable profits (Sarfiah et al., 2019). Hence, MSMEs in markets play an important role in maintaining local economic stability and generating positive impacts on community economic development.

Markets play a critical role as both a primary source of income for traders and as an important contributor to regional revenue. The sustainability of market businesses is essential to maintain their operations, generate sufficient profits, and adapt to market environmental changes in the long run. This includes the ability to compete, innovate, and meet customer needs sustainably (Etty, 2018). Increased market income contributes positively to traders by raising demand for goods and services, leading to higher turnover, profits, and opportunities to expand businesses and create jobs. For local governments, increased market income strengthens the local economy through higher tax revenues and retributions, which are then used to finance infrastructure development, education, and social services. This also creates investment opportunities, generates employment, and promotes equitable development, thereby improving the overall quality of life (Rahmadi & Hastuti, 2023).

The sustainability of trading activities in markets is greatly influenced by various factors, both external and internal. These factors are key aspects that must be considered to ensure smooth market activities (Redempta et al., 2024). Internal factors such as market management, infrastructure quality, and adequate facilities serve as primary determinants of trading continuity. Good internal management can increase traders' productivity and attract more consumers. Meanwhile, external factors, including government policies, market accessibility, and competition with digital platforms, also affect market competitiveness. Such efforts ultimately enhance traders' welfare while simultaneously strengthening regional economic growth (Lubis et al., 2023).

Traders play a pivotal role in sustaining market operations as they are the primary drivers ensuring the continuous flow of goods and services. Market sustainability largely

depends on traders' performance, which includes their ability to meet consumer demand, maintain product quality, and adapt to market changes. Traders who efficiently manage inventory, provide good service, and innovate in sales methods make significant contributions to market sustainability (Saragih & Wenagama, 2022). Key determinants of market sustainability from the traders' perspective include their ability to meet consumer demand, maintain product quality, manage inventory efficiently, and adapt to new trends and technologies. In addition, good service and positive relationships with consumers are highly influential, as both can enhance customer loyalty and attract more buyers (Ugulumu et al., 2023).

The challenges faced by traditional market traders regarding their income are highly complex and influenced by multiple internal and external factors. One major issue is the impact of market revitalization policies, which often require traders to relocate. Studies indicate that such relocations are often not accompanied by adequate infrastructure, thereby disrupting accessibility and sales convenience, which in turn affects traders' income (Muktadir & Usman, 2023). For instance, in Kertosono Market, located in Nganjuk Regency, East Java, the majority of respondents disagreed with relocation due to decreased accessibility, which negatively affected comfort and traders' income potential (Yusida et al., 2021).

One of the key factors affecting traders' income is business location. The choice of location is crucial in sales, as it has a substantial impact on income. Besides capital, traders require a place to sell, whether in stalls or booths, because these directly influence their earnings. The more strategic the business location, the higher the income earned by traders, as strategic locations make it easier for customers to shop (Pande & Martini, 2020).

An ideal trading location is one that is easily accessible, highly visible to potential customers, and located in high-traffic areas. Locations near main roads or busy areas provide greater advantages to traders since more people are likely to notice and purchase their goods. Additionally, accessible locations make it easier for consumers to visit and shop, increasing the likelihood of transactions. The more strategic the location, the greater the opportunity to attract buyers' attention, which in turn boosts sales. Therefore, choosing the right location is essential, as it can influence business success and facilitate traders in reaching their target market (Wardhani & Lutfina, 2020).

Accessibility is another crucial factor that affects the success of trading businesses, particularly in traditional markets. In this context, accessibility refers to the ease with which consumers can reach business locations, which can directly impact sales volume and customer satisfaction. Research shows that accessibility plays an important role in increasing sales volume and enhancing shopping experiences for consumers (Hamizar, 2023). Better accessibility encourages more consumers to visit, thereby increasing traders' opportunities to raise sales. Conversely, if business locations are difficult to access or far from busy centers, consumers may choose alternative places, negatively affecting traders' sales volume and income.

