# DETERMINANTS OF CAFÉ BUSINESS INCOME IN JAYAPURA

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| Article History | ABSTRACT |
|---|---|
| | **Purpose:** The purpose of this study is to determine (1) the effect of selling price, available facilities, labor, café location, and promotion on café business income in Jayapura City, and (2) the determining factors of café business income in Jayapura City. **Method:** The analytical method used is multiple linear regression with the JAMOVI 2.3.28 software. The data used are quantitative data obtained from primary data sources through questionnaires distributed via Google Form to café business respondents in Jayapura City. The population of this study includes all cafés in Jayapura City. The sampling technique employed was simple random sampling. The research sample consisted of 30 cafés, and the total number of respondents collected was 219. **Finding:** Based on the results of the study and discussion, the following conclusions can be drawn: (1) the variables of selling price, café location, labor, and promotion have a positive and significant effect on café business income in Jayapura City. Meanwhile, available facilities do not have a statistically significant effect on café business income. (2) The model summary shows an $R^2$ value of 0.727, indicating that the independent variables (selling price, labor, café location, and promotion) collectively contribute 72.7% to café business income in Jayapura City, while the remaining 27.3% is influenced by other variables not examined in this study. **Novelty:** The novelty of this research lies in the use of the Jamovi software for data processing. Most related studies typically use SPSS, whereas Jamovi is an open-source software that can be accessed free of charge. Despite this, it produces analytical results that are equally accurate as SPSS. |

## INTRODUCTION

Business income is the revenue generated from business activities. Income is an important factor in a company's operations because the expected profit level determines the sustainability of the business (Hasibuan & Napitupulu, 2021). One of the business activities that has grown rapidly in Jayapura City is cafés. As part of the MSME sector, cafés play a significant role in boosting the local economy. Based on the economic census conducted by BPS, MSMEs in Indonesia currently reach 26 million businesses, representing 98.68% of all businesses in the country (Kompasiana, 2019).

A café is generally known as a place for socializing or chatting while enjoying food and beverages. Typically, cafés pay great attention to interior design, often aiming to be "Instagrammable" to attract visitors. Many cafés also offer live music to entertain customers (https://delifru.co.id/id/, 2015). The number of restaurants, including cafés, in Jayapura City is 452 (Central Bureau of Statistics of Jayapura City, 2024). According to the Tourism Office of Jayapura City, the rapid development of café and culinary businesses not only impacts economic growth but also contributes to increasing local revenue.

Wijaya (2023) defines income as all monetary receipts or other values obtained by a company from the sales of products or services, interest income, and other sources of revenue. An increase in café income can raise local tax revenue, which ultimately enhances the region's original income.

Artini et al. (2020) found that capital, labor, and working hours are factors influencing the income of coffee shops in Tabanan Regency. However, a different finding was reported by Monaritza (2022), who concluded that labor and length of operation do not have a positive and significant effect on the income levels of coffee shop owners in Lumajang District. Furthermore, Rorie et al. (2022) found that business capital, labor, business duration, and promotional costs jointly have a positive and significant influence on café business income in Jayapura City.

Several related studies have also found that selling price significantly affects the income of coffee shops in Banjarmasin (Ramadhani & Rizali, 2022). Capital is one of the production inputs that influences income, although it is not the only factor that can increase income (Suparmoko & Irawan, 1992; Diandrino, 2018). Length of business operation may influence income because it affects productivity and expertise, which can increase efficiency and reduce production costs relative to sales revenue. Effective promotion also plays a crucial role in enhancing sales and business development. An increase in the number of customers ultimately raises sales volume and business profits (Arieska et al., 2018). Kotler & Keller (2012) define promotion as a company's efforts to communicate the benefits of its products and persuade consumers to purchase. When a business conducts attractive promotions that successfully draw consumers, the volume of products sold increases, which subsequently raises business income.

Findings from previous studies encourage researchers to explore the factors influencing café business income in Jayapura City. This study differs from earlier research by focusing on five influencing factors: selling price, available facilities, labor, café location, and promotion. Another distinguishing aspect is the research setting, which centers specifically on Jayapura City. Understanding the dominant factors affecting café business income in this area is important as it may have significant implications for tourism development in the region.

## THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Income or revenue refers to all forms of receipts, earnings, or increases in a business's assets resulting from normal operations, such as the sale of goods or services or returns on investment during a specific period. Income represents economic benefits arising from a company's routine activities within a given period, which increase equity and do not originate from owner capital contributions. Kieso et al. (2012) define revenue recognition as the process of recording revenue when it is earned, rather than when cash is received. Proper revenue recognition is essential because it affects the accuracy of financial reporting. Below are explanations of the factors that influence business income: Selling price is the value obtained from the total production cost plus the markup used to cover the company's overhead expenses (Ramadhani & Rizali, 2022).

Available facilities refer to supporting elements used by a business to enhance customer satisfaction. Before offering services, a company must provide adequate facilities that support the services delivered. Facilities represent physical resources that must exist before a service is provided to consumers (Al Hidayat et al., 2024).Hawkins and Lonney (2007) mention three indicators of facilities: (1) Spatial considerations, (2) Room layout planning, (3) Equipment and furnishings

Labor refers to individuals capable of performing work to produce goods and/or services—either to meet personal needs or those of society. A company cannot achieve its objectives efficiently and effectively if employee productivity is low. Thus, human resources serve as a crucial element in achieving organizational goals, requiring proper incentives to enhance productivity (Limonu et al., 2024).

Café location refers to the place where business activities occur and relates to marketing activities that facilitate the delivery of goods and services from producers to consumers. A strategic location smoothens and simplifies the distribution process from business to customer (Dawam et al., 2024).

Sales promotion consists of activities designed to complement and stimulate advertising and personal selling. Unlike personal selling, which targets individuals, sales promotion is directed toward groups of buyers or potential customers (Aulia, 2019).

Business income refers to the revenue generated from the sale of goods or services within a specific period. Income may also be derived from interest, dividends, or royalties earned from a company's assets used by other parties. Each variable is hypothesized to have a direct influence on café business income.
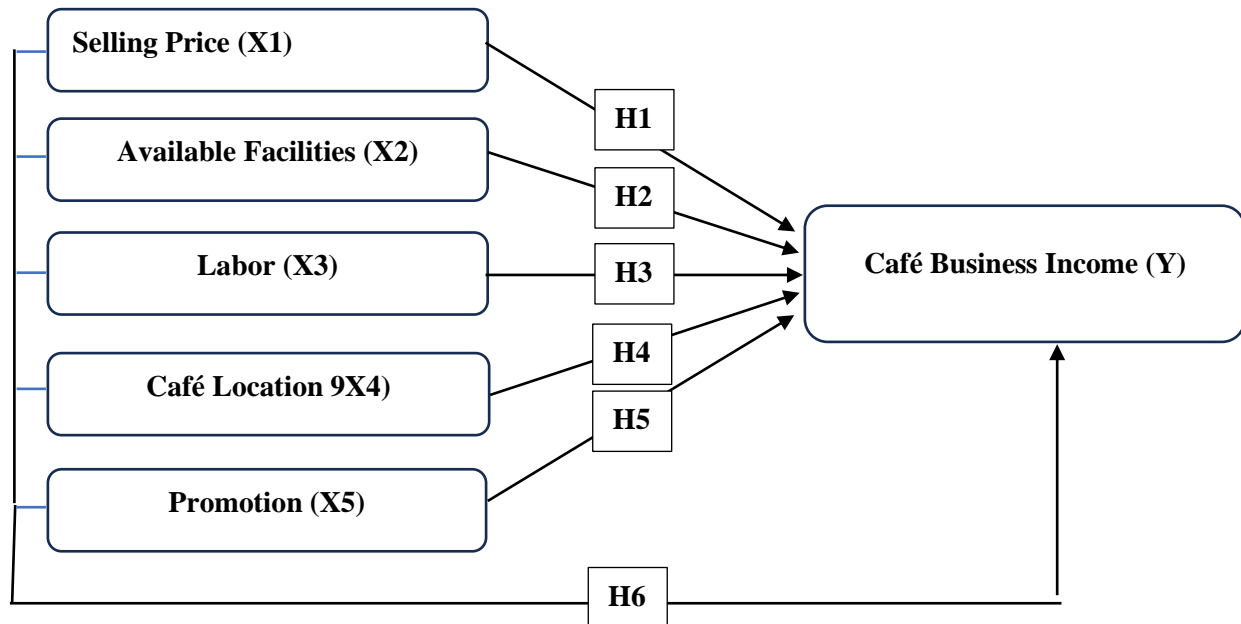


