Analysis of Determinants of Profit of Cukli Rungkang Jangkuk Craftsmen, Sayang- Sayang Village, Mataram City

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Keywords:	Abstract
Cukli Rungkang Jangkuk artisans, Profit.	This research aims to determine the influence of working capital, labor, business experience and product diversity on the profits of Cukli Rungkang Jangkuk artisans, Sayang- Sayang Village, Mataram City. The method used in this research is Multiple Linear Regression Analysis. This research sampled all Cukli Rungkang Jangkuk Craftsmen, namely 115 people. Based on the research results, it can be concluded that Working Capital (X1) has a positive and significant effect on the profits of Cukli Rungkang Jangkuk artisans located in Sayang- Sayang Subdistrict, Mataram City, because the value of tcount > ttable is 7.919 > 1.982 with a significance value of 0.000 < 0, 05. Meanwhile, labor, business experience and product diversity do not significantly affect the profits of Cuki Rungkang Jangkuk artisans in Sayang-sayang sub-district, Mataram City. Meanwhile, the results of simultaneous testing of working capital, labor, business experience and product diversity have a significant effect on the profits of Cukli Rungkang Jangkuk artisans in Sayang- Sayang sub-district, Mataram City.
Katakunci:	Abstrak
Pengrajin Cukli Rungkang Jangkuk, Laba	Penelitian ini bertujuan untuk mengetahui pengaruh modal kerja, tenaga kerja, pengalaman usaha dan keragaman produk terhadap keuntungan pengrajin Cukli Rungkang Jangkuk Kelurahan Sayang-Sayang Kota Mataram. Metode yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda. Penelitian ini mengambil sampel seluruh Pengrajin Cukli Rungkang Jangkuk yaitu sebanyak 115 orang. Berdasarkan hasil penelitian dapat disimpulkan bahwa Modal Kerja (X1) berpengaruh positif dan signifikan terhadap keuntungan pengrajin Cukli Rungkang Jangkuk yang berada di Kecamatan Sayang-Sayang Kota Mataram, karena nilai thitung > ttabel yaitu 7,919 > 1,982 dengan nilai signifikan 0,000 < 0,05. Sedangkan tenaga kerja, pengalaman usaha dan keragaman produk tidak berpengaruh signifikan terhadap keuntungan pengrajin Cukli Rungkang Jangkuk di Kecamatan Sayang-sayang Kota Mataram. Sedangkan hasil pengujian secara simultan modal kerja, tenaga kerja, pengalaman usaha dan keragaman produk berpengaruh signifikan terhadap keuntungan pengrajin Cukli Rungkang Jangkuk di Kecamatan Sayang-Sayang Kota Mataram.

INTRODUCTION

In developing countries like Indonesia, Small and Medium Enterprises are needed; the aim is to increase economic growth after the 1997 monetary crisis when large companies experienced difficulties in developing their businesses (Firdarini & Prasetyo, 2020). The emergence of Small and Medium Enterprises (SMEs) in Indonesia is often linked to domestic economic and social problems such as high levels of poverty, large numbers of unemployed, inequality in income distribution, as well as uneven development processes between urban and rural areas (Aji, M. H., & Adindarena, 2021). However, behind the economic and social problems, Small and Medium Enterprises have a vital role in reducing Indonesia's unemployment rate because many existing Small and Medium Enterprises can absorb much labor (Hada Aji & Donna Adindarena, 2021). Small and Medium Enterprises can process existing resources in each region. Contributes significantly to regional and Indonesian state income (Azmi Dwi, 2023). Small and medium enterprises are a form of small community business whose establishment is based on individual initiative where someone wants to improve their standard of living. Characteristics (Noviono & Pelitawati, 2019) of Small and Medium Enterprises are flexible. They can be carried out by various levels of lower and middle society, and Small and Medium Enterprises or small entrepreneurs can easily participate in them. The flexibility of Small and medium enterprises and the small-scale level has made small entrepreneurs enthusiastic about starting a business at any time, and it is easy to start. The capital required to start a business is only small scale, requiring simple local technology that predominantly relies on local communities (Dewi & Fittriya, 2021). Lombok Island, located in West Nusa Tenggara province, is famous as one of Indonesia's tourist destinations, so many local and foreign tourists visit Lombok Island. Apart from being known as a tourist area, Lombok also grows handicraft arts, which are very popular with tourists to use as souvenirs or souvenirs to take home to their hometown or as proof that they have visited Lombok Island (Pante et al. al., 2022). One example of a small and medium Enterprise still developing today is the Cukli Rungkang Jangkuk craft located in Sayang- Sayang sub-district, Mataram City. It is not only the Cukli craft business that is still developing today but there are many other craft businesses, especially those in the city of Mataram (Munawarah, 2014)