Accessibility and business location both play key roles in supporting traders' success in the modern era. When products and services become more accessible to diverse consumer groups, opportunities to increase income also expand. As noted by the economist Alfred Marshall through the demand-supply theory, business location plays a crucial role in creating interactions between demand and supply in the market (Liao et al., 2021). In microeconomic theory, a strategic location can enhance accessibility, enabling traders to connect more easily with consumers. The better the market's accessibility—whether through efficient transportation infrastructure or overall ease of consumer reach—the more visitors the market attracts (Wardhani & Lutfina, 2020). This results in increased demand for goods and

services offered by traders. As more consumers arrive, transaction volumes rise, which ultimately drives traders' income growth.

Another factor influencing traders' income is the role of digitalization, which facilitates transaction processes (Sriyono et al., 2023). Joseph Schumpeter stated that innovation is the primary driver of economic income growth. In his view, innovation includes the creation of new products or services, improvement of production processes, and discovery of more efficient new markets. In the current digital era, technological innovation plays a crucial role in promoting economic growth (Mukhyar & Puspita, 2022).

One important aspect of digitalization is the use of information management systems and financial technology (fintech), which enhance operational efficiency. For example, fintech not only simplifies payment processes but also enables the development of innovative products that can expand the reach of banking services (Tsakila et al., 2024). Digitalization has transformed how businesses interact with customers, providing opportunities to deliver more personalized and responsive services. Through digital platforms, businesses can communicate more directly with customers, enhancing overall customer experience. This process enables businesses to better understand consumer needs and offer more targeted solutions. Furthermore, digitalization opens opportunities for innovation in business operations, transforming traditional methods into more efficient ones and creating new opportunities for future economic growth (Putri Wiyandari, 2024).

With digital payment systems, businesses can automate transactions, which reduces time and operational costs. The introduction of Quick Response Indonesia Standard (QRIS) in traditional market transactions demonstrates that adopting digital payment systems can accelerate transactions, reduce queues, and improve customer satisfaction. Thus, this innovation not only simplifies transactions but also has the potential to increase sales volume and traders' income. The digitalization of payment systems in the informal sector, such as traditional markets, is a strategic step in promoting financial inclusion and adaptation to financial technology developments (Aman et al., 2023).

The digital era has replaced several outdated technologies to be more modern and practical. This is evident in the shift from conventional to online-based digital methods. E-money is one of the fintech products widely used in Indonesia as a modern payment instrument (Dwijayanti & Mariani, 2022). E-money offers advantages not found in conventional payment methods. With online-based technology, transactions can be conducted quickly and easily without requiring physical cash. This is particularly relevant in the context of increasing demand for time efficiency and security, especially in highly mobile urban societies. E-money also provides convenience in managing expenditures through automatic records, assisting users in financial planning (Salameh et al., 2023).

Fintech plays a crucial role for market traders, particularly in enhancing operational efficiency and expanding market access. Through fintech adoption, traders can conduct digital transactions, which not only accelerates payment processes but also reduces the risk of cash loss and improves transaction security (Mulyana, 2023). For example, digital payment applications allow traders to receive payments from customers more quickly and conveniently, which is particularly important in bustling and dynamic market environments (Yahya et al., 2020).

Amid this transformation, the Ubud Thematic Market, as one of the key destinations in Ubud, Gianyar Regency, Bali Province, plays a highly significant role. One of its primary roles is serving as a platform for MSMEs to market their products. With the availability of fintech, traders at this market can utilize platforms that enable digital transactions, reducing reliance on cash-based payments (Prasetya & Lestari, 2023). The Ubud Thematic Market also contributes to improving local community income. With good accessibility and a strategic location, the market attracts many visitors, both tourists and local residents. Data

show that markets located in tourist areas have greater potential to increase sales volumes (Budiarnaya & Ardianto, 2023).

Traders at the Ubud Thematic Market are classified as MSMEs, with most operating as micro-enterprises. MSMEs are highly important in the economy due to their significant contribution to income generation. Micro-enterprises, such as those at the Ubud Thematic Market, are generally run by individuals or small groups with limited scale, referring to the size and operational capacity of their businesses. According to Law of the Republic of Indonesia No. 20 of 2008, micro-enterprises are productive businesses owned by individuals or sole proprietorships that meet certain criteria, including turnover and asset limits (Fauzi et al., 2023).

