

Research Paper

Revitalizing the Livelihoods of Kahayan River Communities: Exploring the Determinants of Income Increase

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ARTICLE INFO

Keywords

Digital Marketing;
Entrepreneurial interest;
Financial Capital;
Population Income

Article history

Received: 03 May 2023
Revised: 15 May 2023
Accepted: 23 May 2023
Available online: 25 May 2023

To cite in APA style

Elia, A, & Basrowi. (2023). Revitalizing the livelihoods of Kahayan river communities: Exploring the determinants of income increase. *Shirkah: Journal of Economics and Business*, 8(2), 189-201.

ABSTRACT

Identifying strategies for increasing the income of densely populated communities, particularly concerning the COVID-19 pandemic, remains a challenge. Specifically, this study aims to investigate the influence of entrepreneurial interest, digital marketing, and financial capital on income generation in Pahandut Village, Indonesia. The study adopts a quantitative research methodology based on a sociological-economic approach. Data analysis involves the use of multiple linear regression analysis. A random sampling technique was utilized to select 152 respondents from the entire population of Pahandut village. The findings reveal that entrepreneurial interest, digital marketing, and financial capital have a positive and significant influence on income generation during the COVID-19 pandemic. Therefore, it can be concluded that greater entrepreneurial interest, utilization of digital marketing, and financial capital will increase income for Kahayan River bank community during the COVID-19 pandemic era. Therefore, to adapt to the evolving business landscape, it is crucial to provide support for business literacy aimed at both starting and expanding a business.

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Introduction

The goal of economic growth is to improve the welfare of the community by increasing their income levels. According to macroeconomic theory, the level of economic growth can be assessed by the extent to which a country's real national income develops.

Income has a significant influence on the overall standard of living of a community, as higher income levels enable communities to finance their activities and expenses more effectively. Efforts to improve people's welfare have become crucial in developing countries (Sumarto, 2017). The concept of development has evolved to be associated with economic changes, which have become the focus of development efforts. Thus, development is often interpreted as an effort to achieve economic progress (Midgley, 2005).

In the journey of improving community welfare, the COVID-19 pandemic has caused significant global economic disruption (Jackson, 2021). The impact of the pandemic is also reflected in reduced labor supply, unemployment, reduced income, increased business costs, production network outages, reduced consumption due to changes in consumer preferences, increased vulnerability to disease, and greater vulnerability to changes in economic conditions. The COVID-19 pandemic has created a detrimental impact on the global economies (Jackson, 2021; Yeyati & Filippini, 2021; Fang, 2021), hindering progress in overcoming the crisis that began in the last decade. It has primarily led to a reduction in economic growth and negatively affected employment and welfare levels (Galindo-Martín et al., 2021). Furthermore, the social restrictions imposed by the government have affected the entire community, particularly lower-middle-income groups, and daily workers (Howes et al., 2020).

The pandemic also influences entrepreneurs as they make an effort to survive both crises by utilizing the resources that are currently available (Badea, 2021). The pandemic has had a negative impact on young people, causing uncertainty regarding their decision to start a business (Badea, 2021). The financial concerns caused by the pandemic are linked to the intention to close businesses, but they also serve as a catalyst for the emergence of new business ventures, showcasing the pandemic's ability to bring about creativity (Otrachshenko et al., 2022). Thus, entrepreneurial interest is assumed to increase income (Kritikos, 2014).

The COVID-19 pandemic has led to a significant increase in the role of digital technology (Belitski et al., 2022). This also applies to digital marketing. Digital marketing is currently known as Marketing 4.0. Marketing 4.0 is a marketing approach that combines online and offline interactions between a company and its customers (Kotler et al., 2017) by combining style and substance. Digital marketing is used to promote a brand or product. Advertising is an essential part of the marketing mix, and its purpose is to communicate with customers and provide them with information about the product's features, prices, and terms of sale. Paendong et al. (2023) describe that the rising use of smartphones and the internet has fuelled the enthusiasm of Indonesian citizens to embrace a digital lifestyle, which opens doors for the digital economy to expand and create new business models, facilitate collaborations, integrations, and synergies among different sectors and stakeholders, and alter existing sector's business models.