Indonesian island nation of Lombok is pursuing regional development in all spheres, including sociocultural, political, and economic. Given that Lombok is a popular tourist destination worldwide, the tourism industry is one that is continually expanding and growing today. The expanding tourism industry in Lombok has a multiplier impact on the expansion of the island's already-existing industrial sectors. The goal of Lombok's industrial development is to support the expansion of locally recognized small businesses and crafts, such the Cukli Rungkang Jangkuk craft sector. The little Cukli crafts made by Lombok are well-known across the world. The development of the tourism sector in Lombok has been reflected in the evolution of the small business centered on Cukli crafts. Situated in the Sayang-Sayang area of Mataram City, the Cukli Rungkang Jangkuk craft is an example of a small-to medium-sized enterprise that is still growing today. In addition to the Cukli craft, there are numerous other crafts that are still flourishing, particularly those that are located in Mataram City.

Cukli is the name of shellfish imported from outside areas such as Sulawesi, Flores, and even Java. Its hard skin is ivory white (Tribun Lombok, 2021). Shells cut into small diamond-shaped pieces are used to decorate crafts in Lombok in various designs. Among them are tables and chairs, cupboards, sketch walls dividing rooms, boxes of goods, jewelry boxes, ashtrays, masks or primitive statues, and many others. This Cukli craft is an extraordinary attraction for tourists who come to Lombok. The existence of this Cukli craft gives a traditional image, in other words, Primitive Lombok design, which amazes tourist guests. "The tour guides finally called the Cukli carvings Lombok Primitive (ANTARA NTB, 2024)"

The profitability of a commercial organization, such as the Cukli Rungkang Jangkuk craftsmen situated in the Sayang-Sayang village, Mataram City, NTB Province, is significantly impacted by many elements, including the level of working capital deployed, the workforce size, the workers' work experience, and the range of goods or product diversity manufactured. Nevertheless, the primary challenge encountered by nearly all Cukli Rungkang Jangkuk artisans in Sayang-Sayang village, Mataram City, NTB Province, is the constrained operating capital they possess, impeding their ability to adequately compensate their workers and manufacture a substantial volume of goods.

The working capital is the vital resource of a business, including the Cukli Rungkang Jangkuk artisans, since it directly drives the profitability of the company. Business operations necessitate daily financial resources for many purposes such as procuring raw supplies, remunerating employees, settling utility bills, covering transportation expenses, and repaying debts. Within a timeframe of less than one year, it is anticipated that the allotted monies will be recovered through the sales of the manufactured items (Cukli). The funds obtained will be reinvested in the following operational endeavors of the firm, and this cycle will persist as long as the business is in operational status. In this scenario, it can be asserted that there exists a positive correlation between the amount of working capital employed in a business and the level of profit achieved. Conversely, whenever the amount of working capital is reduced, the level of profit earned decreases.

Profit is significantly influenced by the level of labor usage. The labor factor is expected to be a theoretical determinant of business income, which will subsequently impact corporate profits. By expanding the workforce to include more marketing specialists, the company's revenue will rise, therefore directly enhancing its profitability. Greater availability of high-quality labor leads to increased production of products, which in turn produces items of superior quality by employing competent people. Consequently, this has a direct influence on the levels of profitability.