Table 1. Diversity of MSMEs in Bali by Regency/City, 2021–2023.

No	Regency/City	2021 (units)	2022 (units)	2023 (units)
1.	Badung	22,674	40,989	21,699
2.	Bangli	483	4135	44,251
3.	Buleleng	54,489	57,216	66,368
4.	Denpasar	32,224	32,226	29,749
5.	Gianyar	75,574	75,620	75,666
6.	Jembrana	46,277	66,537	67,183
7.	Karangasem	57,456	40,616	50,717
8.	Klungkung	35,793	36,072	35,792
9.	Tabanan	43,715	47,160	47,957
	Overall	412,265	440,609	439,382

Source: Bali Provincial Cooperative and MSMEs Office, 2023

Table 1 shows that Gianyar Regency consistently maintains a high number of MSMEs, holding the largest count among all regencies/cities listed in each year. Gianyar's MSMEs increased from 75,574 units in 2021 to 75,620 in 2022 and 75,666 in 2023. This consistency demonstrates the relative stability of MSMEs in Gianyar, highlighting it as a strong center of economic activity. In contrast, Badung Regency, known as a tourism hub, experienced fluctuations from 22,674 units in 2021 to 40,989 in 2022, then dropping back to 21,699 in 2023 likely due to reliance on the volatile tourism sector. This condition emphasizes the importance of business diversification in Gianyar, which shows resilience against economic shifts, while Badung needs to strengthen sectors beyond tourism to ensure long-term economic resilience.

Table 2. Comparison of Traders at Ubud Thematic Market, 2022 and 2023.

No	Business Type	Number of Traders (units)	
		2022	2023
1.	Los	566	829
2.	Kiosks	158	158
3.	courtyard	262	262
	Total	986	1,249

Source: Bali Provincial Financial Agency (BPK), 2023

Table 2 shows a significant increase in the total number of traders at the Ubud Thematic Market, from 986 units in 2022 to 1,249 units in 2023. This growth was mainly driven by an increase of 263 traders (46.47 percent) in los areas compared to the previous year. Los are often located in strategic spots within markets, making them more accessible to consumers. Traders tend to choose locations that attract higher customer traffic, and los situated in high-traffic areas can enhance sales. This explains traders' preference for operating in los (Ma'arif, 2023). Meanwhile, the number of traders in kiosks and courtyards

remained stable, possibly indicating capacity limitations or regulations restricting growth in those areas.

Between January and July 2023, the Ubud Thematic Market recorded significant visitor numbers, with 510,435 international tourists and 3,075 domestic tourists. On average, at least 300 people visited the market daily. This surge in visitors positively impacted both tourism and the local economy (Pemkab Gianyar, 2023).

Table 3. Average Number of Visitors to Ubud Thematic Market, 2022–2024.

No	Visitor Type	Average Number of Visitors (Perons)		
		2022	2023	2024
1.	International	4,548	5,033	5,570
2.	Domestic	562	622	688
	Total	5.110	5,655	6,258

Source: Regent of Gianyar, Detailed Spatial Plan of Ubud Subdistrict, 2024

Table 3 indicates a steady increase in visitors to the Ubud Thematic Market each year, from 4,548 international visitors and 562 domestic visitors in 2022, to 5,033 international visitors and 622 domestic visitors in 2023. In 2024, the numbers continued to rise, reaching 5,570 international visitors and 688 domestic visitors. This trend demonstrates strong potential to attract even more visitors in the future.

Table 4. Average Monthly Income of Ubud Thematic Market Traders, 2024.