**Figure 1. Conceptual Framework**
**Source: processed by the authors**

Based on the background, theoretical review, and empirical findings, the hypotheses of this study are formulated as follows:

1. Selling price is hypothesized to have a positive effect on café business income.
2. Available facilities are hypothesized to have a positive effect on café business income.
3. Labor is hypothesized to have a positive effect on café business income.
4. Café location is hypothesized to have a positive effect on café business income.
5. Promotion is hypothesized to have a positive effect on café business income.
6. Selling price, available facilities, labor, café location, and promotion are hypothesized to be determinants of café business income.

**RESEARCH METHODOLOGY**

This study uses a quantitative approach by collecting data consisting of primary data. Primary data were obtained through questionnaires distributed via Google Form to café respondents in Jayapura City.

The data collection techniques used in this study include: **Observation and Questionnaire**. Observation was carried out to examine the physical conditions and activities at the research location. A structured questionnaire prepared by the researchers was distributed to respondents according to the research problems through Google Form.

Population refers to the generalization area consisting of subjects or objects that possess certain characteristics determined by the researcher to be studied and from which conclusions are drawn.The population in this study consists of all consumers (café customers) in Jayapura City.

The sampling technique used is Simple Random Sampling. This technique gives each element in the population an equal chance of being selected. Although the selection is random and repeated, the resulting parameter estimates will remain accurate and highly precise (Arieska & Herdiani, 2018).

Operational Definitions and Variable Measurement

1. Selling Price (X1) Refers to the business capital used in daily operations, consisting of variable and fixed costs that support production activities. Costs are measured in rupiah spent by business owners each day.
2. Available Facilities (X2) Refers to the length of time used to run the business, influenced by the amount of production output, starting from opening until closing. Working hours are measured in hours per day.
3. Labor (X3) Individuals capable of performing work to produce goods or services for personal or public needs.
4. Café Location (X4) The geographical location or area where the café operates within Jayapura City.
5. Promotion (X5) Total promotional costs incurred by business owners to promote their products.
6. Café Business Income (Y) The income received by an individual or business from their work or business activities, measured in monetary terms.

## Data Analysis Method

Data analysis techniques in this study use JAMOVI 2.3.28 (Sihombing et al., 2024; Wijaya, 2022). The main instrument used is a questionnaire that measures the dominant factors influencing café business income. Reliability was tested using Reliability Analysis in JAMOVI 2.3.28. Reliability was measured using Cronbach's Alpha, with the following criteria:

Table 1. Reliability Measured Using Cronbach's Alpha Coefficient

| Cronbach's Alpha Coefficient | Interpretation |
|---|---|
| 0,40 – 0,69 | Moderate Reliability |
| 0,70 – 0,89 | High Reliability |
| 0,90 – 1,00 | Very High Reliability |

Construct validity was tested using Exploratory Factor Analysis (EFA) to determine which factors contribute to business income. The validation process included computing eigenvalues, examining the scree plot, and analyzing the variance covariance matrix using JAMOVI 2.3.28.

## Multiple Regression Analysis

Multiple regression is an extension of simple linear regression, used to predict future demand based on past data and determine the effect of multiple independent variables on a dependent variable. The regression equation used is:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + e_i$$

Where:
**Y** = Café Business Income (Dependent Variable)
**$\beta_0$** = Intercept
**$\beta_1, \beta_2, \beta_3, \beta_4$, dan $\beta_5$** = Partial Regression Coefficients
**X1** = Selling Price
**X2** = Available Facilities
**X3** = Labor
**X4** = Café Location
**X5** = Promotion
**e** = Error Term
**i** = Respondent Index

## t-Test (t-Statistic Test)

The t-test is used to examine individual regression coefficients and determine whether each independent variable influences the dependent variable, assuming that the other variables remain constant. This test is conducted by comparing the calculated t-value with the critical t-table value.