Moreover, the degree of profit is also influenced by work experience; the greater the expertise of an individual in their métier, the superior the quality of the goods manufactured, thereby affecting profits by virtue of the abundance of experience they own. Conversely, a deficiency in work experience will reduce the quality of the goods manufactured and also impact the amount of profit generated. Moreover, the ultimate level of profit is also influenced by the diversity of products manufactured, as buyers are presented with numerous options. The provision of a diverse selection of products will lead to customer satisfaction, so enticing them to engage in a purchase, so influencing the profit level achieved.

METHOD

This research uses a quantitative approach (Wadi, H., Azis, Y., & Salawati, 2022) to determine the sample using the census method, namely the entire population. The object of this research is the profits of Cukli Rungkang Jangkuk Craftsmen in Sayang- Sayang Subdistrict, Mataram City, with a sample size of 115 people. The author used various data collection techniques, including interviews, observation, and documentation.

Data Analysis Methods

The present study employs a quantitative methodology. Quantitative methodology refers to the collection of data that may be quantified using a numerical scale or expressed as numerical values. The data acquired in this study is derived from numerical forms and is complemented by the usage of models as essential instruments. Subsequently, these data will be deliberated, examined, and explainated in order to get a conclusion.

The data analysis technique employed to address the hypothesis, which seeks to ascertain the impact of working capital, labor, business experience, and product diversity on the profits of Cukli Rungkang Jangkuk artisans, is multiple regression analysis using SPSS software. The equation used for this methodology is:

$$LnY = a + \beta_1 LnX_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y	= Profit
a	= Constant
$\beta_1. \beta_2. \beta_3. \beta_4$	= Regression Parameters
X_1	= Working capital
X_2	= Labor
X_3	= Business experience
X_4	= Product diversity
e	= Error term

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics The characteristics of respondents in this study include gender, age, marital status, and highest education. For more details on the characteristics of respondents, see each of the following explanations.

Characteristics of Respondents (Cukli Craftsmen) Based on Gender

Table 1 Characteristics of Respondents Based on Gender

No	Gender	frequency (people)	Percent (%)
1	Male	75	65,2
2	Female	40	34,7
Amount		**115**	**100**

Source: Primary Data, (processed) 2017

Based on Table 1.1 above, it can be seen that the most dominant respondents who are Cukli Rungkang Jangkuk craftsmen in Sayang- Sayang sub-district, Mataram City, NTB Province are men, namely 75 respondents (65.2%), this is because Men are responsible for providing for their families. Furthermore, 40 respondents (34.7%) were women because women also have the

right to help lighten the burden on their families, not just men, but the difference is that men's responsibilities are more significant than women's. (Polandos et al. ., 2019)

Characteristics of Respondents (Cukli Craftsmen) Based on Age

Table 2 Characteristics of Respondents Based on Age

No	Age (years)	frequency (people)	Persen (%)
1	<20	10	8,7
2	21- 30	35	30,4
3	31- 40	42	36,5
4	41- 50	25	21,7
5	>50	3	2,6
Amount		**115**	**100**

Source: Primary Data, (processed) 2017

Based on Table 1.2 above, it can be seen that the Cukli Rungkang Jangkuk artisans in Sayang-Sayang sub-district, Mataram City, NTB Province, are dominated by those aged 31 to 40 years, namely 42 respondents (36.5%), and from 21 to 30 years old there are 35 respondents (30.4%) this is because this age is in the adult age category. After all, it is characterized by readiness to reproduce, psychological readiness, and maturity. This is followed by those aged 41 to 50 years, namely 25 respondents (21.7%); at this age, they are middle-aged or middle-aged, where at this age the physical aspects have started to weaken somewhat. Ten respondents (8.7%) were less than 20 years old. At this age, they are teenagers, and their emotional level is still unstable. Finally, Three respondents (2.6%) were over 50 years old; at this age, they were said to have entered old age.