No	Month	Average Monthly Income in 2024 (Rupiah)
1	January	5,000,000
2	February	4,500,000
3	March	5,000,000
4	April	6,500,000
5	May	8,000,000
6	June	12,000,000
7	July	14,000,000
8	August	13,000,000
9	September	6,000,000
10	October	5,500,000
11	November	5,000,000
12	December	13,000,000
	Total	97,500,000

Source: Ubud Thematic Market Management, 2024

Table 4 shows the average monthly income of traders at the Ubud Thematic Market throughout 2024, totaling IDR 97,500,000 annually. The highest income occurred in July IDR 14,000,000 and August IDR 13,000,000, coinciding with holiday seasons and peak tourist visits. Conversely, the lowest income was in February (IDR 4,500,000), reflecting significant income fluctuations throughout the year.

Despite its potential to attract large numbers of visitors with its diversity, not all traders at the Ubud Thematic Market experienced substantial income growth. Traders on the second floor expressed dissatisfaction due to fewer customers compared to the busier first floor. They attributed this to less strategic stair access (DetikBali, 2023). This highlights the need to identify and analyze specific factors influencing traders' income. Therefore, this study aims to analyze the effect of accessibility, digitalization, and business location on traders' income at the Ubud Thematic Market, providing insights and practical recommendations for market managers and traders to enhance income.

2. Method

This study employed an associative design with a quantitative approach, aiming to analyze the effect of accessibility, digitalization, and business location on traders' income at the Ubud Thematic Market. The quantitative approach was chosen because it focuses on numerical data processed through statistical analysis to test the research hypotheses. Primary data were obtained through surveys using questionnaires and interviews with traders and market visitors. The selection of Ubud Thematic Market as the research site was based on its transformation from Ubud Art Market into a thematic market that was revitalized as an effort to enhance tourism appeal while strengthening the local economy (Cresswell, 2013; Marhaeni & Yuliarmi, 2019).

The research population consisted of 1,249 traders at the Ubud Thematic Market, with the sample determined using the Slovin formula, resulting in 100 respondents. Stratified sampling was applied to divide the sample based on categories of selling locations (stalls, kiosks, and courtyards), ensuring more representative data. The research variables consisted of traders' income (Y) as the dependent variable, and accessibility (X1), digitalization (X2), and business location (X3) as the independent variables. The operational definition of each variable was established based on relevant indicators, such as monthly gross income for Y, ease of access and safety for X1, efficiency and market expansion for X2, as well as visibility and infrastructure for X3 (Mankiw, 2018; Chaffey, 2019; Rachmat et al., 2023).

The research instrument consisted of closed-ended questionnaires with a Likert scale, complemented by in-depth interviews to strengthen the data. Validity and reliability tests were conducted with the assistance of SPSS to ensure that the instruments were appropriate for use. Data analysis included descriptive statistics, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression to determine the effect of X1, X2, and X3 on Y. Hypothesis testing was conducted using the F-test (simultaneous) and t-test (partial), as well as the coefficient of determination (R^2) to assess the strength of the model. With this approach, the study is expected to provide empirical insights into the factors affecting traders' income at the Ubud Thematic Market (Ghozali, 2018; Suyana Utama, 2016).

3. Results and Discussion

Results of Data Analysis

Instrument Validity and Reliability Test

a. Validity Test

The validity test was used to measure whether a questionnaire is valid or not (Cresswell, 2013:243). A questionnaire is considered valid if the questions are able to reveal what is being measured by the instrument. The purpose of the validity test is to determine the accuracy between the actual data that occurred in the object of study and the data reported by the researcher.

Table 5. Validity Test Results.

No	Variables	Instrument Code	r count	Information
1	Accessibility (X1)	X1.1	0.841	Valid
		X1.2	0.808	Valid
		X1.3	0.741	Valid
		X1.4	0.764	Valid
2	Digitalization (X2)	X2.1	0.807	Valid
		X2.2	0.693	Valid
		X2.3	0.758	Valid
		X2.4	0.795	Valid
3	Business Location (X3)	X3.1	0.705	Valid
		X3.2	0.782	Valid
		X3.3	0.788	Valid
		X3.4	0.662	Valid

Source: Processed Data, 2025

According to Table 5, it can be explained that all research instrument variables, namely accessibility, digitalization, and business location, have met the validity test criteria. The r-table value in the correlation test is usually obtained from the distribution table of r-values (Pearson Product Moment) using degrees of freedom (df) = n – 2. This is evident as the Pearson Correlation value of each instrument is greater than the r-table (0.1966). Thus, these instruments are considered valid as measurement tools in this study.

b. Reliability Test

The reliability test is a process to examine research instruments to ensure that they are trustworthy and dependable. The level of reliability is usually reflected in the Cronbach's Alpha score, where if the score is greater than 0.60, the instrument is declared reliable.

