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Analysis Of The Influence Of Business Location, Business Capital and Digital Marketing On Business Income

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Abstract. *This research was conducted in PT. Autostar Mandiri Teknotama Medan with the aim of analyzing the influence of business location, business capital and digital marketing partially and simultaneously on business income.The research population is 65 consumers who come and buy four-wheeled vehicle spare parts products from the company. The research sample uses a saturated sample so the total sample is 65 respondents. The type of data used is primary data and the data source uses secondary data. Data collection techniques use questionnaires, observation and documentation. Data analysis techniques are descriptive statistics, data quality testing, classical assumption testing, multiple regression analysis, hypothesis testing and coefficient of determination using the SPSS program. The research results show that business capital and digital marketing partially have a positive and significant effect on business income in the company, while business location does not have a significant effect on business income. Simultaneously, business location, business capital and digital income have a significant effect on business income.There is a very strong correlation between business location, business capital and digital marketing on company business income. Business income in the company can be explained by business location, business capital and digital marketing at 67.4% and the remaining 32.6% can be explained by other variables that were not studied such as distribution, price, service, marketing communications and so on.*

Keywords: *Business Location, Business Capital, Digital Marketing, Business Income*

1. INTRODUCTION

The development of the automotive industry in Indonesia is currently quite good, this condition can be seen from the number of automotive companies producing four-wheeled vehicles to meet the increasing needs and demands of society, both for personal and family and business purposes. This condition provides positive and potential opportunities for entrepreneurs to sell spare parts for four-wheeled vehicles according to community needs because of the large number of spare parts for each type of vehicle used by the community. Therefore, companies must have special competencies in order to encourage business success(Nikita & Victor, 2023).Various efforts are made by business owners to advance their business in the field of spare parts sales by implementing marketing strategies that are right on target and effective so that the efforts carried out by the business owner can provide optimal results.

Income is the goal to be achieved from a business being run in the form of an increase in equity caused by an increase in economic benefits, namely cash inflow during the accounting reporting period or a decrease in liabilities and does not come from the capital provider. The income in question can be in the form of income and profits(Arumsari et al., 2022).Meanwhile,The income received by individuals comes from the inflow of assets or settlement of the entity's obligations starting from the delivery of goods, provision of

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services, or other assets which are the main operating activities of the industry. Therefore, business income is the main target for business owners to market products and meet the changing needs and demands of society. However, this income tends to be unstable, so it is important to understand the factors that influence an entrepreneur's ability to earn income. In research conducted by the author, the factors that are the main priority in influencing business income include business location, business capital and digital marketing.

Determining a business location is very important for a new business that is about to start operations and when the business is already running and developing. Determining the right business location will enable a business to operate more efficiently and achieve the expected income(Husaini & Fadhlani A, 2017). The right business location really determines the success and failure of the business in the future and can increase income because choosing a business location is also a business strategy to gain profit or income.(Narizki & Ardi, 2021). Locations that are difficult to reach can reduce consumer interest in purchasing products. With a strategic location, the possibility of higher product sales increases, thereby increasing the company's chances of achieving the desired revenue targets. Apart from the existence of business locations, currently business is one of the wheels of the economy(Veron & Victor, 2022) where business capital is also an important part in determining the success of a business.

Business capital is one of the important elements that business actors must pay attention to when carrying out their business activities because it can support business activities(Laili & Setiawan, 2020).Business capital can be in the form of money or goods owned by the business owner and used to carry out business activities. Larger capital provides opportunities to achieve income targets. On the other hand, if the business capital owned is still limited, the scale of business that can be carried out and run is also limited so that the target for obtaining business income is also in accordance with the amount of business capital owned. The business income to be achieved cannot be separated from the digital marketing activities carried out by the company to provide information and convey the types of products sold by the company to the wider public.Digital marketing is all efforts made in terms of marketing using internet-connected devices and digital media with the aim of communicating with potential consumers using online communication channels.(Putri & Arif, 2023).Thus, it can be said that digital marketing is an important strategy in the current era of technological and information development. Through digital marketing, companies can reach consumers more widely and efficiently, without being hindered by distance and time.

