

Capital, Inovation, Location and Price Influences of Fast Food Business Sustainability in Lhokseumawe

Malahayatie¹, Nurul Akmalia², Ali Muhayatsyah³

^{1,2,3} Institut Agama Islam Negeri Lhokseumawe

e-mail : malahayatie@iainlhokseumawe.ac.id¹, nurulakmalia76@gmail.com²,
muhayatsyah@iainlhokseumawe.ac.id³

Abstrak

Fenomena bisnis makanan cepat saji yang semakin berkembang bak jamur di kota Lhokseumawe, terbukti dengan banyaknya tempat-tempat penjual makanan cepat saji dan turut mempengaruhi pola konsumsi masyarakat yang semakin meningkat. Meningkatnya pola konsumsi masyarakat mempengaruhi kelangsungan usaha makanan cepat saji di Lhokseumawe. Penelitian ini bertujuan untuk mengetahui pengaruh modal, inovasi, lokasi dan harga secara parsial dan simultan terhadap keberlangsungan usaha makanan cepat saji di Kelurahan Banda Sakti Kota Lhokseumawe. Jumlah populasi dalam penelitian ini sebanyak 43 pelaku usaha dan random sampling diperoleh 30 responden pedagang cepat saji di Kecamatan Banda Sakti Lhokseumawe. Hasil penelitian menunjukkan bahwa: 1) Modal mempunyai pengaruh positif terhadap keberlangsungan usaha makanan cepat saji; 2) inovasi berpengaruh positif terhadap keberlangsungan usaha makanan cepat saji; 3) Lokasi berpengaruh positif terhadap keberlangsungan usaha makanan cepat saji; 4) harga berpengaruh positif terhadap keberlangsungan usaha makanan cepat saji; 5) variabel modal, inovasi, lokasi dan harga mempunyai pengaruh positif secara simultan terhadap keberlanjutan makanan cepat saji di Kelurahan Banda Sakti Kota Lhokseumawe. Koefisien determinan R square sebesar 0,972 % dapat diartikan bahwa sebesar 97,2% variabel keberlangsungan usaha makanan cepat saji dipengaruhi oleh variabel modal, inovasi, lokasi, dan harga. Sedangkan 2,8% dipengaruhi oleh variabel lain di luar penelitian ini.

Kata Kunci : *Modal, Inovasi, Lokasi, Harga, Keberlanjutan Usaha*

Abstract

Phenomenon of fast food business is increasingly growth like a mushroom in Lhokseumawe town, it was proved by existing of many places of food staler and also influenced the consumption pattern of people become increasingly. The increasing of consumption pattern of people have influenced the existing of fast food business sustainability in Lhokseumawe. The study has purpose to know the influence of capital, innovation, location and price partially and simultaneously to the fast food business sustainability in Banda Sakti Sub district, Lhokseumawe town. The number of population in this study are about 43 business and random sampling was obtained 30 respondents of fast food traders in Banda Sakti Sub district, Lhokseumawe. The result of this study showed that: 1) The capital had positive influence to fast food business sustainability ; 2) innovation had positive influence to fast food business sustainability ; 3) Location had positive influence to fast food business sustainability; 4) price had positive influence to fast food business sustainability; 5) variables of capital, innovation, location and price had positive influence simultaneously to fast food sustainability in Banda Sakti sub-district, Lhokseumawe town. The Coefficient of determinant R square as big as 0,972 % could be interpreted that as big as 97,2% variables of fast food business sustainability had influenced by variables of capital, innovation, location, and price. While 2,8% was influenced by other variable is out of this study.

Keywords: *Capital, Innovation, Location, Price, Business Sustainability*

INTRODUCTION

The effort to maintain the life sustainability, The people get effort to fulfill the primary need and one of the primary need is the food. In the past the role of fast food for our ancestors were nothing, because in the past, they choose to do planting or breeding to fulfill the need of foodstuff. And the other foodstuff could be gathered by selling the crop from farming and breeding. One of alternative is choosing to eat fast food, that become the food phenomenon that potential enough and recognized the existence by public. Because of lazy in cooking, and the people tend to buy the fast food. And added with fast and exclusive delivery. Even though most of fast food was not the original food of Indonesia, The kinds of food has been popular and accepted well since introduced in Indonesia in 1980.

