



## How Boarding House Entrepreneurs Recover After the COVID-19 Pandemic: A Study in Semarang

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### Abstract

This research aims to examine the effect capital, condition of the place, strategic location and promotions on income of boarding house entrepreneurs in Semarang City. The research type is quantitative descriptive. Data used in this research is quantitative data, obtained from respondents. The data source is primary data obtained through questionnaires which are distributed directly to boarding house owners. The sample is 41 boarding house entrepreneurs in Semarang. This research uses multiple regression analysis using SPSS with the results that capital, condition of the place, strategic location and promotions has an effect on income.

**Keywords:** capital; conditions of the place; boarding house income; promotion; strategic location.

### 1. Introduction

Indekos or what is often called boarding house is a property business that is very promising and is in great demand by many people. Usually boarding houses are found in office areas, schools or campuses, and industrial areas. Boarding houses are usually purposely built in a separate main building. However, there are also rooms under the family's house, so the boarding house occupants will live with the family who owns the house.

According to (Purnamasari et al., n.d.) Semarang is a city with lots of boarding houses because Semarang is a student city and many immigrants work in the city. In 2021, the Semarang Regional Revenue Agency stated that there were around 600 boarding houses that were required to pay taxes to the Semarang City Government. Many boarding houses offer various types and facilities of boarding houses. The types of boarding houses themselves are of course differentiated based on gender, such as special boarding houses for girls which are intended for women, this type of boarding house generally has strict rules regarding curfew. Meanwhile, special boarding houses for men are reserved for men. However, there are also mixed boarding houses where the boarding house occupants are filled by male and female boarders, usually with

employee status. This boarding house has a curfew-free system and allows residents to bring their own gate keys. MSMEs experiencing pressure during COVID-19 need attention. Bearing in mind, MSMEs are an integral part of Indonesian society in building the national economy which have a very important and strategic position, potential and role in achieving national development goals in particular, as well as playing a role in the process of equalizing and empowering economic growth which promotes income. The role of MSMEs has been stated as national economy contributor (Chaerani et al., 2020).

Income from the boarding house itself can also be seen from the boarding house prices set by boarding house entrepreneurs. There are several types of boarding houses that are usually offered, from the best to the mediocre depending on the facilities provided, and of course all of these also have prices that are appropriate to the facilities. There are type A boarding houses, namely exclusive boarding houses that offer complete facilities, starting from a bed, wardrobe, private bathroom, air conditioning, television, etc. The price of this type of boarding house is guaranteed to be expensive. There are also type B boarding houses, namely the type of boarding house that has standard facilities plus an attached bathroom, and some have private tokens. Boarding houses like this are usually set at a medium price, not cheap and not too expensive. And finally there is type C boarding house, which is a type of boarding house that only meets the standard requirements for a mattress and wardrobe. The bathrooms used are shared bathrooms and other shared facilities. Type C boarding prices are the cheapest compared to other types.

Larasati (2020) COVID-19 makes social creatures have to keep their distance to avoid word-of-mouth transmission. COVID-19 has a direct impact on economic stability because it is experiencing quite severe disruption. Several economic actors in various countries were forced to close down. This also applies to small-scale economic actors, one of whom is boarding house owners and renters because most of the boarding house occupants are students or overseas workers from outside the city (Purnamasari et al., n.d.).

The problem in this research is that during the COVID-19 pandemic, boarding house entrepreneurs in Semarang City experienced a significant decline in turnover. The decline in turnover occurred as a result of costs that had to be paid, such as electricity, water, and several other costs, with the income earned not being as much as before the COVID-19 pandemic (Kase, Babulu, and Redjo 2022).

Saksono (2015) said that one of the factors that can influence income is equity (capital). A relatively large amount of business capital will require a sales unit with a variety of products. Tarigan (2005) also said that location theory is a science that studies the spatial order of economic activities, or a science that studies geography from hidden sources, along with associations through their impact on the existence of various other activities, both trade and interest. general. The condition of the place also greatly influences income because having a clean and comfortable place makes prospective boarding house residents feel interested and will feel at home if they have a decent boarding house. Of course, promotion is something that is very important too, because promotions will spread information about boarding houses so that people visit and choose to stay in the boarding house.

## 2. Hypothesis Development

There are a lot of factor that affect income. Saksono (2015) said that one of the factors that could affects income, is capital. Large business capital will increase sales unit of many types product to get larger income. Capital is needed to run business, including determination, experience, courage, knowledge and money capital. However, most people are hampered by starting a business because they find it difficult to get capital (Purwanti, 2012).