Apart from having entrepreneurial interests and digital marketing, financial capital is crucial to increase population income. Having financial capital simplifies the process of initiating and sustaining a business (Montgomery et al., 2005). Financial capital is a key factor that influences traders' income, as the more capital they have, the greater their income potential. The study considers capital from three sources: own capital, loan capital, and joint venture capital. Some business actors lack sufficient capital to provide for their business. As a result, they may only sell other people's goods, and must share their profits.

Other actors obtain capital through loans, which reduces their income due to loan repayment.

The COVID-19 pandemic has restricted communal activities in Pahandut Village, Palangkaraya, Indonesia. This calls for the need to empower the community, particularly in terms of increasing their income. The area along the Kahayan River is the main destination for migrants due to its relatively cheap rent and lack of supervision. Riverbank in Indonesia is usually a densely populated locality and slum zone inhabited by a large number of underprivileged people (Dekasari et al., 2018). The difficulties encountered by riverbank residents are frequently viewed as socio-economic vulnerabilities (Osakede et al., 2017). Most of the residents in Pahandut Village live on land along the river bank and migrated to the city for a temporary stay. However, due to financial difficulties, they are forced to stay there longer, even having children and grandchildren. Some were able to buy the land, but many are still renting. To overcome this situation, community empowerment is necessary, especially for those living in the river bank area.

Reflection upon the description of the river bank people and factors that may increase their income, this study seeks to determine the influence of entrepreneurial interest, the introduction of digital marketing, and financial capital on increasing people's incomes in the densely populated Kahayan Riverside Palangkaraya City in the COVID-19 Pandemic Era.

Hypotheses Development

The Influence of entrepreneurial interest on Income

Interest is a psychological state that emerges from within a person who tends to like and be more interested in an object, and wants the object without any coercion. Interest produces a desire to learn about and study a certain object to make it a life choice (Octavionica, 2016). Meanwhile, income refers to the amount earned by residents for their work during a particular period, which can be daily, weekly, monthly, or yearly (Sukirno, 2004). According to BPS (2021), income is a reward paid in the form of money or goods by the company, office, or employer, with in-kind rewards valued at local prices. Entrepreneurial interest is a motivational factor that can stimulate individuals to attain their desired objectives (Puddin et al., 2021). The youth's inclination toward entrepreneurship serves as a solution for unemployment, particularly due to many educated individuals in the workforce (Osakede et al., 2017).

H1: *Entrepreneurial interest increases population income*

The Influence of Digital Marketing on Income

Digital marketing is all efforts made in terms of marketing using internet-connected devices with various strategies and digital media to be able to communicate with potential consumers through online communication channels (Amir & Mustikawati, 2019). Meanwhile, according to Grubor & Jakša (2018), digital marketing has almost the same meaning as e-marketing, both describe the management and implementation of marketing using electronic media, and then from digital marketing (online channels) to marketing (website, email, database, digital TV), as well as through other recent innovations, including blogs, feeds, podcasts, and social networks, that have facilitated for-profit marketing campaigns, built and developed customer relationships, and developed

consumer knowledge (about the company, its behaviors, values, and loyalty to its product brand), and then combine targeted communications with online services based on individual needs or specific violations. In short, digital marketing is the realization of marketing goals through the application of technology and numbers, especially the Internet. Nowadays, promoting through the Internet is crucial for the success of a business (Grubor & Jakša, 2018), and it is necessary to use the available tools and innovations to do the promotion (Civelek et al., 2021; Okhunov et al., 2021).

H2: *Digital marketing increases population income*

The Influence of Financial Capital on Income

The term capital is used by economists to refer to the stock of equipment and structures used for production (Mankiw et al., 2006). The size of the capital required depends on the size of the business to be established. Financial capital refers to various forms of monetary resources such as money, credit, and investments that contribute to the accumulation of wealth for individuals and organizations (Amadeo, 2021). It deals with various assets such as stocks, debt securities, bank assets, derivatives, pension and insurance fund assets, investment fund capital, foreign exchange and gold reserves, and similar funds used for national welfare in other countries (Dinets et al., 2020). Capital, whose value varies, is required by a business actor to run a business (Sudaryono, 2017). Capital becomes the initial basis for the establishment of an enterprise (Carlson, 2020). It is a prerequisite for launching any business, and the amount of capital will influence the business's revenue generation and overall growth. In carrying out business activities, the availability of business capital is crucial. Capital, which includes both money and goods, can be sourced from various entities, such as government funding, banking and non-banking financial institutions, and the business itself.