Table 6. Reliability Test Results.

No	Variables	Cronbach's Alpha	Description
1	Accessibility (X1)	0.798	Reliable
2	Digitalization (X2)	0.761	Reliable
3	Business Location (X3)	0.718	Reliable

Source: Processed Data, 2025

Table 6 presents the Cronbach's Alpha values of each variable instrument, all of which are above 0.60. This indicates that the instruments are reliable, meaning all instruments can serve as measurement tools that provide consistent results when used repeatedly under the same conditions.

Descriptive Statistical Analysis

Descriptive statistical analysis is a method used to analyze data by describing or providing an overview of the data so that it becomes easier to understand and more informative (Cresswell, 2013:184).

Table 7. Results of Descriptive Statistical Analysis.

No	Variable/ Indicator	N	Minimum	Maximum	Mean	Standard Deviation
1	Ease (X1.1)	100	2.00	5.00	4,0700	0.91293
2	Usefulness (X1.2)	100	2.00	5.00	4,0500	0.84537
3	Safety (X1.3)	100	1.00	5.00	3,9600	0.83991
4	Independence (X1.4)	100	1.00	5.00	3,9700	0.88140
5	Accessibility Variable (X1)	100	8.00	20.00	16,0500	2.74644
6	Productivity (X2.1)	100	3.00	5.00	4,3000	0.50252
7	Transaction(X2.2)	100	4.00	5.00	4,3900	0.49021
8	Efficiency (X2.3)	100	3.00	5.00	4,3200	0.52953
9	Broad Access (X2.4)	100	3.00	5.00	4,3300	0.49349
10	Digitalization (X2)	100	14.00	20.00	17,3400	1.53886
11	Visibility (X3.1)	100	4.00	5.00	4,3800	0.48783
12	Visibility (X3.2)	100	3.00	5.00	4,4500	0.53889
13	Competition (X3.3)	100	3.00	5.00	4,3600	0.52262
14	Infrastructure (X3.4)	100	4.00	5.00	4,3200	1.46883
15	Business Location (X3)	100	15.00	20.00	17,5100	1.48729
16	Income (Y)	100	4.00	14.00	8,7900	3.63011

Source: Processed Data, 2025

Based on Table 7, the income variable (Y) as the dependent variable shows an average value of 8.7900 with a standard deviation of 3.63011. The accessibility variable (X1) as an independent variable has an average value of 16.05 with a standard deviation of 2.746. The digitalization variable (X2) as an independent variable has an average value of 17.34 with a standard deviation of 1.538. The business location variable (X3) as an independent variable has an average value of 17.51 with a standard deviation of 1.487.

Classical Assumption Test

The classical assumption test was conducted to ensure that the results obtained meet the basic assumptions in regression analysis and to eliminate bias in the research findings. The classical assumption tests applied in this study were the normality test, multicollinearity test, and heteroscedasticity test. The results of the classical assumption tests, processed using SPSS version 27.0, are presented as follows.

a) Normality Test

This test was conducted to determine whether the observations are normally distributed. Based on the Kolmogorov-Smirnov table in Appendix 6, data are considered normally distributed if the Asymp. Sig. value is greater than 0.05, and not normally distributed if the value is less than 0.05. The variables of accessibility, digitalization, and business location obtained an Asymp. Sig. value of 0.162, which is greater than 0.05. Therefore, the data are declared normally distributed.

b) Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a correlation among independent variables in the regression model. The condition for being free from multicollinearity is that the collinearity tolerance value must be greater than 0.1 and the VIF value must be less than 10.