H<sub>1</sub> : Capital has an influence on income

Apart from business capital, there is also another factor, namely condition of business place. The choice of location is very important. Because if the customer is in a good environment will create a feeling of comfort within renting a boarding house, which will affect business income.

H<sub>2</sub> : Condition of the placel has an influence on income

The strategic location is needed to gain the success of a business. Business location also greatly influences business income. If the location is strategic and much needed by consumers, will provide benefits for the business. According to Tarigan (2005) that location theory is a science investigate the

spatial order of economic activities, or science investigate the geographic allocation of potential sources, as well its relationship to or influence on the existence of various activities, both economic and social.

H<sub>3</sub>: Strategic location has an influence on income

Other factor which can influence income is promotion. The main goal of promotion is inform, influence and persuade and desire target customers about the company and its marketing mix. The promotion's elements are: personal selling, advertising , sales promotion, direct relationships and direct marketing (Tjiptono, 2008: 22).

H<sub>4</sub> : Promotion has an influence on income

### 3. Method, Data, and Analysis

This research is descriptive quantitative, uses primary data by distributing question items in a questionnaire with a total of 41 respondents whom boarding house owners in Semarang. The data analysis is multiple linier regression methods.

The analysis techniques used in this research are:

#### Descriptive Data Analysis

Descriptive data analysis aims to analyze data using the technique of illustrating the data that has been collected as appropriate. The description of the data in this research provides a general overview regarding four independent variables (capital variables, site conditions, strategic location, and promotion) and one dependent variable (income variable).

#### Data Quality Test

This research use validity test and reliability test to measure whether the questionnaire is valid and reliable using Pearson correlation analysis and the Cronbach Alpha ( $\alpha$ ) technique. If the Cronbach alpha value from the test results is  $> 0.6$  then it can be said that the construct or variable is reliable Ghozali.

#### Classical Assumption Test

There are four classical assumption tests use in this research. First is normality test to see whether the regression of the four dependent variables and the independent variables has a normal distribution or not. Normality test testing criteria: Significance  $> \alpha$  = normally distributed data Second is autocorrelation test use the Durbin Watson test. If  $dl > d > du$ , then it is said that there is no autocorrelation.

The heteroscedasticity test is carried out to find out whether the absolute residuals are the same or not the same for all observations, namely by looking at the scatterplots. The last is multicollinearity test. The test criteria can be seen based on the VIF (Variance inflation Factor) value, namely  $VIF < 10$  = no multicollinearity occurs,  $VIF > 10$  = multicollinearity occurs and if viewed based on the tolerance value, tolerance value  $> 0.1$  = no multicollinearity occurs, tolerance value  $< 0, 1$  = multicollinearity occurs (Prabowo, 2009).

#### Data Analysis

The data analysis method used in this research is multiple regression. The purpose of using the multiple regression analysis method is to determine the influence of the independent variable (x) on the dependent variable (Y), therefore to test the truth of the hypothesis proposed using multiple regression as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information :

Y: Income

$\alpha$  : Constant (Y value if  $X_1, X_2, \dots, X_n = 0$ )

$\beta_1 \dots \beta_5$  : Regression coefficient of each independent variable

X<sub>1</sub> : Capital

X<sub>2</sub>: Condition of the Place

X<sub>3</sub>: Strategic Location

X<sub>4</sub> : Promotion

e : Error

## Hypothesis Testing

### a. Simultaneous significant test (F statistical test)

The F statistical test is aimed at seeing whether all the independent variables included have a joint influence on the dependent variable. The basis for decision making, if the probability value is significant  $> 0.05$  then the hypothesis is rejected. However, on the other hand, if the probability value is significant  $\leq 0.05$  then the hypothesis is accepted.

### b. Coefficient of determination

The coefficient of determination ( $R^2$ ) measures how far the model's ability to vary the dependent variable.

### c. Test the significance of individual parameters (t-test)

The t statistical test is used to see the level of significance between the independent variable and the dependent variable individually. To determine the hypothesis testing, the t test (partial test) is carried out by looking at the influence of each independent variable which has a significant effect on the dependent variable or not. If the probability value is significant  $> 0.05$  then the hypothesis is rejected. However, on the other hand, if the significant probability value is  $\leq 0.05$  then the hypothesis is accepted.