H3: *Financial capital increases population income*

Method

Research Design

This study used a survey design with a descriptive method through a quantitative approach to analyze phenomena (Creswell, 2014). The perspective used is a socio-economic approach to see how the role of the community is in building the economic system in the COVID-19 era. The dependent variable in this study is the income of the community, while the independent variables are the entrepreneurial interest, the introduction of digital marketing, and financial capital.

Sample Selection and Data Sources

In this study, a random sampling method was used to select 152 respondents from the entire population of Pahandut village, located on the banks of the Kahayan River in Palangkaraya City. The data sources were primary and secondary, with primary data collected through questionnaires and secondary data obtained from government agencies. Data collection involved the use of questionnaires, interviews, and documentation methods.

Data Analysis

Data were analyzed using SPSS version 20. Show the direction of influence of independent variables on the dependent variable used by using multiple linear regression. It entails establishing whether or not the relationships between several independent variables and a dependent variable are statistically significant. Researchers may gain insights into the relationships between variables and make informed decisions based on the outcomes of their analysis by employing these statistical methods.

Results

The Kahayan River's Community

The banks of the Kahayan River are home to 8 hamlets and 38 Neighborhood Units, with 32 of these units located on the banks and the remaining 6 on the mainland as illustrated in Table 1. Of the 32 Neighborhood Units that are located on the banks of the river, 6,500 families reside there, making for a total population of approximately 31,000 people. This high population density has put a strain on the ability of the banks of the Kahayan River to support the livelihoods of its residents.

The observations made in Pahandut Village, specifically among those who live along the Kahayan River, have revealed that many older residents rent houses or rooms at a monthly rate of IDR 250,000 to IDR 300,000.

Table 1. Distribution of people living on the banks of the Kahayan River

No	Hamlets	Neighborhood Units	Hamlets on the Mainland	Neighborhood Units on the Mainland
1	14	5	1	4
2	16	5	5	0
3	17	4	4	0
4	21	4	4	0
5	22	4	4	0
6	24	4	2	2
7	25	4	4	0
8	26	8	8	0
Total	8	38	32	6

The educational infrastructure in the village includes kindergarten, elementary schools, junior high schools, and high schools. This infrastructure development aims to achieve equitable development in the field of education and to improve the quality of life for the residents of Pahandut village. Table 2 provides the total population-based on education reported by the sub-district Monograph (2017).

Table 2. Total Population Based on Education

No.	Education	Population		
		Male	Female	Total
1	Not yet in school	2,021	1,916	3,937
2	Not Graduated	1,565	1,882	3,447
3	Elementary School	4,859	4,803	9,662

No.	Education	Population		
		Male	Female	Total
4	Junior High School	5,949	5,672	11,621
5	Senior High School	5,789	4,875	10,664
6	Diploma	231	182	413
7	Bachelor Degree	378	258	636
8	Master's Degree	6	3	9
9	Doctoral Degree	2	2	4
10	Uneducated	25	17	42
Total		20,825	19,610	40,435

The occupation of the population is described in Table 3.

Table 3. The Livelihood of the Population

No	Occupation	Population		
		Male	Female	Total
1	Civil Servant/Teacher/Lecturer	378	258	636
2	Indonesian Military	285	3	288
3	National Police	28	-	28
4	Private Employees	120	254	374
5	Entrepreneurs	798	467	1,265
6	Farmers	153	148	301
7	Fishermen	486	56	542
8	Freelancers	5,079	2,689	7,768
9	Others	2,267	1,789	4,053
Total		9,622	5,661	15,283

As can be seen from the table above, most of the population is engaged in casual labor, followed by the non-permanent self-employed. Few have permanent jobs such as private employees, TNI/Police, teachers/lecturers, and civil servants. It will also be a burden on the child's future as parents cannot afford their child's education up to the highest level of education the child aspires to.