Characteristics of Respondents (Cukli Craftsmen) Based on Marital Status

Table 3 Characteristics of Respondents Based on Marital Status

No	Status	frequency (people)	Percent (%)
1	Not married	34	29,6
2	Married	73	63,5
3	Widow	3	2,6
4	Widower	5	4,3
Amount		**115**	**100**

Source: Primary Data, (processed) 2017

Table 1.3 above shows that the Cukli Rungkang Jangkuk artisans in Sayang—Sayang sub-district, Mataram City, NTB Province, are dominated by married people, namely 73

respondents (63.5%). This is because married people are more responsible for supporting family members than unmarried people.

Characteristics of Respondents (Cukli Craftsmen) Based on Last Education

Table 4 Characteristics of Respondents Based on Last Education

No	Last education	frequency (people)	Percent (%)
1	No school	4	3,5
2	Elementary school	11	9,6
3	Junior high school	18	15,7
4	Senior High School	52	45,2
5	College	30	26
	Amount	**115**	**100**

Source: Primary Data, (processed) 2017

Based on Table 1.4 above, it can be seen that the Cukli Rungkang Jangkuk artisans in Sayang-Sayang sub-district, Mataram City, NTB Province, based on their last education, are dominated by those who have completed high school, numbering 52 respondents (45.2%), followed by 30 university graduates. Respondents (26%) and 18 (15.7%) graduated from junior high school. There were 11 respondents (9.6%) who graduated from Elementary School, followed by those who did not finish or did not attend school, and as many as four (3.5%).

Detailed account provided by respondents (Cukli craftsmen) on research variables.
Analysis of Profit Variables as explained by the respondents

The earnings generated by the Cukli Rungkang Jangkuk artisans in Sayang-Sayang village, Mataram City, NTB Province, are significantly impacted by the amount of working capital contributed by each individual craftsman. Furthermore, the level of profit is greatly influenced by the number of employees, accumulated company expertise, and the range or variety of products provided. Please refer to Table 2.1 below for the explanation provided by the respondents on the profit indicator.

Table 5: Respondents' Explanation of the Profit Variable

No	Average Profit per Week (Rp)	Frequency (Person)	Percent (%)
1	Under Rp. 1000.000	14	12,2
2	Rp. 1000.000 - Rp. 5.000.000	83	72,2
3	Above Rp.5.000.000	18	15,7
	Amount	**115**	**100**

The data presented in Table 2.1 clearly indicates that the earnings of Cukli artisans in Rungkang Jangkuk, Sayang-Sayang village, Mataram City, NTB Province differ among individual craftspeople. 14 respondents (12.2% of the total) reported that Cukli craftspeople in Sayang-Sayang village, Mataram City, NTB Province earn an average profit below Rp. 1,000,000 per week. Moreover, 83 responding individuals (72.2%) receive an average weekly profit ranging from Rp. 1,000,000 to Rp. 5,000,000. Subsequently, a total of 18 respondents (15.7%) reported earning an average profit above Rp. 5,000,000 each week. An analysis of 115 replies indicates that the average weekly profit level of Cukli Rungkang Jangkuk artisans in Sayang-Sayang village, Mataram City, NTB Province, falls between IDR 1,000,000 and IDR 5,000,000.

Explanation of Working Capital Variables by Respondents for Cukli Craftsmen

Working capital is a factor that independently influences the magnitude of profitability. The magnitude of the allocated working capital directly correlates with the level of profit achieved. Please refer to Table 2.2 below for the explanation provided by the respondents on the working capital variable.

Table 6: Respondents' Explanation of Working Capital Variables

No	Average Profit per Week (Rp)	Frequency (Person)	Percen (%)
1	Under Rp.1000.000	4	3,5
2	Rp. 1000.000 - Rp.5.000.000	83	72,2
3	Above Rp. 5.000.000	24	20,8
4	Above Rp. 10.000.000	4	3,5
	Amount	**115**	**100**

Source: Primary Data, (processed) 2017

Based on the data presented in Table 2.2, it can be observed that the average weekly working capital owned by Cukli Rungkang Jangkuk craftsmen in the Sayang-Sayang village, Mataram City, NTB Province, falls into the following categories: below Rp. 1,000,000 for a mere 4 respondents (3.5%), between Rp. 1,000,000 and Rp. 5,000,000 for 83 respondents (72.2%), above Rp. 5,000,000 for 24 respondents (20.8%), and above Rp. 10,000,000 for 4 respondents (3.5%). Based on the data collected from 115 participants, it can be inferred that the typical working capital of Cukli Rungkang Jangkuk artisans in Sayang-Sayang village, Mataram City, NTB Province, falls between IDR 1,000,000 and IDR 5,000,000 every week.