Complete, clear, accurate and transparent product information is the main consideration for consumers when purchasing the product. With conditions like this, the company's opportunity and ability to obtain business income will be greater. PT. Autostar Mandiri Teknotama, is a private company engaged in selling car spare parts in Medan.In running its business as a car spare parts sales company, the business owner sells four-wheeled vehicle spare parts products that are much needed by the public, such as the Daihatsu, Toyota, Mitsubishi, Isuzu and several other brands. Every year PT. Autostar Mandiri Teknotama sets sales targets and business income generation as its main targets so that these targets will provide guidance in determining the company's steps and actions to be able to achieve these targets with all the production factors owned by the company. The following can be presented data obtained by the author from the company regarding targets and business income generation from 2018-2022 as follows:

Table 1.1 PT. Autostar Mandiri Teknotama Business revenue target data for the 2018-2022 period

Operating revenues				
No	Year	Target	Realization	%
1	2018	60,000,000,000	46,122,809,943	76.9
2	2019	68,000,000,000	53,913,938,308	79.3
3	2020	76,000,000,000	57,404,338,969	75.5
4	2021	84,000,000,000	63,861,462,945	76
5	2022	90,000,000,000	77,934,550,640	86.6

Source: PT. spare parts sales data. Autostar Mandiri Teknotama

The table above shows that during the five years from 2018-2022 it is known that there were several years of realized business income obtained. The company experienced an increase in annual revenue, but did not reach the desired target.in the year of2020-2022It is known that there is a pandemic recession where the demand for four-wheeled spare parts, especially from public transportation vehicles and the transportation of goods, has become hampered and not very good. As a result, there was a decline in spare parts sales even though the company had tried to carry out marketing both conventionally through salesmen and digital marketing. It can be said that in the company's digital marketing, it is known that leaders do not utilize online social media which is much sought after by consumers to market their products. As a result, product information is only available through Tokopedia, without any promotion on social media platforms such as Instagram, TikTok, Facebook, and others. This condition can hinder the development of the company's sales activities and make it less than optimal in facing competition with competitors who have used online media to market their products to four-wheeled vehicle owners.

Based on the explanation above, the author is interested in conducting further research with the title "Analysis of the Effect of Business Location, Business Capital and Digital Marketing on Business Income at PT. Autostar Mandiri Teknotama Medan". Scope of problemin the research carried out, namely this research was carried out at PT. Autostar Mandiri Teknotama Medan. The material that will be discussed in this research includes capital, business location, digital marketing and business income.

2. LITERATURE REVIEW

2.1 Understanding Business Income

Revenue is income that arises in the course of the entity's ordinary activities and is known by different names such as sales, fees, interest, dividends, royalties and rent. (Dinda WR et al., 2021). Income is an inflow of money from outside to the owner for the sale of goods and services from sellers to buyers. Business income is important for every business because this income will be used again to finance company operations, purchase goods and pay debts to suppliers for trading companies and to increase working capital. However, the ability of each company to achieve business income for each period, whether monthly or annually, is not the same, so it is very likely that changes can occur and this condition can be caused by various factors, both internal to the company and external to the environment around the company, where each factor can be related to each other. with the business being run, so that there are some companies that experience changes in business income caused by internal rather than external factors and vice versa.

2.2 Understanding Business Location

A business location is a location or fixed place where people can visit to shop, the place is in the form of a shopping area or a stand or counter bar inside or outside the building(Nugroho & Utami, 2020). A business location is a place of business used by a business owner to run a business with the aim of marketing his products with the aim of meeting the needs of the community. By having a good business location that is easily and quickly accessible to the public, this will provide benefits and advantages for both parties so that there is a mutually beneficial business relationship. For this reason, location must be considered from various aspects so that the decision to select and determine the location later is not wrong and does not cause losses for the company in the future.

2.3 Understanding Business Capital

Existing business capital in a company is business resources obtained before or while the business is still ongoing in the form of personal wealth or loans from other parties

to be used to maintain the business and develop it by the business actor.(Cahyani et al., 2023).Capital is a production factor in the company and can be used to facilitate the company's operational activities with the aim of gaining profits and sales. The capital requirements of each company, whether small, medium or large scale, are usually different, so this capital is determined by the amount desired by the owner according to the needs and goals to be achieved.

2.4 Understanding Digital Marketing

Digital Marketing is a sales activity which is branding that uses various media including web-based sites including blogs, e-mail, websites and social media applications.(Siregar et al., 2023). The existence of digital marketing can help and provide added value for companies to be able to reach people outside the region quickly and practically so that the company's main targets and objectives can be achieved in terms of sales and earning business income.

3. RESEARCH METHODS

The research used is associative research with a quantitative approach.(Sugiono, 2017). Associative research is research conducted to test and determine the extent of the relationship between one or more variables and other variables. The research was conducted to find out the causal relationship between the independent variables consisting of business location, business capital and digital marketing on the dependent variable, namely business income. The population in this research is consumers of PT. Autostar Mandiri Teknotama Medan which purchases goods through digital marketingas many as 65 consumers. In this research, sampling was carried out by the author using saturated samples. The sample selection technique used when the population is used as a sample.Technique Data analysis used in this research includes descriptive statistics testing, data quality testing (validity and reliability testing), classical assumption testing, multiple linear regression analysis testing, and hypothesis testing. This explains the research results from the analysis tool used, SPSS.