The phenomenon of fast food also could be seen and raised many of fast food shop on the side road of Banda Sakti Subdistrict Lhokseumawe Town, The birth of this business experienced a significant development from time to time marked by the presence of various business such as Darwis Burger, Quality Fried Chicken, Burger Blepot, Kebab Turki Bang Ojan, Torry Pizza and there are many others. This kind of Business is cheap and simple with good enough marketing concept, so the fast food was not considered as expensive meals and just for certain level only, This made costumer of fast food become various. And also influence the consumption pattern of local community specially in Banda Sakti Sub district, Lhokseumawe. They sold the simple, cheap and well concept food. So that, the fast food was not supposed as the expensive food and only for certain level, This make the costumer development of fast food become variously.

By existing of many fast food restaurant and provide the comfort facilities for visitors, so it will has impact to the fast food seller on the side of the road. The welfare of trader could be measured from the benefit and development of business sustainability in Lhokseumawe. Because of the factors that influence business sustainability should be cared o the business growing is stable, and the welfare is increasing. In starting a business for trading, the important thing needed was capital. Capital is the important thing in doing business, include trading. The capital is the ability of the company over ally that started from capital of the goods of the money owned, as well in cash or goods.

Capital that's mean the capital was needed by trader to buy the raw material by trading, the availability of raw material in enough and sustainable amount and price can be reached and run the production smoothly and at the end will raise the production and develop the business obtained.

Beside the capital factor, innovation also influence the business sustainability, according to Yunus, innovation could be understood as action process to obtain the new idea and real implementation in practice. The selling at a product is really competitive. When a businessman able to innovate well of course it will have an impact to the sustainability of selling business. There are many ways could be taken by the businessman to innovate for example by thinking about the price, renewable of food product and different taste and unique of food product selling.

The selection of location was influenced to the business sustainability. According to Sumarwan the location or place is the business places that influence the people desire to come and purchase or go shopping. Strategic location and close to the crowded place could ease the costumer to find them. Selection of location is very important when the businessman will establish the business place because, when there was a mistake in selecting the location of business will give impact for life sustainability of business itself.

The factor of price has influence to the business sustainability. Mowen defined the selling price is the monetary amount that charged by a unit of business to buyer or costumer for goods or services sold. Licshstein, Ridgway & Netemeyer (1993) in their research said that prices become one of dominant condition in marketing, It's because of the price at all the

buying or purchasing condition. Price also one of sign that could be used by costumer in process of perception, where the price could influence the costumer rating about one product.

There are many fast food business that raised in Banda Sakti sub-district of Lhokseumawe town that make the seller aware about the tight competition at the fast food business, so the sustainability of business will become smoothly and increase. And it can be anticipated by always keep attention to some factors that are capital, innovation, location and price and these business always create good facility, comfort and best services for costumers to keep the existence in fast food business.

LIBRARY RESEARCH

Capital is the input (production factor) It's important in defining the low and high of income. The important role of capital in increase the output will be explained "Adam Smith" Theory that is capital is the element of production actively and will define the output level. Todaro (2003) said that capital in business has strong relation with success or not one of business established. In economic meaning that, capital is goods or money together with production factor and labor and resulted new goods and services. As well as in small, middle or big. Research conducted by Arini noer Maliha explained that partially, capital and labor has significant influence to the profit or income level of Mitra Cake shop. Explained that capital, knowledge and innovation together (simultaneously) has positive and significant to UMKM performance.

According Winardi, innovation has raised the new things were a new idea, new theory, new hypothesis, or new method for organization management. Innovation need to be done by company as well in a large or small scale because innovation can't be separated from business world as the soul to reach the significant growth for business sustainability for the future. It is the application practically of creative idea. Innovation could be implemented by existence of high enough creativity. Creativity is ability to apply a new thing in our life. There were many grow and develop companies at this moment because creativity and innovation. According to Hisrich and Kearney (2013), Innovation is process that started by an idea; progress with the development of invention; and result in growth or product, services, process enhance mentor technology progress as part of innovation of organization.

Location selection in opening business become important because strategic location and maximizing the profit and also give the easiness for costumers in purchasing a certain product. Nur Isni Atun (2016) said that Capital and location has positive influence to market seller income of Market Prambanan Sleman district.