Classical Assumption Test

The classical assumptions comprise several tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation tests. After conducting the normality test, it was found that the Kolmogorov-Smirnov-Z coefficient was 0.518 with a probability of 0.951 (see Table 4). As the resulting p-value was above the set value of 0.05, it indicates that the data follows a normal distribution and the other classical assumption tests can be conducted accordingly.

Table 4. Test Results: Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	152

Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.96072982
Most Extreme Differences	Absolute	.072
	Positive	.047
	Negative	-.072
Kolmogorov-Smirnov Z		.518
Asymp. Sig. (2-tailed)		.951
a. Test distribution is Normal.		
b. Calculated from data.		

Next, the multicollinearity test was performed, and the results showed that the tolerance values for Entrepreneurial Interest, Digital Marketing, and Financial Capital were 0.739, 0.805, and 0.861, respectively. This indicates that the tolerance value for none of the independent variables is less than 0.10, which implies that there is no correlation among the independent variables. The variance inflation factor (VIF) was also calculated, and the results for Entrepreneurial Interest, Digital Marketing, and Business Capital were 0.001, 0.001, and 0.090, respectively. This further confirms that none of the independent variables have a VIF value less than 10, and hence, there is no problem of multicollinearity in the regression model.

Table 5. Test Results Multicollinearity Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,719	2,209			2,136		.038
Entrepreneurial Interest	.739	.108	.396		3,499		.001
Digital Marketing	.805	.088	.377		3,478		.001
Financial Capital	.861	.074	.181		1,729		.090

a. Dependent Variable: Income

Lastly, the Autocorrelation test was conducted using the Durbin Watson value, which was found to be 1.916. Upon comparing it with the significant value of 5%, the number of samples of 152 (n), and the number of independent variables of 3 (x=3), the Durbin Watson value was looked up in a table, and it was found to be 1.63. As the calculated value of 'DW 1.916' falls between the upper limit of 1.63 and 4-1.63 (2.37), it can be inferred that there is no autocorrelation

Table 6. Test Results Autocorrelation

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
a	.202107 ^a	.546	.518	1,739	1,916

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
a	.202107 ^a	.546	.518	1,739	1,916
Predictors: (Constant), Entrepreneurial Interest, Digital Marketing, Financial Capital					
Dependent Variable: Income					

Hypothesis Testing

To test the hypothesis regarding the influence of Entrepreneurial Interest, Digital Marketing, and Financial Capital, the significance value was examined. If the calculated significance level is less than 0.05, the hypothesis is accepted. On the other hand, if the significance level of the calculated results is greater than 0.05, the hypothesis is rejected.

According to the results of the hypothesis testing each variable – Entrepreneurial interest, Digital Marketing, and Financial Capital - has a positive influence on the increase of population Income.

Table 7. Test Results: Partial

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,719	2,209		2,136	.038
	Entrepreneurial Interest	.376	.108	.396	3.499	.001
	Digital Marketing	.307	.088	.377	3.478	.001
	Financial Capital	.127	.074	.181	1.729	.090

a. Dependent Variable: Income

The study shows that having an entrepreneurial interest has a positive and significant influence on increasing the income of the Pahandut village community. This is evidenced by the t-test results, where the t-count of 3.499 is greater than the t-table of 1.65494 with a significance level of 0.001 less than 0.05. This means that the entrepreneurial interest influences the increase river bank people's income.

The findings of this study demonstrate that digital marketing has a positive and significant influence on increasing the population income. This is evidenced by the results of the t-test, which show a t-count of 3.478, greater than the t-table of 1.65494, with a significance level of 0.001, which is less than 0.05. This indicates that digital marketing increases people's income.

The results of this study suggest that there is a positive and significant influence of financial capital on increased population income, as evidenced by the t-test results indicating a higher t-count of 1.729 compared to the t-table value of 1.65494 with a significance level of 0.090, which is lower than 0.05. Therefore, it can be concluded that financial capital contributes to the rise in income for the people in the river bank area.