4. RESULTS AND DISCUSSION

4.1 Descriptive statistics

Descriptive analysis is intended to determine the frequency distribution of answersrespondents to statements or questionnaires distributed. The results of the questionnaire include independent variables, namely Business Location (X1), Business

Capital (X2), Digital Marketing (X3) and the dependent variable, namely Business Income (Y). The following are the results of respondents' answers for each variable, namely:

Table 4.1 Descriptive Statistics for Business Location Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I can access business locations quickly and easily to get to my destination	65	3	5	4.45	,638
The business location has busy traffic and is congested with vehicles	65	3	5	4.43	,661
The business location is located in a strategic place and is able to compete	65	2	5	4.11	,773
I can see business locations easily and quickly	65	2	5	4.23	,702
The business environment at the place of business activity is very competitive and supportive	65	2	5	3.91	,843
The business location has ample parking space for visitors	65	2	5	4.32	,709
The business location will be better if expansion is carried out in a targeted manner	65	3	5	4.35	,672
Valid N (listwise)	65				

Source: Research Results, 2024 (Data processed)

In table 4.1 above, it is known that respondents gave the perception of strongly agreeing, agreeing, doubting, disagreeing and strongly disagreeing with the 7 statements contained in the questionnaire regarding business location variables. From the results of the business location variable data analysis, the lowest (minimum) score was 2, the highest (maximum) score was 5, the average (mean) was 4, which means that on average respondents answered in agreement with the statement relating to the business location variable, namely,A strategic business location that is easily accessible to consumers can boost business income.

Table 4.2 Descriptive Statistics for Business Capital Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The company has an adequate capital structure	65	3	5	4.17	,698
Leaders are able to optimize additional capital for business development	65	3	5	4.17	,651
Leaders can overcome obstacles to obtain additional capital from external parties	65	3	5	4.08	,714
Business activity continues to develop after business capital allocation is right on target	65	3	5	4.12	,718
Valid N (listwise)	65				

Source: Research Results, 2024 (Data processed)

Table 4.2 above shows that respondents gave the perception of strongly agreeing, agreeing, doubting, disagreeing and strongly disagreeing with the 4 statements contained in the questionnaire regarding business capital variables. From the results of data analysis for the business capital variable, the lowest (minimum) score was 3, the highest (maximum)

score was 5, the average (mean) was 4, which means that on average respondents answered in agreement with the statement relating to the business capital variable, namely,important elements that business actors must pay attention to in carrying out their business activities because of their role in supporting business activities.

Table 4.3 Descriptive Statistics of Digital Marketing Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The company carries out interactive digital marketing of its products to consumers	65	3	5	4.25	,662
The company provides incentive programs for the specified period for the company's progress	65	2	5	3.91	,861
The company uses an attractive and targeted digital marketing design	65	2	5	4.17	,782
Digital marketing costs provide efficiency for the company's interests	65	2	5	4.06	,827
Valid N (listwise)	65				

Source: Research Results, 2024 (Data processed)

In table 4.3 above, it is known that respondents gave the perception of strongly agreeing, agreeing, doubting, disagreeing and strongly disagreeing with the 4 statements contained in the questionnaire regarding digital marketing variables. From the results of the digital marketing variable data analysis, the lowest (minimum) score was 2, the highest (maximum) score was 5, the average (mean) was 4, which means that on average respondents answered in agreement with the statement relating to the digital marketing variable, namely,Good digital marketing can increase business revenue.

Table 4.4 Descriptive Statistics for Business Income Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
These activities provide optimal profits for the company's progress	65	3	5	4.18	,659
Business income can provide optimal satisfaction to business owners	65	3	5	4.32	,640
Business Profit can support the smooth running of business operations every month	65	3	5	4.18	,635
Income is obtained from the services and work provided by employees for the progress of the company	65	3	5	4.17	,651
Valid N (listwise)	65				

Source: Research Results, 2024 (Data processed)

In table 4.4 above, it is known that respondents gave the perception of strongly agreeing, agreeing, doubting, disagreeing and strongly disagreeing with the 4 statements contained in the questionnaire regarding the business income variable. From the results of data analysis for the Business Income variable, the lowest (minimum) score was 3, the

highest (maximum) score was 5, the average (mean) was 4, which means that on average respondents answered in agreement with the statement relating to the Business Income variable, namely, business locations can be accessed, business activities are growing after proper allocation of business capital, and the use of digital marketing for products to consumers.

