

Research Article

# The Influence of Unemployment and Regional Income on Community Purchasing Power in Pidie Jaya Regency

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## ABSTRACT

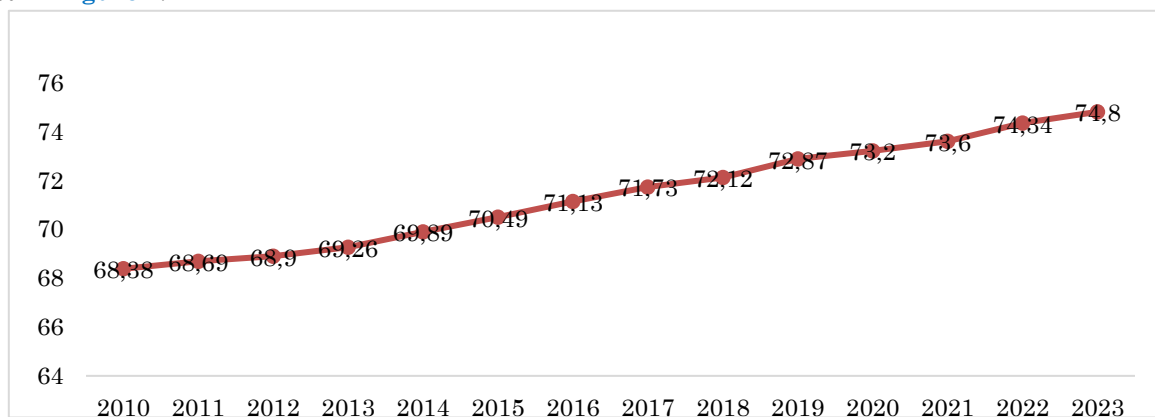
This research is motivated by the low purchasing power of the community in Pidie Jaya Regency, which is suspected to be influenced by high unemployment rates and income fluctuations. The aim of this study is to analyze the effect of unemployment and income levels on purchasing power during the period 1994–2023. The method used is a quantitative approach with multiple linear regression analysis, utilizing secondary data obtained from the Central Bureau of Statistics and related institutions. The results indicate that the unemployment rate variable ( $X_1$ ) has a negative and significant effect on purchasing power ( $Y$ ), while the income variable ( $X_2$ ) has a positive and significant effect. These findings suggest that higher unemployment rates tend to reduce purchasing power, whereas increased income can enhance it. This highlights the need for local government policies to focus on job creation and income improvement to strengthen purchasing power and promote economic welfare in Pidie Jaya. The study is expected to serve as a reference for formulating more effective and sustainable regional economic development strategies.

**Keywords:** Unemployment Rate; Income; Purchasing Power.

## 1. INTRODUCTION

Purchasing power is a concrete manifestation of the economic capacity of a population to access goods and services necessary to meet both primary and secondary needs (Imani et al., 2022). This concept not only reflects the financial condition of individuals or households but also serves as a macroeconomic indicator that illustrates the collective welfare level of a region. In the context of regional economic development, purchasing power functions as a fundamental parameter that determines the dynamics of local economic growth, social stability, and the sustainability of long-term development (Aprillita & Didin, 2021). The complexity of the purchasing power phenomenon is reflected in the multidimensionality of the factors that influence it, ranging from microeconomic aspects such as individual income and consumption levels to macroeconomic aspects such as inflation, unemployment rate, and local government fiscal policy (Rizani et al., 2023).

Pidie Jaya Regency, as one of the newly established regencies in Aceh Province formed under Law Number 7 of 2012, faces unique challenges in its efforts to improve the welfare of its population. Empirical data indicate that the Human Development Index (HDI) of Pidie Jaya has shown a progressive trend, increasing from 68.38 in 2010 to 74.8 in 2023, as illustrated in [Figure 1](#).