Nilam Widiastuti (2017) said that location and price has influence to purchasing decision. Irdha Yusra and Rio Nanda (2019) the research explained that Quality of goods, price and location has important influence at purchasing level in Kinol Bistro N'PollCaffe. Sitti Aisyah and Muh. Zulfi Qadri (2019) said that the research results that capital, overtime hours, and location has influence to the income level of seller.Hamka, Sukmawati Marjum, Chahyono (2021) in the research said that Creativity and innovation have influenced business sustainability through the industrial businessman actor of food and beverage processing in Maros district.

HYPOTHESIS

From some studies before, the writer has interest to do research to know the influence of capital, innovation, location and price to the business sustainability of fast food in Lhokseumawe. Based on definition, variable, theoretical framework and relevant research above-can be concluded that business sustainability as Y variable and influenced by capital, innovation, location and price as X variable. And explained as theoretical framework as follows:

Table 1 Theoretical Framework

Variable
Capital (X1)
Innovation (X2)
Location (X3)
Price (X4)
Fast food Business Sustainability (Y)

Ha1: Capital has positive and significant influence to the fast food business sustainability
Ha2: Innovation has positive and significant influence to the fast food business sustainability
Ha3: Location has positive and significant influence to the fast food business sustainability
Ha4: has positive and significant influence to the fast food business sustainability

RESEARCH METHOD

The research design used is quantitative research with hypothesis test where it has figured out to a certain variable. And also describe the correlation between independent variable to dependent variable, to test the hypothesis from each variable that need to be solved.

Population for this research is the fast food seller or trader in Lhokseumawe town that has fast food business in the area of Banda Sakti Sub district Lhokseumawe. In this research, The researcher uses the taking purposive sampling technique. Where the researcher took the samples about 30 business with category basic capital above 5.000.000 (five million rupiah) and above 2 years business period.

The study use the Likert scale measurement tools. Questions about characteristics at Likert scale are consisted of (positive) favorable question (negative) and then reliability test is a reliable instrument that could believe enough to be used as data collection because instrument has already said "good" if it has the coefficient of reliability is 0,6 or more. The method to analyze the data is used double regression method that was conducted to know how big the influence from some independent variable to dependent variable and to predict dependent variable within dependent variable.

The hypothesis test in this study has purpose to prove the influence of capital, innovation, location and price together to the fast food business sustainability in Lhokseumawe town. Data analysis conducted for hypothesis test in this study is double linear regression used SPSS statistic 21.0program.

Then, F test conducted where it was used to know the influence independent variable to dependent variable and to test if the model was significant or not significant. Then t test used to know the hypothesis correctness more than two or more mean from the group used significant level 0,05. Accepted or reject of hypothesis conducted with the criteria : significant score > 0,05, so the hypothesis is rejected. If the significant score is < 0,05 so the hypothesis accepted.

RESULT AND DISCUSSION

As for the subject of this study is 30 respondents. Where 30 respondents is fast food businessman or trader who has run the business for to years more and has basic capital about Rp. 5,000,000 (five million rupiah) and open the business as long as the town Centre of Banda Sakti, sub-district in Lhokseumawe town.

1. Result of Validity Test

Result of validity is data that reliable and valid according to reality. Valid means those instrument could be used to measure what should be measured. To test the validity and reliability of validity and reliability instrument, The researcher has analyzed the processing result of SPSS version 21, the level of validity conducted with condition above r calculation > r table and for clear of validity result was:

Tabel 2 Validity Test

Variable	Code of Question Item	Coefficient Correlation	Value of r_{tabel}	Remark
1. Business Sustainability (Y)	P1	0,850	0,514	Valid
	P2	0,897	0,514	Valid
	P3	0,812	0,514	Valid
	P4	0,776	0,514	Valid
	P5	0,715	0,514	Valid
2. Capital (X₁)	P1	0,863	0,514	Valid
	P2	0,926	0,514	Valid
	P3	0,821	0,514	Valid
	P4	0,816	0,514	Valid
	P5	0,647	0,514	Valid
3. Innovation (X₂)	P1	0,847	0,514	Valid
	P2	0,900	0,514	Valid
	P3	0,844	0,514	Valid
	P4	0,779	0,514	Valid
	P5	0,718	0,514	Valid
4. Location (X₃)	P1	0,780	0,514	Valid
	P2	0,905	0,514	Valid
	P3	0,825	0,514	Valid
	P4	0,794	0,514	Valid
	P5	0,724	0,514	Valid
5. Price (X₄)	P1	0,949	0,514	Valid
	P2	0,976	0,514	Valid
	P3	0,955	0,514	Valid
	P4	0,965	0,514	Valid
	P5	0,973	0,514	Valid

Table above has showed all item, this overall item could be used in this research. Then, will be researched of reliability test.