4.2 Multicollinearity Results

The following can be presented the results of multicollinearity testing from the tabulation processing of respondents' answers in the following table:

Table 4.5 Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Business Location	,887	1,128
	Venture capital	,772	1,295
	Digital marketing	,732	1,367
a. Dependent Variable: Business Income			

Source: Research Results, 2024 (Data processed)

Table 4.5 shows that the business location, business capital and digital marketing variables have a tolerance value > 0.1 and a VIF value < 10, so it can be concluded that the regression model above does not have symptoms of multicollinearity, which means there is no correlation between the independent variables.

4.3 Results of Multiple Linear Regression Analysis

The following can be presented the results of multiple linear regression testing between business location, business capital and digital marketing on business income as presented in the following table:

Table 4.6 Multiple Linear Regression

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,451	1,532		2,906	,005
	Business Location	-.038	,046	-.062	-.823	,414
	Venture capital	,599	.071	,688	8,470	,000
	Digital marketing	,222	,070	,266	3,184	,002
a. Dependent Variable: Business Income						

Source: Research Results, 2024 (Data processed)

Table 4.6 above shows the results of multiple linear regression testing with results namely:

Y = 4.451 - 0.038 X1 + 0.599X2 + 0.222X3.

The following is the explanation, namely:

1. The value of a (constant) is 4.451 and is positive, meaning that business income will increase by 4.451 assuming that the variables of business location, business capital and digital marketing have a fixed coefficient value (zero).
2 . Business location with a coefficient value of -0.038 and a negative value, meaning that if there is an increase of one unit, business income will decrease by 0.038 (3.8%).
3. Business capital has a coefficient value of 0.599 and is positive, meaning that if there is an increase of one unit, business income will increase by 0.599 (59.9%).
4. Digital marketing has a coefficient value of 0.599 and is positive, meaning that if there is an increase of one unit, business income will increase by 0.222 (22.3%).

4.4 Partial Hypothesis Test Results (t Test)

Below we can present partial test results between business location, business capital, digital marketing and business income as presented in the following table:

Table 4.7 Partial Test Results (t Test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,451	1,532		2,906	,005
	Business Location	-.038	,046	-.062	-.823	,414
	Venture capital	,599	.071	,688	8,470	,000
	Digital marketing	,222	,070	,266	3,184	,002
a. Dependent Variable: Business Income						

Source: Research Results, 2024 (Data processed)

Variable hypothesis testing resultspartial business location does not have a significant effect on business income in the company (tcount < ttable, -0.823 < 1.999 at sig. 0.414 < 0.05), so the research hypothesis H1 is rejectedVariable hypothesis testing resultsBusiness capital partially has a positive and significant effect on business income in the company (tcount > ttable, 8.470 > 1.999 at sig. 0.000 < 0.05), so the research hypothesis is H2.Variable hypothesis testing resultsDigital marketing partially has a positive and significant effect on business income in companies (tcount > ttable, 3.184 > 1.999 at sig. 0.002 < 0.05), so that the research hypothesis H3 is accepted.

4.5 Simultaneous Hypothesis Test Results (f Test)

The following can be presented the results of simultaneous testing between business location, business capital, digital marketing on business income as can be presented in the following table:

Table 4.8 Partial Test Results (f Test)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173,449	3	57,816	45,039	,000b
	Residual	78,305	61	1,284		
	Total	251,754	64			

a. Dependent Variable: Business Income

b. Predictors: (Constant), Digital marketing, Business Location, Business capital

Source: Research Results, 2024 (Data processed)

Simultaneous hypothesis testing results were obtainedwhere the value of df (1) = k– 1 = 4 – 1 = 3 and the value of df (2) = n–k = 65 – 4 = 61 then we get Ftable = 2.76 at sig.0.05. Meanwhile, the Fcount value = 45.039 at sig.0.000. From the table above it can be concluded that business location, business capital and digital marketing simultaneously have a significant effect on business income in the company (Fcount > Ftable value, 45.039 > 2.76 at sig. 0.000 <0.05), so that the research hypothesis H4 is accepted.

4.6 Coefficient of Determination Test Results (R2)

The following can be presented the results of testing the determination between business location, business capital and business income on business income as can be presented in the following table:

Table 4.7 Coefficient of Determination test results

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830a	,689	,674	1,133

a. Predictors: (Constant), Digital marketing, Business Location, Business Capital

b. Dependent Variable: Business Income

Source: Research Results, 2024 (Data processed)

Table 4.7 shows a coefficient of determination value of R = 0.830, meaning that there is a very strong correlation between business location, business capital and digital marketing on business income in the company. The adjusted R2 value = 0.674 means that the company's business income can be explained by business location, business capital and digital marketing by 67.4% and the remaining 32.6% can be explained by other variables not studied such as distribution, price, service, marketing communication. etc.