Clarification from participants (Cukli craftsmen) on the labor variable

The workforce refers to the segment of the population that possesses the capacity to engage in work, be it within or outside of formal employment arrangements, with the aim of generating commodities to fulfill the demands of society. Please refer to table 2.3 below for the explanation provided by the respondents on the labor variable.

Table 7. Respondents' Explanation of the Employed Variable

No	Utilised Labour Force	Frequency (Person)	Percen (%)
1	Labour Force Absence	8	6,9
2	Under 10 person	95	82,6
3	10 person- 20 person	11	9,6
4	Above 20 person	1	0,9
	Amount	**115**	**100**

Source: Primary Data, (processed) 2017

According to the data shown in Table 2.3, there are 8 craftsmen of Cukli Rungkang Jangkuk in the Sayang-Sayang village, Mataram City, NTB Province, who reported not employing any labor. This accounts for 6.9% of the total respondents. The number of responders who employ less than 10 workers is 95, which accounts for 82.6%. Subsequently, 11 respondents (9.6%) reported employing a workforce ranging from 10 to 20 people, while 1 respondent (0.9%) cited employing more than 20 workers. The analysis of the respondents' comments indicates that the artisans of Cukli Rungkang Jangkuk in Sayang-Sayang village, Mataram City, NTB Province mostly employ a workforce of fewer than 10 people.

Survey Responses from Cukli Craftsmen on the Business Experience Variable

Business operations are inherently intertwined with the involvement of individuals, since their abilities, talents, and experiences earn them recognition as proficient in their respective domains. Practical business experience offers a wealth of insights derived from observations, beliefs, and actions, which are immediately incorporated into the decision-making process. Each experience a somebody acquires will enable them to develop particular abilities and expertise that are pertinent to their chosen profession, such as being a Cukli Rungkang Jangkuk craftsman in the Sayang-Sayang quarter of Mataram City, NTB Province. The respondents' explanations of their business experiences are presented in Table 2.4 below.

Table 8. Respondents' Explanation of the Business Experience Variable

No	Pengalaman Usaha	Frequency (Person)	Percen (%)
1	Under 5 year	28	24,3
2	5 year - 10 year	53	46
3	11 year – 15 year	13	11,3
4	Above 15 year	17	14,7
5	30 year	4	3,5
	Amount	**115**	**100**

The data presented in Table 2.4 indicates that 28 respondents (24.3%) of Cukli craftspeople in Sayang-Sayang village, Mataram City, NTB Province, had fewer than 5 years of experience under their belt. Subsequently, 53 respondents (46% of the total) have 5 to 10 years of business experience, while 13 respondents (11.3% of the total) have 11 to 15 years of practical experience. In addition, 17 respondents (14.7%) have more than 15 years of experience, whereas just 4 respondents (3.5%) have acquired the highest level of experience being 30 years. The analysis of the 115 questionnaires indicates that the majority of business experience, namely among Cukli Rungkang Jangkuk craftspeople in Sayang-Sayang village, Mataram City, NTB Province, is attributed to those who have accumulated 5 to 10 years of experience.

Analysis of the Product Diversity Variable as reported by Cukli Craftsmen

The wide range of products available will surely elicit satisfaction among consumers and fulfill their expectations. Product variety refers to the assortment of items and commodities provided by a certain vendor to customers at economically competitive pricing. The comments provided by the participants on the category of products (Cukli) are presented in Table 2.5 below.