2. Result of Reliability Test

Reliability is an instrument could be reliable enough to be used as data collection tools because the instrument has been well. The Instrument could be said well if it has the reliability of coefficient 0,6 or more.

Table 3 Reliability Test

Variable	Cronbach's Alpha	Status
1. Business Sustainability (Y)	0,868	Reliable
2. Capital (X ₁)	0,876	Reliable
3. Innovation (X ₂)	0,877	Reliable
4. Location (X ₃)	0,864	Reliable
5. Price (X ₄)	0,981	Reliable



Source: Primary Data Primer Processed

Based on the table above known that each variable sum Crombach's Alpha value more than 0,60 ($\alpha > 0,60$), So, could be summed that all variables were reliable.

3. Result of Classic Assumption Test

a. Result of Normality Test Result

Normality Test has purpose to test what if in regression variable tied and free variable and both has normal data distribution or not. The Model of good regression has normal data distribution or approach normal. Normality test conducted by using SPSS version 21 through One-Sample Kolmogorov-Smirnov Test was normal. Normality Result conducted from significant value $> 0,05$ that means show regression has fulfilled the normality assumption. Normality test could be seen at table 4 as follows:

**Table 4 Data Normality Test
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.24868198
Most Extreme Differences	Absolute	.080
	Positive	.058
	Negative	-.080
Kolmogorov-Smimov Z		.436
Asymp. Sig. (2-tailed)		.991

Test distribution is Normal.

Calculated from data.

Source: Primary Data Primer Processed, 2019

Based on table 4 above, the result test of normality kolmogorov-Smirnov Test showed the value asymp.sig(2-tailed)at Standardized Residual as big as 0,991 more than error level 5% (0,05). So, we can summarize that regression model fulfill the assumption of normality.

b. Test of Heteroscedasticity

Heteroscedasticity test used to know there is or not the assumption of classic heteroscedasticity deviation, there is inequality of variance from residual to all observation at registration model. To measure heteroscedasticity can be used the RES 2 processed through SPSS Version 21 with criteria sig $> 0,05$ so, it does not occur the heteroscedasticity but otherwise if sig $< 0,05$ so, heteroscedasticity was occurred and result and obtained:

**Table 5 Heteroscedasticity Test
 Coefficients^a**

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.215	.123		1.751	.092
	Modal	.005	.011	.140	.409	.686
	Inovasi	.024	.014	.783	1.764	.090
	Lokasi	-.016	.009	-.723	-1.806	.083
	Harga	-.012	.011	-.439	-1.167	.254

a. Dependent Variable: RES2

Based on above known that significant all variable bigger than alpha (0,05), no one the significant value smaller than 0,05 that mean the next research could be continued.

c. Auto correlation Test

Based on criteria, The result obtained is:

Table 6 Auto correlation Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.988 ^a	.976	.972	0.268	1.488

a. Predictors: (Constant), Price, Capital, Location, Innovation

b. Dependent Variable: Bussiness Sustainability

Based on table 5 has shown that the result from $d = 1,488$, furthermore the value compared with value of Durbin Watson is significant 5%, the amount of sample $n = 30$ and the amount of independent Variable is $= 4$, so, $4:30$ so, it obtained the value of $du = 1,738$ and $dl = 1,142$. Based on value $d = 1,488$ so, $du < DW < 4 - du$, because $4 - du = 4 - 1,738 = 2,262$, so $1,738 < 1,488 < 2,262$ (there is no positive /negative self correlation or there is no problem with auto correlation problem)

d. Multicollinearity Test

Data processed by using SPSS Version 21, the result obtained is:

Table 7 Multicollinierity Coefficients^a

Model		UN standardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleranc e	VIF
1	Constant)	18.850	.244		77.194	.000		
	Capital	.070	.023	.190	3.112	.005	.260	3.840
	Inovation	.076	.027	.223	2.802	.010	.154	6.496
	Location	.109	.017	.452	6.304	.000	.189	5.278

Price	.058	.021	.185	2.744	.011	.215	4.651
-------	------	------	------	-------	------	------	-------

a. Dependent Variable: BUSSINESS SUSTAINABILITY

Based on the table above, tolerance value showed there is no free variable that has value minus from 10% that is 0,1. And also the calculation of VIF value showed the same thing and there is no variable that has VIF's value minus more than 10. This is showed that there isn't multi colinearity between one and another that influence, so the study can be continued.