5. DISCUSSION

5.1 The Influence of Business Location on Business Income at PT. Autostar Mandiri Teknotama Medan

The results of partial hypothesis testing of the business location variable do not have a significant effect on the company's business income (tcount < ttable, -0.823 < 1.999 at sig.

0.414 < 0.05), so the research hypothesis H1 is rejected. This shows that in the opinion of the majority of respondents, the existence of a business location is not the main benchmark in determining the company's business income. According to research(Cahyani et al., 2023)concluded that the existence of a business location for a company can have a significant influence on business income. Thus, there are differences in respondents' views between research conducted by previous research, so this shows that each consumer has different rights and views from each other regarding the business location of the company that sells the product.

For some consumers, the location of the business is very important because it is seen from the time and cost of access to that location, while for other consumers, it is seen from the other side, namely that the need for the products sold by the company can only be found at the company, so even though the business location is difficult to reach or takes time long enough but does not delay the consumer's intention to buy the product.

5.2 The Influence of Business Capital on Business Income at PT. Autostar Mandiri Teknotama Medan

The results of hypothesis testing for the business capital variable in the company partially have a positive and significant effect on business income (tcount > ttable, 8.470 > 1.999 at sig. 0.000 < 0.05), so the research hypothesis H2 is accepted. This shows that the existence of business capital owned by the company is very important because with sufficient and adequate capital available, company leaders have the opportunity to use and allocate this capital to buy spare parts that are much sought after by consumers so that they will be easily marketed and this will generate income. Business in the company will also increase significantly. According to research(Cahyani et al., 2023)concluded that sufficient and sufficient business capital can have a significant effect on optimal business income in a company. This shows that there is conformity with the research conducted so that business capital is a necessity for every company that has better opportunities and capabilities to develop its business so that the opportunity to gain profits will be greater because it can boost business income.

5.3 The Influence of Digital Marketing on Business Income at PT. Autostar Mandiri Teknotama Medan

The results of hypothesis testing for digital marketing variables carried out by the company partially have a positive and significant effect on business income (tcount > ttable, 3.184 > 1.999 at sig. 0.002 < 0.05), so the research hypothesis H3 is accepted. This shows that in the midst of increasingly tight business competition and increasingly rapid

developments in information technology, companies need to follow these changes because of market demands. By implementing digital marketing in marketing their products, it is hoped that consumers outside the company's marketing area can obtain and access information quickly and easily. appropriately so that their needs for quality spare parts for four-wheeled vehicles can be met properly. With reliable and adequate digital marketing support, it is hoped that it will be able to encourage the company's ability to obtain better business revenues in the future. According to research(Mianto et al., 2023)concluded that digital marketing carried out by the company was able to have a significant effect on the company's expected business income. Thus, it can be said that there is a suitability of the research carried out so that this shows how important digital marketing is in the era of increasingly sophisticated information technology development supported by the internet and advanced features in current communication technology.

6. CONCLUSIONS AND SUGGESTIONS

6.1 Conclusion

The following can be conveyed the conclusions of the research conducted as follows:

1. Partial business location does not have a significant effect on business income at PT. Autostar Mandiri Teknotama Medan.
2. Business capital partially has a positive and significant effect on business income at PT. Autostar Mandiri Teknotama Medan.
3. Digital marketing partially has a positive and significant effect on business income at PT. Autostar Mandiri Teknotama Medan.
4. Business location, business capital and digital marketing simultaneously have a significant influence on business income at PT. Autostar Mandiri Teknotama Medan.

6.2 Suggestion

The suggestions that can be given are:

1 In the future, leaders should carry out a systematic evaluation of the development of the business location and its surroundings, so that it can be seen whether the business location being used is able to increase business income from year to year and can make strategic decisions in the future.

2. Leaders should look for sources of business capital that are more productive and provide added value and profits for the company. This is done in order to be able to develop the business even better in the midst of increasingly competitive business competition.

3. Leaders should monitor digital marketing developments which continue to develop from time to time. This is done so that companies can make changes if necessary to determine digital marketing media that are more effective and efficient for future business progress.
4. Leaders should look for other alternatives to encourage increased business income in the future, such as establishing cooperation in distributing the company's spare parts products outside strategic areas so that the company's products can be enjoyed and used by other consumers.

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