Table 8. Results of Multicollinearity Test.

No	Variables	Tolerance	VIF	Description
1	Accessibility (X1)	0.968	1,033	Free from Multicollinearity
2	Digitalization (X2)	0.472	2,116	Free from Multicollinearity
3	Business Location (X3)	0.470	2,127	Free from Multicollinearity

Source: Processed Data, 2025

Table 8 shows the tolerance values of each independent variable are greater than 0.1, and the VIF values are less than 10. This indicates that there are no symptoms of multicollinearity in the regression model used. In other words, there is no interdependence among the independent variables in this study.

c) Heteroscedasticity Test

The heteroscedasticity test aims to identify whether there are differences in residual variances between one observation and another in the regression model. This test was carried out using the Glejser test. In this test, the decision criterion is based on the significance value. If the significance value is greater than 0.05, the regression model is considered free from heteroscedasticity.

Table 9. Results of Heteroscedasticity Test.

No	Variables	Sig.	Description
1	Accessibility (X1)	0.650	Free from Heteroscedasticity
2	Digitalization (X2)	0.955	Free from Heteroscedasticity
3	Business Location (X3)	0.448	Free from Heteroscedasticity

Source: Processed Data, 2025

Based on the table above, the significance values of the three independent variables are greater than 0.05. Referring to the decision-making criteria, it can be explained that the regression model is free from heteroscedasticity symptoms. In other words, the residual variance in the regression model is constant (homoscedastic).

Multiple Linear Regression Analysis

In this study, multiple linear regression analysis was conducted using the SPSS statistical software package. SPSS is a computer software program used to process both parametric and non-parametric data, as presented in Table 10.

Table 10. Results of Multiple Linear Regression Test.

No	Model	Unstandardized Coefficients B	Sig
1	(Constant)	-24,330	0,000
2	Accessibility	0.328	0.002
3	Digitalization	0.725	0.007
4	Business Location	0.872	0.002

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis in the table above, the regression equation can be formulated as follows:

$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \varepsilon$

$Y = -24{,}330 + 0.328X1 + 0.725X2 + 0.872X3 + \varepsilon$ .....(4.1)

1) The constant value of -24.330 means that if the values of accessibility (X_1), digitalization (X_2), and business location (X_3) are equal to zero, traders' income is predicted to be -24.330 units. The negative value is only a technical result of the model. 2) The coefficient of X_1 is positive, which means that if accessibility increases, traders' income will also increase, assuming the other variables remain constant. 3) The coefficient of X_2 is positive, which means that if digitalization increases, traders' income will also increase, assuming the other variables remain constant. 4) The coefficient of X_3 is positive, which means that if business location improves, traders' income will also increase, assuming the other variables remain constant.

Simultaneous Regression Coefficient Test (F Test)

The simultaneous test of accessibility, digitalization, and business location on traders' income (F-Test) was conducted to determine whether the independent variables—accessibility, digitalization, and business location—simultaneously have an effect on the dependent variable, namely traders' income at Ubud Thematic Market.

1) Hypothesis Formulation : H0: $\beta1 = \beta2 = \beta3 = 0 \rightarrow$ Accessibility, digitalization, and business location simultaneously have no effect on traders' income. H1: At least one $\beta i \neq 0 \rightarrow$ Accessibility, digitalization, and business location simultaneously have a significant effect on traders' income. The significance level (α) = 0.05 or a confidence level of 95%. The numerator degree of freedom is (k – 1), and the denominator degree of freedom is (n – k) = (3; 97). Thus, Ftabel = 2.7. 2) Testing Criteria: H0 is accepted if Fcalculated ≤ Ftabel or if the F significance value > α (0.05). H0 is rejected if Ftabel < Fcalculated or if the F significance value ≤ α (0.05)

a. Statistical Test

Based on the SPSS output shown in Appendix 6, the Fcalculated value was 24.536.

b. Conclusion

Since Fcalculated (24.536) > Ftabel (2.7), H0 is rejected. This means accessibility, digitalization, and business location simultaneously have a significant effect on traders' income at Ubud Thematic Market.