4. Result of Hypothesis Test

The result of double regression analysis can be summarized into the table below:

Table 8 Multi Linear Regression Test Coefficients

Model		UN Standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.850	.244		77.194	.000
	Capital	.070	.023	.190	3.112	.005
	Inovation	.076	.027	.223	2.802	.010
	Location	.109	.017	.452	6.304	.000
	Price	.058	.021	.185	2.744	.011

a. Dependent Variable: Bussiness Sustainability

Based on the table above showed that similarity of multi regression as follow:

$$Y = 18.850 + 0,070 X_1 + 0,076 X_2 + 0,109 X_3 + 0,058 X_4$$

a. Result of t Test (Partial)

Table 7 T-Test Coefficient

Model		Under Standardize Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.850	.244		77.194	.000
	CAPITAL	.070	.023	.190	3.112	.005
	INOVATION	.076	.027	.223	2.802	.010
	LOCATION	.109	.017	.452	6.304	.000
	PRICE	.058	.021	.185	2.744	.011

a. Dependent Variable: BUSSINESS SUSTAINABILITY

Based on the table above data showed all independent variable correlated each other to dependent variable partially and significant.

b. Result of F Test (Stimulant)

Table 8 F Test ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.707	4	17.927	249.892	.000 ^b
	Residual	1.793	25	.072		
	Total	73.500	29			

a. Predictors: (Constant), Price, Capital, Location, Inovation

b. Dependent Variable: Bussiness Sustainability

From anova table known that F calculation even so 249.892 with significant level 0,000, while the F_{table} in formula $(k; n-k)$ where $k = 4$ and $n = 30$, so it's result number $4 (4 ; 30-4) = (4: 26)$ so $F_{table} = 2,74$. Based on F_{table} obtained 2,74, so $F_{calculation} > F_{table}$, that was $249,892 > 2,74$, and can be conclude that variable capital, Innovation, Location and price simultaneously has positive influence to the business sustainability of Fast food in Lhokseumawe town.

c. Determinant Coefficient Test (R^2)

Table 9 Determinant Coefficient Test (R^2)

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.988 ^a	.976	.972	.268

a. Predictors: (Constant), Price, Capital, Location, Inovation

b. Dependent Variable: Bussiness Sustainability

Based on above table known that large of coefficient determinant adjusted R square or ability of independent variable in explaining or predict the dependent variable 0,972 or 97,2%. Its mean that independent variables are very large to give the needed information to predict dependent variable or less predicted by others factor outside of independent variable.

DISCUSSION

The Influence of Capital For Fast Food Business Sustainability

The result of this study showed that and has positive influence and significant of capital for fast food sustainability in Lhokseumawe. Hit was proved from the value of $t_{calculation}$ as big as 6,304 dan t_{table} 2,059. With significant level 0.000, because $t_{calculation} > t_{table}$ ($6,304 > 2,059$), significant smaller than 0,070 So, the study research succeed to prove the third hypothesis and stated that "There is a positive influence and significant of location to the fast food business sustainability in Lhokseumawe".

The main factor which influence the fast food business sustainability is capital. The business capital is an ability that must be owned by a business man between of them are money, production tools, or raw material providing. Its mean that as big as capital in fast food business the longer of business continuity, remind the capital given could be used whenever the business needed. According to (Rosyidi, 2009) capital is the production factor that include all kinds of material need to support the production activity of other material and also services. because, the capital that include meaning of money provided in a company to buy the machine and other production factors.

In a research of (Aisyah & Qadri, 2019) about influence of capital, location and hours for selling to income for market seller showed that independent variable of capital has

positive influence to seller income. So, to get the increasing of income must be followed by capital additional.

And also with the research of (Masrurroh, 2020) explained that capital variable has positive and significant influence to business sustainability. Its indicated as strong as capital provided to support the successful of UMKM woman business in Magelang district.