## 4. Results

### Respondent Characteristics

The data collected from this research was obtained through a distributed questionnaire. The data collected from this research is primary data, which means obtaining data directly from respondents. This research consisted of 41, consists of 22 male respondents with a presentation of 53.7% and 19 female respondents with a percentage of 46.3%. The largest age group is 45 years old, numbering 5 people with a percentage of 12.2%.

### Descriptive Statistical Analysis

Descriptive statistics are used to summarize data and present the results of summarizing the data.

Table 1 Descriptive Analysis Result

	N	Minimum	Maximum	Mean	Std. Deviation
Capital	41	3	5	3.68	.521
Condition of Place	41	4	5	4.59	.499
Strategic Location	41	4	5	4.66	.480
Promotion	41	3	5	4.24	.734
Income	41	3	5	3.88	.458
Valid N (listwise)	41				

The capital variable show an average value of 3.68, which means that the average boarding house entrepreneur in Semarang has sufficient capital value for all costs incurred for production factors. Meanwhile, the standard deviation is 0.521, which indicates that the size of the distribution of the capital variable questionnaire is 0.521 from 41 respondents.

The results of descriptive statistical research on the condition of place variable show an average value of 4.59, which means that the average boarding house entrepreneur in Semarang has good conditions such as a comfortable place. Meanwhile, the standard deviation is 0.499, which indicates that the size of the distribution of the capital variable questionnaire is 0.499 from 41 respondents.

The strategic location variable show an average value of 4.66, which means that the average boarding house entrepreneur in Semarang has a good strategic location in a place that is easily accessible to consumers. Meanwhile, the standard deviation is 0.480, which indicates that the size of the distribution of the capital variable questionnaire is 0.480 from 41 respondents.

The results of descriptive statistical research on the promotion variable show an average value of 4.24, which means that on average boarding house entrepreneurs in Semarang have good promotions in informing or offering products or services with attractive objectives. Meanwhile, the standard deviation is 0.734, which indicates that the size of the distribution of the capital variable questionnaire is 0.734 from 41 respondents.

The results of descriptive statistical research on the income variable show an average value of 3.88, which means that the average boarding house entrepreneur in Semarang has a good income. Meanwhile, the standard deviation is 0.458, which indicates that the size of the distribution of the capital variable questionnaire is 0.458 from 41 respondents.

### **Data Quality Test**

This research use questionnaires distribute to respondents. Before distributing to respondent it is necessary to be tested use validity and reliability test. The result show that the data is valid because all variable have significant number below 5%.

Reliability test used to test the reliability of a measuring instrument that can be reused for the same research. Checking the reliability of this research uses the Alpha formula. Validity testing was carried out on all research samples. The results of the reliability for each variable are all below 5%. Thus, each variable concept is reliable.

### **Classical Assumption Test**

The classical assumption test is a statistical test used to determine the relation between variables, including: multicollinearity test, heteroscedasticity test, autocorrelation test, normality test, and linearity test. Data normality is the main requirement for a solution using the Kolmogorov-Smirnov test. In the multivariate test, data normality was carried out on the residual values. Normally distributed data is indicated by a significant value above 0.05. it can be seen that the data is normally distributed, because it has a significance level above 0.05, which means the data tested is normal.

The autocorrelation test is carried out to test whether a test used to detect autocorrelation occurs in the residual values (prediction errors) from a regression analysis. The results of the autocorrelation analysis processed by SPSS, 2023 Based on the table above, it is known that the Durbin Watson value is 1.848, which indicates that if the DW is between -2 to +2, it means there is no autocorrelation, so it can be concluded that there is autocorrelation in the regression model.

The heteroscedasticity test aims to test whether there is unequal variance in the regression model from one residual observation to another. Good data is data that does not show heteroscedasticity, researchers see significant values using scatterplots. Based on the scatterplot output, the scatterplot can be used to determine heteroscedasticity in the form of randomly spreading, spread above or below the number 0 on the Y axis. The test results show that the points on the scatterplot are randomly distributed both from above and below or around 0.

The multicollinearity test is carried out and show the result which is above 0.10 including X1 (capital), X2 (conditions of place), X3 (strategic location), ) are below 10.00 including X1 (capital), X2 (conditions of place), X3 (strategic location), X4 (promotion). Based on the values above, it can concluded from the Tolerance value and VIF value that the regression in this study did not occur multicollinearity so it was declared good.