## Coefficient of Determination

The coefficient of determination is a commonly used measure to assess the goodness of fit, which shows how well the regression line explains the observed phenomenon. In simple regression analysis, the coefficient of determination is also used to evaluate how well the regression line represents the data.

## Classical Assumption Test

The model in a study provides direction, an overview, and serves as a blueprint for how the research will be carried out. A research model is considered good when several performance criteria are met, such as: 1. Consistency with theory: A good model produces results that align with established theory. The classical assumption test consists of several tests, including the Data Normality Test and the Heteroscedasticity Test (Purnomo, 2016).

## Normality Test

The normality test is used to determine whether the dependent variable, independent variables, or both are normally distributed, approximately normal, or not. The normality test is conducted using the Shapiro–Wilk Multivariate Normality Test in JAMOVI 2.3.2. Data are considered normally distributed if $p > 0.05$ (Sugiyono, 2013).

## Homogeneity Test

The homogeneity test is used to ensure the equality of variances across groups using Levene's Test. Data are considered homogeneous if $p > 0.05$.

## Hypothesis Testing

After the prerequisite tests are met, Multiple Linear Regression is conducted to determine the difference in learning interest between the experimental and control classes. The testing is performed using JAMOVI 2.3.28 with the following criteria:

- $H_0$ is accepted if $p > 0.05 \rightarrow$ No significant effect.
- $H_0$ is rejected if $p < 0.05 \rightarrow$ There is a significant effect

## RESULTS AND DISCUSSION

The instrument used in this study consists of items related to the factors that influence and determine café business income, presented in the form of a questionnaire containing 30 statements. This instrument was tested on 217 café visitors selected randomly to determine its reliability and validity. Reliability analysis was conducted using the JAMOVI software, with the following results:

The analysis results show that the Cronbach's Alpha coefficient is 0.967, indicating very high reliability. This demonstrates that all questionnaire items have a very strong internal correlation, meaning that the instrument consistently measures the intended construct even under different conditions. The high reliability score also indicates that the results obtained from this instrument are dependable, supporting strong internal validity in measuring the determinants of café business income. This reliability ensures that the conclusions drawn from the collected data are accurate and trustworthy. The strong reliability also provides a solid foundation for decision-making regarding café business strategies examined in this study.

After the instrument was confirmed to be reliable, a validity test was conducted to ensure that each questionnaire item accurately measured aspects related to café business income.

Table 2. Item Reliability Statistics for the Café Business Income Instrument

| Item Reliability Statistics | | |
|---|---|---|
| | Mean | Item-rest correlation |
| q1 | 0,1813 | 0,9431 |
| q2 | 0,1778 | 0,9035 |
| q3 | 0,1667 | 0,8521 |
| q4 | 0,1701 | 0,9014 |
| q5 | 0,1764 | 0,9764 |
| q6 | 0,1819 | 0,9000 |
| q7 | 0,1938 | 0,9451 |
| q8 | 0,1785 | 0,9243 |
| q9 | 0,1924 | 0,9326 |
| q10 | 0,1889 | 0,9514 |
| q11 | 0,1764 | 0,9097 |
| q12 | 0,1778 | 0,9035 |
| q13 | 0,1778 | 0,9708 |
| q14 | 0,1819 | 0,9292 |
| q15 | 0,1354 | 0,8299 |
| q16 | 0,1792 | 0,9424 |
| q17 | 0,1799 | 0,9250 |
| q18 | 0,1674 | 0,9854 |
| q19 | 0,1701 | 0,9583 |
| q20 | 0,1778 | 0,9986 |
| q21 | 0,1792 | 0,9424 |
| q22 | 0,1799 | 0,9250 |
| q23 | 0,1674 | 0,9854 |
| q24 | 0,1701 | 0,9583 |
| q25 | 0,1778 | 0,9986 |
| q26 | 0,1854 | 0,9479 |
| q27 | 0,1833 | 0,9347 |
| q28 | 0,1819 | 0,9625 |
| q29 | 0,1778 | 0,9493 |
| q30 | 0,1910 | 0,9917 |