1. The Influence Of Innovation To Business Sustainability

The result of this study showed that positive and significant influence of capital for fast food business sustainability in Lhokseumawe. It was proved that the value of $t_{\text{calculation}}$ as big as 2,802 and t_{table} 2,059. With significant level 0.010, because $t_{\text{Calculation}} > t_{\text{table}}$ (2,802 > 2,059), is significant smaller than 0,05 (0,010 < 0,05), and coefficient regression has positive value as big as 0,076; so the research is success to prove the second hypothesis that stated "There is a positive and significant influence of innovation to Fast food business sustainability in Lhokseumawe".

Innovation Factors give the big influence to the growth of to Fast food business sustainability in Banda Sakti sub district in Lhokseumawe, The higher the innovation, the higher the increase in actors fast food business sustainability in Lhokseumawe. Innovation is in a taste and form of food product, followed the the costumer taste if innovation always become a concern and and it will make higher of fast food business sustainability in Lhokseumawe town and also the progress will be guaranteed.

The supporting research from Hamka et al (2021) stated that the positive influence of innovation to business sustainability from business actors of food and beverage processing industry in Maros district (Hamka et al., 2021). The supported research from (Kebomas et al., 2020) resulted variable of innovation partially has positive and significant influence to successful of business in Giri Village, Kebomas sub district, Gresik district.

2. The Influence Of Location To Bussiness Sustainability

The result of this study showed that and has positive influence and significant of capital for fast food sustainability in Lhokseumawe. it was proved from the value of $t_{\text{calculation}}$ as big as 6,304 dan t_{table} 2,059. With significant level 0.000, because $t_{\text{calculation}} > t_{\text{table}}$ (6,304 > 2,059), significant smaller than 0,05 (0,000 < 0,05), and regression coefficient has positive value as big as 0,109; So, the study research succeed to prove the third hypothesis and stated that "There is a positive influence and significant of location to the fast food business sustainability in Lhokseumawe".

The third factors that influence the fast food business sustainability is location. According to (Tjiptono Fandy, 2009), Business Location is the place for company in operating or the place for the company to do the activity to generate the income and produce goods or services and make important for economic side. In selection of a proper and good location, was the important decision. Decision of location has permanent and long term impact, was that location bought or rented. Location will influence the growth of business in the future. The location selected must be able to get the economic growth and the business will be long lasted.

A business that has strategic location is has more guarantee in smoothly selling. If the value of location become worse because of environment changing could be happen every time, maybe those business must be move and closed. The support research was (Irdha Yusra, 2019) said that location has good influence as well at purchasing decision at Kinol Bistro N'Poll caffe. The research result also in a line with the research result of (Aisyah & Qadri, 2019) that innovation has positive influence to the income of Palakka Central Market trader in Bone district.

3. The Influence Of Price To Bussiness Sustainability

The result of this study showed that and has positive influence and significant of capital for fast food sustainability in Lhokseumawe.it' was proved from the value of

$t_{\text{calculation}}$ as big as 6,304 dan t_{table} 2,059. With significant level 0.000, because $t_{\text{calculation}} > t_{\text{table}}$ (6,304 > 2,059), significant smaller than 0,05 (0,000 < 0,05), and regression coefficient has positive value as big as 0,109; So, the study research succeed to prove the third hypothesis and stated that "There is a positive influence and significant of location to the fast food business sustainability in Lhokseumawe".

The result of this study showed that there was a positive influence and significant of capital from fast food business sustainability in Lhokseumawe. It was proved that from value of $t_{\text{calculation}}$ as big as 2,744 dan t_{tabel} 2,059. By level of significant 0.011, because $t_{\text{calculation}} > t_{\text{table}}$ (2,744 > 2,059), significant smaller that 0,05 (0,011 < 0,05), and coefficient of regression has positive score as big as 0,058; so the result in this study succeed to prove the fourth hypothesis stated that "There was positive influence and significant price to fast food business sustainability in Lhokseumawe".

Four of that factors have influence of fast food business sustainability is the price. The price often to be used as indicator of value when that price related with the benefit which can be obtained from the product or services. From the marketing point of view, the price was monetary unit or other measurement (including product or services) that could be changed to get the right of ownership or using for good or services. Because the taste is equal price with taste and also quality and also quantity of food will give easy impression to be reached by people from any other level. The pricing or price statement is one of important indicator for costumers to decide purchasing decision. This is cause by seeing The pricing or price statement a costumer can compare a price from one business to other business. The previous research support this research is (Irdha Yusra, 2019) that's price has positive influence to purchasing decision at Kinol Bistro Caffé in Padang Town.