**Figure 1.** Human Development Index of Pidie Jaya Regency, 2010–2023

Source: Central Bureau of Statistics (2025)

**Figure 1** illustrates a relatively consistent trajectory of HDI growth with a stable positive slope. There was a significant acceleration in growth during the 2010–2016 period, with an average annual increase of 0.67 points, followed by a more moderate momentum between 2016–2023, averaging 0.52 points per year. This upward pattern reflects measurable improvements in the dimensions of health, education, and living standards. However, this achievement in HDI should not be interpreted in isolation without considering the dynamics of fundamental economic variables that contribute to the formation of purchasing power (Farida et al., 2021). The rise in HDI indicates a structural transformation within the economy of Pidie Jaya Regency, which requires a comprehensive analysis to understand the underlying mechanisms driving this improvement in societal welfare.

Theoretically, there is a strong correlation between the unemployment rate and the purchasing power of society, where both interact within the broader framework of macroeconomic dynamics. According to Keynesian theory, high unemployment reflects weak aggregate demand in the economy, which leads to reduced job opportunities and, consequently, a decline in household income (Farida et al., 2021). When individuals lack sufficient income due to unemployment, their ability to purchase goods and services also diminishes, resulting in weakened purchasing power (Yanti et al., 2020). In this context, unemployment acts as a barrier to consumption, ultimately suppressing economic growth. Therefore, reducing unemployment becomes a crucial prerequisite for improving purchasing power by increasing income, ensuring financial stability, and enhancing participation in productive economic activities.

Unemployment, as a macroeconomic variable that reflects the imbalance between labor supply and demand, has profound implications for the purchasing power of society through a complex transmission mechanism (Syam, 2022). Theoretically, a high unemployment rate reduces aggregate income within the community, which in turn lowers aggregate demand and collective purchasing power (Yanti et al., 2020). Longitudinal data from Pidie Jaya Regency reveal noteworthy fluctuations in unemployment levels, with the highest peak occurring in 2013 at 12.82 percent, followed by a significant decline to a low of 3.57 percent in 2021, before slightly increasing again to 4.34 percent in 2023, as illustrated in **Figure 2**.