### **Multiple Linear Regression Test**

Multiple linear regression analysis is used to measure the strength of the relationship between two or more variables and shows the direction of the relationship between the independent and dependent variables. The test results from multiple linear regression can be seen in table 7 as follows:

Table 7 Results and Multiple Linear Regression Testing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.781	4.059		4.381	.000
	Capital	-.132	.127	-.168	-1.041	.010
	Condition of Place	-.130	.186	-.136	-.701	.018
	Strategic Location	.124	.182	.137	.679	.026
	Promotion	.190	.108	.307	1.758	.015

The model is written in a multiple linear regression equation as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e \dots \dots \dots (1)$$

$$Y = 17.781 - 0.132x_1 - 0.130x_2 + 0.124x_3 + 0.190x_4 + e \dots \dots \dots (1)$$

Based on the regression equation it can be explained as follows:

- a. Constant  
The results of multiple regression analysis show a constant of 17,781, which means that capital, condition of place, strategic location, promotion have a value of 0, so the income value is 17,781.
- b. Coefficient  $\beta_1$   
The results of multiple regression analysis show that  $\beta_1X_1 = -0.132$ , which means the opposite direction between capital and income. This means that if the capital variable increases by 1%, then on the other hand the income variable will decrease by -0.132. Assuming that other variables remain constant.
- c. Coefficient  $\beta_2$  The results of multiple regression analysis show that  $\beta_2X_2 = -0.130$ , which means the opposite direction between place conditions and income. This means that if the location condition variable increases by 1%, then on the other hand the income variable will decrease by -0.130. Assuming that other variables remain constant.
- d. Coefficient  $\beta_3$  The results of the multiple regression analysis show the magnitude of  $\beta_3X_3 = 0.124$ , which means that if the strategic location experiences an increase of 1%, then income will increase by 0.124 assuming the other independent variables are considered constant.
- e. Coefficient  $\beta_4$  The results of the multiple regression analysis show that the value of  $\beta_4X_4 = 0.190$ , which means that if promotion increases by 1%, then income will increase by 0.190 assuming that the other independent variables are considered constant.

**Hypothesis Testing**

**Fit of Model Test (F test)**

Table 8. F Test Results

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.904	4	5.265	14.299	.000 <sup>a</sup>
	Residual	37.963	95	.399		
	Total	61.840	99			

Based on the results of the F test, it shows that the F value is 14.299 and the significant value is 0.00 < 0.05. These results prove that simultaneously or a combination of the 4 independent variables, namely capital, site conditions, strategic location, promotion have an effect on income.

### T-Test

To determine the hypothesis testing, the t test (partial test) is carried out by looking at the influence of each independent variable (X) whether it has a significant effect on the dependent variable (Y). The basis for determining the t test is that if the significance value is < 0.05 then the influence of the independent variable (X) on the variable (Y) and if the significance value is > 0.05 then the independent variable (X) has no effect on the variable (Y). The test results from the t test can be seen in table 10 as follows:

**Table 9. T-test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	17.781	4.059		4.381	.000
Capital	-.132	.127	-.168	-1.041	.010
Location Condition	-.130	.186	-.136	-.701	.018
Strategic Location	.124	.182	.137	.679	.026
Promotion	.190	.108	.307	1.758	.015

Based on the table above, capital influences income because it has a significant value is 0.010 < 0.05 so it can be concluded that H<sub>1</sub> is accepted, which means there is a significant influence between X<sub>1</sub> and Y. Location conditions affect income. It is known that the significant value is 0.018 < 0.05 so it can be concluded that H<sub>2</sub> is accepted, which means there is a significant influence between X<sub>2</sub> and Y.

Strategic location influences income. It is known that the significant value is 0.026 < 0.05 so it can be concluded that H<sub>3</sub> is accepted, which means there is a significant influence between X<sub>3</sub> and Y. Promotion affects income. It is known that the significant value is 0.015 < 0.05 so it can be concluded that H<sub>4</sub> is accepted, which means there is a significant influence between X<sub>4</sub> and Y.

### Coefficient of Determination (R<sup>2</sup>)

The determination test is carried out to explain the proportion of dependent variation explained by the independent variable.

Table 10. Determination Test Results

Model Summary					
Model	R	R Square	Adjusted R <sup>2</sup>	Std. Error of the Estimate	Durbin-Watson
1	.355 <sup>a</sup>	.216	.140	2.014	1.848

In the model summary table above, it is known that R<sup>2</sup> is 0.216. The R<sup>2</sup> value obtained is multiplied by 100% to become 21.6%. This means that variable X (capital, condition of place, strategic location, promotion) has a value of 21.6% to explain their influence on income, while the remaining 78.40% is influenced by other factors which not examined in this research.