Other research is (Trijaya, 2016) stated that price factor has positive and significant influence for costumers satisfaction of KFC (Trijaya, 2016) .

4. Simultaneously Influence Between Capital, Innovation, Location And Price To Business Sustainability

The result showed that influence capital, Innovation, location and price simultaneously has positive and significant to Fast food bossiness sustainability in Banda Sakti Sub district in Lhokseumawe town. The study explained that third of variables give strong influence about Fast food business sustainability where the strong capital, innovation of product, strategic location also affordable price is the important factor to be concerned by the businessman specially fast food business more existing along the main road of Kecamatan Banda Sakti Kota Lhokseumawe.

CONCLUSION

1. Based on the study above, we can conclude that, the capital level of capital for fast food business can influence the business sustainability. It is understood that as high as the business capital fast food business so as long as the business sustainability, reminding the capital provided can be used to develop the business bigger by empower the resource well when we need it.
2. The owner or businessman of fast food can develop the business development by creating the innovation or invention in entrepreneurship can influence the business sustainability. Innovation is in the taste or service that following the costumer taste and costumer need, If the innovations always concern to do it will guarantee the quality improvement.
3. Business Location is a factor that can influence the fast food business sustainability in Lhokseumawe, Because the selection of location strategically will ease the buyer to come from any direction.
4. In factor of price, it can influence fast food business sustainability, Because the price is as same as the taste and quality and quantity of food which will give the affordable price impression by all of the community from any level.

SUGGESTION

1. The suggestion can be suggested in this study is trader fast food trader in Lhokseumawe town that expected to increase the promotion of selling so that, the business will be known and popular in community and also to impress the purchasing by the customer. And then, expected to all trader that always concern to quality of food even from the "halal" side and also the hygiene of the food itself.
2. The necessary of training to increasing the ability of soft skill for finance management in reporting the business progress and performance, and how to manage the business activity by determining or settling of full costing, and cable in digital marketing skill.
3. The variable can be used for further study is using the measurement financial performance of business from capital of business, cost, income, accounting record and others in maintaining the fast food business di Lhokseumawe.

REFERENCE

- Aisyah, S., & Qadri, M. Z. (2019). Pengaruh Modal, Lokasi, dan Jam Berdagang Terhadap Pendapatan Pedagang Pasar. *EcceS (Economics, Social, and Development Studies)*, 6(1), 18. <https://doi.org/10.24252/ecc.v6i1.9541>
- Hamka, H., Marjuni, S., & Chahyono, C. (2021). Pengaruh Kreativitas Dan Inovasi Terhadap Keberlangsungan Usaha Melalui Pelaku Usaha Industri Pengolahan Makanan Dan Minuman Di Kabupaten Maros. *Indonesian Journal of Business and Management*, 4(1), 1–6. <https://doi.org/10.35965/jbm.v4i1.1190>
- Irdha Yusra, R. N. (2019). Pengaruh Kualitas Produk , Lokasi dan Harga Terhadap Keputusan Pembelian Pada Cafe Kinol Bistro N ' Poll. *Jurnal Pundi*, 03(03), 161–170. <https://doi.org/10.31575/jp.v3i3.173>
- Kebomas, K., Gresik, K., Sholahuddin, N., Syafii, M., & Abidin, M. Z. (2020). Pengaruh Modal Usaha Dan Inovasi Terhadap Keberhasilan Usaha UKM Komunitas Pelopor Usaha Gresik (KPUG) Di Desa Giri ,. *Jurnal Ekonomi Dan Kewirausahaan*, 5(2).
- Masrurroh, A. I. (2020). *Pengaruh Modal Sosial, Kreativitas Dan Inovasi terhadap Keberlangsungan Usaha (Studi Empiris Pada Pengusaha Wanita Berbasis UMKM di Kabupaten Magelang)*. Universitas Muhammadiyah Megelang.
- Rosyidi, S. (2009). *Pengantar Teori Ekonomi: Pendekatan Kepada Teori Ekonomi Mikro dan Makro*. Raja Grafindo Persada.
- Tjiptono Fandy. (2009). *Manajemen Operasional*. Ghalia Indonesia.
- Trijaya, R. A. (2016). *Pengaruh Merek, Persepsi Harga dan Harapan Pelanggan Terhadap Kepuasan Konsumen Kentucky Fried Chicken (KFC)*. Universitas Negeri Yogyakarta.