In this context, the item-rest correlation measures how strongly each item correlates with the overall instrument score. A high correlation indicates that the item contributes significantly to measuring the variable of interest. Conversely, items with low or negative correlations indicate potential problems such as misalignment with the construct, ambiguity, or poor comprehension by respondents. Such items should be revised or removed to improve the overall quality of the research instrument (Trisnanda et al., 2025).

Based on Table 3 in the original analysis, all items showed positive item-rest correlations, indicating that each item consistently represents the construct being measured. This also reflects strong internal consistency, demonstrating that the questionnaire items work harmoniously to measure café business income.

High item-rest correlations further indicate that the instrument reliably measures the construct. In subsequent research, if certain items produce lower correlations, additional testing such as factor analysis or cognitive interviews may be conducted. Thus, the current results not only confirm validity but also support continuous improvement for future instrument development. Overall, the JAMOVI results confirm that the instrument is both valid and reliable, meaning it is appropriate for accurately and consistently measuring the determinants of café business income.

In this study, construct validity was further tested using Exploratory Factor Analysis (EFA) due to uncertainty about whether the extended variables measuring business income belonged to the

same factor. The analysis generated a Bartlett's Test of Sphericity value of $p < .001$, which according to Arsham & Lovric (2011), indicates that the sample size is adequate for factor analysis.

Table 3. Bartlett's Test of Sphericity for the Café Business Income Instrument

| $\chi^2$ | df | P |
|---|---|---|
| 516 | 107 | < ,001 |

## Results of Classical Assumption Tests

The processed JAMOVI data indicate that the variables meet the assumption of normality based on the Shapiro–Wilk test, showing that the data are normally distributed.

Table 4. Shapiro–Wilk Normality Test Results

| Normality Test | |
|---|---|
| Statistic | P |
| 0.947 | 0.423 |

Table 5 presents the results of the Homogeneity of Variances Test (Levene's Test). The p-value obtained is 0.215, which is higher than the significance level of 0.05. Thus, $H_0$ is accepted, indicating that the data exhibit homogeneous variance. This confirms that differences in respondent answers are not caused by unequal variance but by actual differences in the variables studied.

Tabel 5. *Homogenity* of Variances Test (Levene's)

| F | df | df2 | P |
|---|---|---|---|
| 1,765 | 1 | 57 | 0,215 |

## Multiple Linear Regression Analysis

The regression model uses selling price, available facilities, labor, café location, and promotion as independent variables, and café business income as the dependent variable.

Table 6. Multiple Linear Regression Results

| Model Fit Measures | | | | |
|---|---|---|---|---|
| Model | R | R² | F | p |
| 1 | 0,853 | 0,727 | 7,542 | 0,033 |

The R value of 0.853 indicates a strong correlation between the independent variables and café business income. Meanwhile, the coefficient of determination $R^2 = 0.727$ shows that the independent variables collectively explain 72.7% of the variation in café business income, while the remaining 27.3% is influenced by other factors not included in the model.

## Regression Equation
$Yi = 139.957 + 0.5118X_{1i} + 0.4131X_{2i} - 0.5433X_{3i} + 0.0923X_{4i} + 0.4458X_{5i} + ei$

## t-Test Results

Tabel 7. Hasil Uji t

| Model Coefficients – Y | | | | |
|---|---|---|---|---|
| Predictor | Estimate | SE | T | p |
| Intercept | 139.957 | 6,2486 | 1.555 | 0,0842 |
| X1 | 0.32435 | 0,5118 | 2.398 | **0.0117** |
| X2 | 0.35867 | 0,4131 | 1.529 | 0,2868 |
| X3 | 0.19633 | 0,5433 | 2.510 | 0,0318 |
| X4 | 0.00429 | 0,0923 | 3,223 | **0,0419** |
| X5 | 0.46773 | 0,4458 | 3.291 | **0 .0013** |

**Interpretation of t-Test**

**t-Test Results for the Selling Price Parameter (X1)**

The t-count value for the selling price variable is 2.398, while the t-table value is 1.661. Since t-count > t-table, $H_0$ is rejected and $H_a$ is accepted. This means that partially, the independent variable selling price (X1) has a significant effect on Café Business Income in Jayapura City (Y).