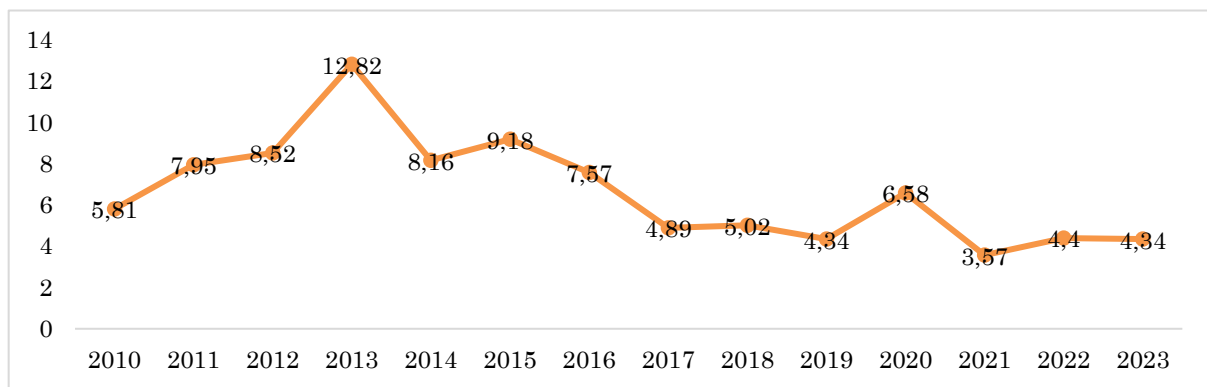


Figure 2. Unemployment Rate in Pidie Jaya Regency, 2010–2023

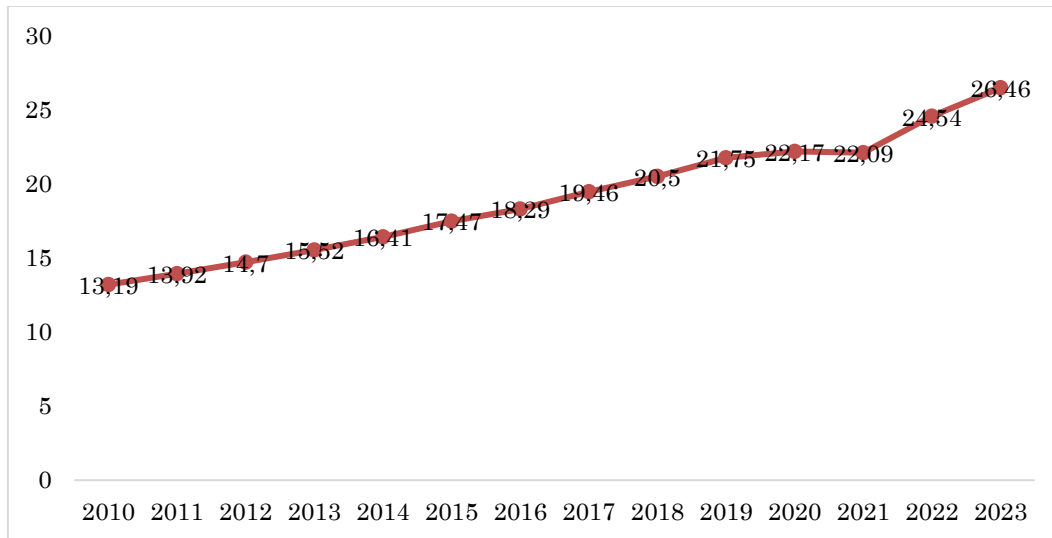
Source: Central Bureau of Statistics (2025)

**Figure 2** illustrates a volatility pattern in the unemployment rate forming an inverted U-shaped curve with three distinct phases: the first phase (2010–2013) indicates a rising trend from 5.81% to 12.82%, reflecting a challenging economic adjustment period; the second phase (2013–2021) shows a dramatic and consistent decline to a low of 3.57%, representing a phase of economic recovery and stabilization; and the third phase (2021–2023) demonstrates a slight uptick to 4.34%, possibly attributed to the lingering impacts of the COVID-19 pandemic. This volatility pattern suggests structural adjustments in the local economy, possibly due to changes in sectoral composition, the implementation of employment policies, or external shocks such as the pandemic that influenced the dynamics of the regional labor market (Payapo et al., 2023).

Theoretically, household purchasing power has a strong positive correlation with income levels, as explained in Keynes's consumption theory, which posits that higher income leads to a greater proportion of income allocated to consumption, thereby increasing purchasing power (Payapo et al., 2023). Income is a primary determinant in shaping household consumption capacity, where an increase in real income encourages individuals to access a greater quantity and quality of goods and services (Puja, 2019). Empirically, data from Pidie Jaya Regency shows that increases in Gross Regional Domestic Product (GRDP) per capita from 2010 to 2023 consistently align with an upward trend in household purchasing power, as reflected in macro indicators such as household consumption and the Human Development Index (BPS, 2025). This reinforces the hypothesis that rising regional income plays a significant role in enhancing purchasing power by expanding the financial capacity of individuals and households.

The fiscal capacity of local governments, reflected in regional revenue levels, is a crucial determinant in creating favorable conditions for improving community purchasing power through various channels of influence (Jiang et al., 2023). Regional income not only finances infrastructure and public service development programs but also serves as an economic stimulus that drives local economic activity through the multiplier effects of government expenditure (Puja, 2019). The

income trajectory of Pidie Jaya Regency demonstrates consistent acceleration from IDR 13.19 trillion in 2010 to IDR 26.46 trillion in 2023, representing an increase of nearly 100% over 13 years, as illustrated in [Figure 3](#).



**Figure 3.** Regional Income Level of Pidie Jaya Regency, 2010–2023

Source: Central Bureau of Statistics (2025)

[Figure 3](#) illustrates an exponential pattern of regional income growth with characteristics that can be divided into two distinct periods. The first period, from 2010 to 2017, reflects relatively gradual growth with an average increase of 0.76 trillion rupiahs per year. The second period, from 2017 to 2023, demonstrates a more significant acceleration with an average increase of 1.17 trillion rupiahs per year. The largest leap occurred between 2021 and 2022 with an increase of 2.45 trillion rupiahs, indicating the possibility of a windfall revenue or the implementation of substantial expansionary fiscal policies. This exponential trend suggests a substantial increase in fiscal capacity through both the optimization of regional own source revenue and the effective use of intergovernmental transfers from central and provincial governments (Wardani et al., 2022).