Partial Regression Coefficient Test (t-Test)

The t-test aims to determine the effect of each independent variable partially on the dependent variable, assuming that other independent variables are constant. The partial test results are presented as follows.

Table 11. Results of Partial Regression Test (t-Test).

No	Model	t	Sig.
1	(Constant)	-6,237	0,000
2	Accessibility	3,180	0.002
3	Digitalization	2,753	0.007
4	Business Location	3,192	0.002

Source: Processed Data, 2025

Partial Test of Accessibility Variable (X1) on Traders' Income (Y) at Ubud Thematic Market

a) Hypothesis Formulation

H0: $\beta1 = 0 \rightarrow$ There is no significant effect of accessibility on traders' income at Ubud Thematic Market.

H1: $\beta1 > 0 \rightarrow$ Accessibility has a positive and significant effect on traders' income at Ubud Thematic Market.

b) Significance Level

The significance level (α) = 5%. The degree of freedom (n – k) = 100 – 3 = 97, so ttable = 1.984

c) The testing

H0 is accepted if the significance value > 0.05 or tcalculated ≤ 1.984. H0 is rejected if tcalculated > 1.984 or the significance value ≤ 0.05≤ 0.05

d) Statistical Test

Based on the SPSS output, the tcalculated value for the accessibility variable is 3.180.

e) Conclusion

Table 11 shows that the significance value of the effect of accessibility on traders' income at Ubud Thematic Market is 0.002 (0.002 < 0.05), and the tcalculated value of

3.180 > ttable 1.984. These values prove that H1 is accepted and H0 is rejected, meaning that accessibility has a positive and significant effect on traders' income at Ubud Thematic Market.

Partial Test of Digitalization Variable (X2) on Traders' Income (Y) at Ubud Thematic Market

a) Hypothesis Formulation

H0: $\beta 2 = 0 \rightarrow$ There is no significant effect of digitalization on traders at Ubud Thematic Market.

H1: $\beta 2 > 0 \rightarrow$ Digitalization has a positive and significant effect on traders at Ubud Thematic Market.

b) Significance Level

The significance level (α) = 5%. The degree of freedom (n – k) = 100 – 3 = 97, so ttable = 1.984

c) Testing criteria

H0 is accepted if the significance value > 0.05 or tcalculated ≤ 1.984.H0 is rejected if tcalculated > 1.984 or the significance value ≤ 0.05

d) Statistical Test

Based on the SPSS output, the tcalculated value for the digitalization variable is 2.753.

e) Conclusion

Table 11 shows that the significance value of the effect of digitalization on traders' income at Ubud Thematic Market is 0.007 (0.007 < 0.05), and the tcalculated value of 2.753 > ttable 1.984. These values prove that H1 is accepted and H0 is rejected, meaning that digitalization has a positive and significant effect on traders' income at Ubud Thematic Market.

Partial Test of Business Location Variable (X3) on Traders' Income (Y) at Ubud Thematic Market

a) Hypothesis Formulation

H0: $\beta 3 = 0 \rightarrow$ Partially, there is no significant effect of business location on traders at Ubud Thematic Market.

H1: $\beta 3 > 0 \rightarrow$ Partially, business location has a positive and significant effect on traders at Ubud Thematic Market.

b) Significance Level

The significance level (α) = 5%. The degree of freedom (n – k) = 100 – 3 = 97, so ttable = 1.984

c) Testing criteria

H0 is accepted if the significance value > 0.05 or tcalculated ≤ 1.984. H0 is rejected if tcalculated > 1.984 or the significance value ≤ 0.05

d) Statistical Test

Based on the SPSS output, the tcalculated value for the business location variable is 3.192.

e) Conclusion

Table 11 shows that the significance value of the effect of business location on traders' income at Ubud Thematic Market is 0.002 (0.002 < 0.05), and the tcalculated value of 3.192 > ttable 1.984. These values prove that H1 is accepted and H0 is rejected, meaning that business location has a positive and significant effect on traders' income at Ubud Thematic Market.