**t-Test Results for the Available Facilities Parameter (X2)**

The t-count value for the available facilities variable is 1.529, while the t-table value is 1.661. Since t-count < t-table, $H_0$ is accepted and $H_a$ is rejected. This means that partially, the independent variable available facilities (X2) does not have a significant effect on Café Business Income in Jayapura City (Y).

**t-Test Results for the Labor Parameter (X3)**

The t-count value for the labor variable is 2.510, while the t-table value is 1.661. Since t-count > t-table, $H_0$ is rejected and $H_a$ is accepted. This means that partially, the independent variable labor (X3) has a significant effect on Café Business Income in Jayapura City (Y).

**t-Test Results for the Café Location Parameter (X4)**

The t-count value for the café location variable is 3.223, while the t-table value is 1.661. Since t-count > t-table, $H_0$ is rejected and $H_a$ is accepted. This means that partially, the independent variable café location (X4) has a significant effect on Café Business Income in Jayapura City (Y).

**t-Test Results for the Promotion Parameter (X5)**

The t-count value for the promotion variable is 3.291, while the t-table value is 1.661. Since t-count > t-table, $H_0$ is rejected and $H_a$ is accepted. This means that partially, the independent variable promotion (X5) has a significant effect on Café Business Income in Jayapura City (Y).

**Coefficient of Determination**

Based on Table 6 above, it is known that the strength of the relationship between the variables Selling Price (X1), Available Facilities (X2), Labor (X3), and Promotion (X4) with Café Business Income (Y) is indicated by an R value of 0.853 or 85.3%, which means that there is a strong correlation. Furthermore, the estimation results show a coefficient of determination of 0.727, indicating that the variables Selling Price (X1), Available Facilities (X2), Labor (X3), and Promotion (X4) are able to explain or influence the Café Business Income in Jayapura City by 72.7%, while the remaining 27.3% is influenced by other variables

**CONCLUSION AND RECOMMENDATIONS**

Based on the results of the study and the discussion, several conclusions can be drawn as follows: (1) Selling price has a positive and significant effect on café business income in Jayapura City, (2) Available facilities do not have a positive or statistically significant effect on café business income in Jayapura City, (3) Labor has a statistically significant effect on café business income in Jayapura City, (4) Café location has a statistically significant effect on café business income in Jayapura City, (5) Promotion has a positive and statistically significant effect on café business income in Jayapura City, (6) Selling price, labor, café location, and promotion serve as the key determinants of café business income in Jayapura City.

This research contributes to the development of MSME businesses in Jayapura City, especially café businesses, which are currently gaining popularity among the community. Future research is encouraged to include additional variables such as the quality of food and beverages, which may also influence café business income.

Future studies should consider including variables related to product quality particularly food and beverage quality which may significantly affect café income. Businesses are encouraged to enhance their competitive strategies through optimal pricing, improved location selection, and effective promotion, as these have been identified as significant determinants of café income.

Café owners should also pay attention to labor productivity and service quality because labor plays an important role in influencing business income. Although facilities were not found to be

statistically significant in this study, improving facilities may still enhance customer experience and should not be ignored by café owners.

## DECLARATION OF ARTIFICIAL INTELLIGENCE USAGE

In this study, we carried out all research activities independently from start to finish, without relying on any AI tools. We take full responsibility for the content of the final manuscript. However, we used Artificial Intelligence (ChatGPT) only to help refine the language and assist with translation

## CONFLICT OF INTEREST

We declare that there are no conflicts of interest regarding the research, authorship, or publication of this article.

## FUNDING AND ACKNOWLEDGMENTS

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