## 5. Discussion

The influence of capital on the income of boarding house entrepreneurs in Semarang City Based on the results of hypothesis testing, capital has a significant effect on the income of boarding house entrepreneurs in the city of Semarang. Boarding house entrepreneurs prefer that the business capital spent at the start of building a boarding house comes from their own funds rather than having to borrow because capital from their own funds has its own advantages, such as not there are disposal fees or administration fees so that it does not become a burden in the future, and does not depend on other parties, which means that the acquisition of funds is obtained from the capital owner's deposit and also does not require complicated requirements and takes a relatively long time. The amount of capital spent to build a boarding house can also affect income. For example, the more rooms a boarding house owner has, the greater his income can be. The results of this research have the same research results as research conducted by Papatungan (2023), Pratiwi (2022) which states that capital has a significant effect on income.

The influence of local conditions on the income of boarding house entrepreneurs in Semarang City Based on the results of hypothesis testing, local conditions have a significant effect on the income of boarding house entrepreneurs in Semarang City. The condition of the place which is comfortable and has supporting facilities can indeed attract visitors. Because the comfort and facilities provided will make visitors feel like they are at home and feel at home in the boarding house. The condition of the place itself and income are very influential because having comfortable conditions for visitors will make visitors feel at home and can stay for a long time, which will generate the right income. The results of this research have the same research results as research conducted by Kase, Babulu, and Redjo (2022) which said that the condition of the place has a significant effect on income.

The influence of strategic location on the income of boarding house entrepreneurs in Semarang City Based on the results of hypothesis testing, strategic location has a significant effect on the income of boarding house entrepreneurs in Semarang City. A strategic location can attract visitors, can also make it easier for visitors to access a place and can guarantee security for visitors. With a strategic location and the income received it can be influential. For example, boarding houses near universities, the majority of tenants are undergraduate students . The results have the same research results as Sukadi (2016) which stated that strategic location has a significant effect on income.

How does promotion affect the income of boarding house entrepreneurs in Semarang City? Based on the results of testing the hypothesis, promotion has a significant effect on the income of boarding house entrepreneurs in Semarang City. Having effective promotions can make visitors aware of the location of the boarding house and can attract many visitors. Such as joining groups/communities on social media, collaborating with boarding house provider applications, or collaborating with traders or local residents to help promote the boarding house can also help attract or bring visitors to know about the boarding house. Promotion and income are interconnected or influence each other, with promotions making visitors feel interested and choose to take a room or stay overnight. The result has the same research results with Irwanto and Hariyadi (2018) that promotion has a significant effect on income.

## 6. Conclusion, Limitations, and Suggestions

### Conclusion

From the results of data analysis it can be concluded as follows:

1. The capital variable influences the income of boarding house entrepreneurs in Semarang City because the capital spent to build boarding houses can increase income.
2. The condition of the place variable has an influence on the income of boarding house entrepreneurs in Semarang City because the conditions of the place are comfortable and the facilities provided by visitors feel comfortable and happy which can generate income for boarding house owners.
3. The strategic location variable influences the income of boarding house entrepreneurs in Semarang City because the strategic location can be easily known by other people which makes them interested and choose to stay at the boarding house, which can also generate income.



4. The promotion variable influences the income of boarding house entrepreneurs in Semarang City because the promotions carried out can make visitors feel interested and can generate income for boarding house owners.

### **Suggestion**

In this research, boarding house entrepreneurs can use:

1. Capital  
Capital can be added to open a small basic food shop or it can also be added to sell food, such as opening a catering for boarding house residents who want provisions or eating at the boarding house.
2. Condition of the place  
The condition of the place here is not only comfortable and the supporting facilities are important, such as kitchen or room equipment, but there is also something more important, namely that boarding house entrepreneurs must also provide a fairly large parking area and also a balcony for boarding house guests who want to visit. .
3. Strategic location  
A strategic location is not only close to places that are easy to reach. However, using Google Maps is also necessary so that visitors or people who are looking for it can know directly the exact location or boarding point.
4. Promotion  
In the promotion section, boarding house entrepreneurs can also provide promotions on certain days such as free meals and so on. Suggestions for future researchers are to explain the details of the questionnaire, because some respondents still misinterpreted what the researcher explained when filling out the questionnaire. So that future researchers can get better answers

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