Table 9. Respondent Characteristics Categorised by Product Diversity Variables

No	Categories of Consumer Goods (Cukli)	Frequency (Person)	Percen (%)
1	Under 10 type	81	70,4
2	20 type – 50 type	25	21,7
3	51 type – 100 type	9	7,8
4	Above 100 type	0	0
	Amount	**115**	**100**

Source: Primary Data, (processed) 2017

According to the data presented in Table 2.5, 81 respondents (70.4%) reported under 10 types of merchandise, while 25 respondents (21.7%) reported between 20 and 50 types of merchandise. Within the range of 51 to 100 varieties of products, only 9 respondents (7.8%) responded. No respondents with above 100 types of merchandise (Cukli) were identified in this study. Based on 115 responses, it can be inferred that the majority of merchandise (Cukli) offered by Cukli artisans in Sayang-Sayang village, Mataram City, NTB Province, falls into 10 distinct categories of Cukli crafts.

Analysis and HypothesisTesting

Several factors, including working capital, greatly influence the profits of Cukli Craftsmen. The more working capital is used, the more profits obtained will also increase. The profit level is also influenced by the amount of labor used. The more labor used, the more products (curli) are produced, impacting profit. Furthermore, the level of profit is also influenced by experience in doing business; the more experienced a person is, the higher the

level of knowledge of consumer desires. The last one is that there are many products (curli); the more products offered, the more profits you will get. (Utami, 2022) The independent variables in this research are working capital (X1), labor (X2), business experience (X3), and product diversity (X4). Then, the dependent variable is the profit of Cukli Craftsmen (Y). To find out the results of this research, you can see the multiple linear regression output in the table below. (Nopiyanti, 2022).

Variable Name	B	Std Error	t count	t table	Sig
(Constant)	4.854	1.191	4.076	1.982	.000
Working capital (X_1)	.646	.082	7.919	1.982	.000
Labor (X_2)	.004	.015	.237	1.982	.813
Business experience (X_3)	-.004	.010	-.408	1.982	.684
Product diversity (X_4)	.005	.003	1.692	1.982	.093

Correlation coefficient (R) = 0.670		a. Predictor: (Constant) Working Capital, Labor, Business Experience and Product Diversity.
Coefficient Determination(R^2)= 0.449		
Adjusted (R^2) = 0.429		b. Dependent Variable Benefits of Cukli Rungkang Jangkuk artisans
F count = 22.441		
F table = 2.69		
F sig = .000		

Based on the results of the regression output via the SPSS program seen in the table above, it can be included in the multiple linear regression equation as follows (Marfuah & Hartiyah, 2019).

$$LnY = 4.854 + 0,646LnX_1 + 0,004X_2 - 0,004X_3 + 0,005X_4$$

The results of the multiple linear regression equation above obtained a constant value (a) of 4,854, indicating that when the independent variables, namely working capital, labor, business experience, and product diversity, have a value of 0 (zero), then the profits of the Cukli Rungkang Jangkuk artisans remain at 4,854. The working capital coefficient value is 0.646; this shows that if working capital increases by IDR 1, the profits of Cukli Rungkang Jangkuk artisans will increase by IDR 0.646. These results show that the greater the working capital, the greater the profits of the Cukli Rungkang Jangkuk artisans.

The labor coefficient value is 0.004; this shows that if the workforce increases by one person, profits will increase by IDR 0.004. These results show that adding more workers will increase the profits of Cukli Rungkang Jangkuk artisans. The business experience coefficient

value is -0.004; this shows that if experience increases by one year, the profits of Cukli Rungkang Jangkuk artisans will decrease by IDR. -0.004. These results show that if you increase your experience in business, the profits of Cukli Rungkang Jangkuk artisans will decrease by IDR. -0.004. The last one is the product diversity coefficient value of 0.005; this shows that if the type of goods (Cukli) increases by 1 type, the profits of Cukli Rungkang Jangkuk artisans will increase by IDR 0.005. These results show that if you add more types of goods (Cukli), the profits of Cukli Rungkang Jangkuk artisans will increase. Based on the table above, it is also known that the correlation coefficient (R) value is 0.670. This result shows that the independent variables of working capital, labor, business experience, and product diversity are positively related to the dependent variable, namely the profits of Cukli Rungkang Jangkuk craftsmen in the Sayang sub-district. -Unfortunately, Mataram City, NTB Province is 67%.