Regression Coefficient Test

Based on the analysis in Appendix 7, the coefficient of determination (Adjusted R Square) is 0.434. This means that accessibility, digitalization, and business location jointly affect the traders' income (Y) by 43.4 percent, while the remaining 56.6 percent is influenced by other factors.

Discussion of Research Results

The Effect of Accessibility on Traders' Income at Ubud Thematic Market

The results of the multiple linear regression analysis show that the significance value for accessibility is 0.002 < 0.05. This proves that H1 is accepted and H0 is rejected, meaning that the accessibility variable has a positive and significant effect on traders' income at Ubud Thematic Market. These findings indicate that accessibility is one of the important factors in determining traders' income at Ubud Thematic Market. The study shows that accessibility plays an important role for society, particularly in increasing sales volume and providing consumers with a better shopping experience (Hamizar, 2023). For instance, at Kertosono Market in Nganjuk Regency, East Java, most respondents disagreed with the relocation due to reduced accessibility, which negatively impacted convenience and traders' income potential (Yusida et al., 2021). Accessibility can also be influenced by the interior design of the market that meets user preferences, which plays a crucial role in attracting visitors to traditional markets (Redempta et al., 2024).

The Effect of Digitalization on Traders' Income at Ubud Thematic Market

The results of the multiple linear regression analysis show that the significance value for digitalization is 0.007 < 0.05. This proves that H1 is accepted and H0 is rejected, meaning that the digitalization variable has a positive and significant effect on traders' income at Ubud Thematic Market. These findings indicate that digitalization is one of the important factors in determining traders' income at Ubud Thematic Market. One important aspect of digitalization is the use of information management systems and financial technology (fintech), which can improve operational efficiency. Fintech, for example, not only facilitates payment processes but also enables the development of innovative products that can expand the reach of banking services (Tsakila et al., 2024). Thus, such innovations not only simplify transactions but also have the potential to increase sales volume and traders' income. The digitalization of payment systems in the informal sector, such as traditional markets, is a strategic step to promote financial inclusion and adapt to the development of financial technology (Aman et al., 2023). The digital era has replaced several past technologies to become more modern and practical. This is evident from the shift from conventional to digital, online-based methods. E-money is one of the fintech products widely used by Indonesian society as a modern means of payment (Dwijayanti & Mariani, 2022).

The Effect of Business Location on Traders' Income at Ubud Thematic Market

The results of the multiple linear regression analysis indicate that the business location variable has a significance value of 0.002 < 0.05. This finding confirms that H1 is accepted and H0 is rejected, meaning that business location has a positive and significant effect on traders' income at the Ubud Thematic Market. These findings highlight that business location is one of the key factors in determining traders' income at the Ubud Thematic Market. This result is consistent with the study conducted by Ayuningsasi & Prisintya (2023), which demonstrated that capital, working hours, business location, and technology significantly influence traders' income at Sindu Market, Sanur.

In microeconomic theory, a strategic location can increase accessibility, enabling traders to more easily connect with consumers. The better the accessibility of a market—whether through efficient transportation infrastructure or consumer convenience in reaching the location—the more consumers will visit the market (Wardhani & Lutfina, 2020). This leads to an increase in demand for the goods and services offered by traders. A strategic

location is one of the crucial factors that determines the success of a business. In addition to capital, choosing a trading location—whether a stall or a booth—is essential, as it directly influences traders' income. The more strategic the business location, the higher the traders' income, since a strategic location makes it easier for customers to shop at that trader's stall (Pande & Martini, 2020).

4. Conclusion

The results of the analysis using the multiple linear regression model on the effect of accessibility, digitalization, and business location on traders' income at Ubud Thematic Market can be concluded as follows. 1) Based on the simultaneous test (F-test), the variables of accessibility, digitalization, and business location simultaneously have a significant effect on traders' income at Ubud Thematic Market. 2) Based on the partial test (t-test), the variables of accessibility, digitalization, and business location partially have a positive and significant effect on traders' income at Ubud Thematic Market.

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