Discussion

In light of the COVID-19 pandemic, this research aimed to determine the influence of entrepreneurial interest, the introduction of digital marketing, and business capital on increasing people's incomes in the densely populated Kahayan Riverside Palangkaraya City in the COVID-19 pandemic Era.

The present study supports a study conducted by [Mardiana & Lihawa \(2019\)](#) which also found a positive influence of entrepreneurial interest on increasing people's income. Thus, it can be surmised that entrepreneurship may contribute to income equality ([Atems, 2018](#); [Halvarsson et al., 2018](#)). Entrepreneurial interest is a crucial factor in determining economic growth ([Kritikos, 2015](#)). Entrepreneurship has a more significant influence on economic growth ([Kim et al., 2022](#); [Stoica et al., 2020](#)). Thus, entrepreneurial interest can affect the success of a business, which leads to income increases ([Puddin, 2021](#)). However, [Dinets et al. \(2017\)](#) utters different view that in high-income countries, a positive correlation between entrepreneurial attitudes and GDP per capita was observed, whereas, in middle/low-income countries, entrepreneurial activity had a negative influence on GDP per capita.

In terms of the influence of the introduction of digital marketing on income increase, this research is consistent with other studies such as those conducted by [Amir & Mustikawati \(2019\)](#), which indicates that the use of digital marketing can increase the income of business actors and the community. Moreover, the average income of business actors who utilize digital marketing is higher than those who do not use it. The rise of digital entrepreneurship presents a favorable moment to examine the reasons for initiating new businesses, as the utilization of information and communication technology (ICT) has significantly lowered the expenses associated with starting a business by eliminating the necessity for physical establishments and enhancing productivity by decreasing communication and information expenses ([Kim et al., 2022](#)). This is supported by [Paendong et al. \(2023\)](#) that the potential method of sustaining the upward trajectory of the national economy after the pandemic is by enhancing the digital economy-based local products.

The positive influence of financial capital on income increase in this study corroborates [Vijayanti & Yasa \(2017\)](#) that the business capital factor affects income. The availability of sufficient capital is crucial for starting and expanding a business. In Conversely, insufficient capital can limit a person's ability to maximize their business potential and can lead to lower motivation levels. This finding is consistent with previous studies such as those conducted by [Pratama \(2018\)](#) and [Arifini & Mustika \(2013\)](#), which also reported a significant positive influence of business capital on income. Capital can also foster an interest in entrepreneurship ([Busro, 2018](#)). However, [Boudreaux & Nikolaev \(2019\)](#) argue that capital alone is not enough, it requires the enhancement of institutional conditions, underlining the significance of human and financial capital as factors influencing entrepreneurship.

However, entrepreneurship is not always a guaranteed path to success, and many entrepreneurs face losses or even bankruptcy. Despite this, there are also many successful entrepreneurs who have persevered and created successful businesses, even coming from humble backgrounds. To prevent negative outcomes, we should strengthen the supervision of new industries, business forms, and models, especially concerning personal

privacy and security, while still maintaining a relatively loose regulatory environment for the new economy (Meng et al., 2022). Successful entrepreneurship requires individuals who are both creatively resourceful and mentally capable of taking on responsibilities to carry out tasks from conception to implementation at a higher level of productivity (Badea, 2021). Therefore, entrepreneurship training can help enhance interest in entrepreneurship (Busro, 2018). It is suggested that entrepreneurship training can help people in Kahayan Riverside to start and expand their businesses.

Conclusion

After analyzing and discussing the data, this research concludes that during the COVID-19 pandemic, an entrepreneurial interest, utilization of digital marketing, and access to financial capital have a positive and significant influence on increasing the income of densely populated communities residing along the Kahayan River in Palangkaraya City. Thus, the more a community invests in entrepreneurship, digital marketing, and acquires business capital, the more opportunities it has to increase its income. The current economic growth has not been able to provide new jobs for the unemployed, highlighting the need for income increase through entrepreneurship. To increase the number of jobs available for the new workforce, Indonesia's economic growth needs to double its absorption capacity. This study solely focused on financial capital, disregarding other types of capital that can also influence businesses; therefore, future research should incorporate natural, produced, human, and social capital with a larger sample.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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