The coefficient of determination (R^2) value was 0.449. This value shows that the independent variables, namely working capital, labor, business experience, and product diversity, influence the dependent variable, namely the profits of Cukli Rungkang Jangkuk craftsmen in Sayang- Sayang sub-district, Mataram City, NTB Province, amounting to 44.9% while the remainder is 55. 1% is influenced by other variables not included in this research model.

Partial hypothesis test (t-test)

Based on the partial test results seen in the table above, the working capital variable t value is 7.919 with a significance value of 0.000, while the t table value with (df) = n-k (115 – 4 = 111) at α = 0.05 obtained a value of 1.982, thus t count> t table, namely 7.919 > 1.982 with a significance value of 0.000 < 0.05. So, the decision is to accept H1, meaning that working capital positively and significantly affects the profits of Cukli Rungkang Jangkuk artisans, Sayang- Sayang sub-district, Mataram City. In this case, it can be said that the more working capital is used in business, the higher the level of profit obtained, and conversely, the less working capital is used, the lower the profit obtained. The labor variable has a t count value of 0.237 with a significance value of 0.813, while the table value is 1.982; thus, count < table, 0.237 < 1.982, and a significance value of 0.813 > 0.05. The conclusion is that rejecting H2 means that labor has no significant effect on the profits of Cukli Rungkang Jangkuk Craftsmen in Sayang- Sayang Subdistrict, Mataram City. This is because by adding workers who have high creativity, the profit obtained by Cukli Rungkang Jangkuk artisans will decrease due to the high wages that must be paid.

The business experience variable has a count value of -0.408 with a significance value of 0.684, while the table value is 1.982; thus, count < table, namely 0.404 < 1.982, and a significance value of 0.684 > 0.05. The conclusion is that rejecting H3 means that business experience does not positively and significantly affect the profits of Cukli Rungkang Jangkuk artisans in Sayang- Sayang sub-district, Mataram City. This is because the length of business cannot guarantee an entrepreneur's success, especially in the small industry of making Cukli Rungkang Jangkuk crafts. After all, before entrepreneurs open their businesses, they work while studying to make other people's Cukli Rungkang Jangkuk crafts to increase their skills. Making Cukli Rungkang Jangkuk crafts so that someone already has the experience and provisions to start a new business.

The product diversity variable (Cukli) has a count value of 1.692 with a significance value of 0.093, while the table value is 1.982; thus, t count < table, namely 1.692 < 1.982, and a significance value of 0.093 > 0.05. The conclusion is that rejecting H4 means that product diversity has no significant effect on the profits of Cukli Rungkang Jangkuk craftsmen, Sayang-

Sayang sub-district, Mataram City. This is because by increasing the product type, the capital spent will also increase, so the profit obtained will decrease. Also, with many types of products needing uniqueness or high appeal that can influence consumers in general, this will impact the level of profits obtained and decrease due to the lack of attractiveness of the products offered.

CONCLUSION

Based on the research results that have been analyzed above, the following conclusions can be drawn: Based on statistical tests, namely the F-test, it shows that working capital, labor, business experience, and product diversity simultaneously have a significant effect on the profits of Cukli Rungkang Jangkuk artisans in Sayang- Sayang sub-district, Mataram City, NTB Province. Then, the t-test for each independent variable, namely working capital, partially significantly affects the profits of Cukli Rungkang Jangkuk craftsmen in Sayang- Sayang Village, Mataram City, NTB Province. Meanwhile, the independent variables, namely labor, business experience, and product diversity, partially do not significantly affect the profits of Cukli Rungkang Jangkuk artisans in Sayang- Sayang sub-district, Mataram City. Working capital is the dominant variable in influencing the profits of Cukli Rungkang Jangkuk artisans in the Sayang- Sayang sub-district, Mataram City, NTB Province, which has a significance value of 0.000 and a t-count value of 7.919.

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