The interrelationship between unemployment, regional income, and community purchasing power forms a complex adaptive system that requires comprehensive empirical analysis to understand the causality and magnitude of influence among these variables. In the context of Pidie Jaya Regency, unique geographical, demographic, and economic characteristics produce a model specification that differs from other regions in Indonesia (Saputri & Anwar, 2019). The strategic location of Pidie Jaya on the northern coast of Aceh, with an economy largely based on agriculture, fisheries, and trade, presents distinct dynamics in its local economy that influence macroeconomic variable interactions. This complexity is further shaped by unique institutional factors such as the implementation of Islamic law through the Qanun, special autonomy regulations, and the allocation of special autonomy funds, which provide additional fiscal space for the local government to implement economic development programs.

An interesting paradox to explore is the consistent increase in the Human Development Index despite the relatively volatile unemployment rates and the steady rise in regional income (Asmara, 2024). This paradox indicates the presence of sophisticated adjustment mechanisms within the local economy of Pidie Jaya where compensatory factors may be operating to mitigate the adverse effects of unemployment on community welfare. Possible explanatory factors include the effectiveness of social protection programs, diversification of income sources through the informal sector, and optimal budget allocation for pro-poor programs that directly address the needs of low-income households (Sari et al., 2020).

The urgency of this research is reinforced by its strategic temporal coverage. The observation period from 2010 to 2023 includes various important economic episodes in Indonesia, from the post-global crisis stabilization period and the implementation of government stimulus packages to the significant external shocks caused by the COVID-19 pandemic. This period also coincides with the institutional consolidation phase of Pidie Jaya Regency as a newly autonomous region that is still in the process of building its administrative capacity and institutional framework for regional economic development. Therefore, empirical analysis of the determinants of purchasing power during this period will provide valuable insights into the resilience and adaptability of local economies when facing complex external and internal challenges.

Self-efficacy has three dimensions that are magnitude, the level of task difficulty a person believes she can attain; strength, the conviction regarding magnitude as strong or weak; and generality, the degree to which the expectation is generalized across situations (Lunenburg, 2011). Self-efficacy is judgement of a person to his capabilities to plan and implement the action to reach certain goals (Mukhid, 2009). In an academic context, self-efficacy reflects how confident students are in performing specific tasks (Perez & Ye, 2013). Self-efficacy plays a role in academic motivation and learning motivation (especially students' ability to manage their learning activities), and resistance to learning (Zimmerman, 2000).

Self-efficacy in mathematics is described as an individual's mathematics self-efficacy is his or her confidence about

completing a variety of tasks, from understanding concepts to solving problems, in mathematics (May, 2009). High mathematics self-efficacy will encourage the achievement of good learning outcomes, and when students have good learning outcomes, they will be more motivated in the learning process. Higher self-efficacy expectations can lead to better results and therefore increase the motivation for learning mathematics (Zimmermann, et al, 2011). Based on the description above, it can be concluded that mathematics self-efficacy is a belief or self-assessment of the student's ability in overcoming certain mathematical problems and tasks related to mathematics in the three dimensions that are magnitude, strength and generality.

## 2. RESEARCH METHOD

This study employs a quantitative approach with secondary data collection techniques obtained from the Central Bureau of Statistics of Pidie Jaya Regency. The data used includes variables such as the unemployment rate, regional income, and public purchasing power over the period from 1994 to 2023. This longitudinal data is analyzed using time series analysis to empirically and systematically explore causal relationships among the variables in the long term.

**Table 1.** Research Variables Description

No	Variable	Definition	Unit	Data Source
1	Purchasing Power (Y)	The ability of the community to purchase goods and services, measured through the Human Development Index (HDI), which reflects quality of life and welfare (Rizani et al., 2023).	Index Points (0–100)	BPS Pidie Jaya District Publications
2	Unemployment Rate ( $X_1$ )	The percentage of the labor force that is unemployed and actively seeking work, calculated as the ratio of unemployed individuals to the total labor force (Baihaqi & Puspitasari, 2020).	Percent (%)	BPS Pidie Jaya District Publications
3	Regional Income ( $X_2$ )	The total revenue received by the Pidie Jaya District government, including Locally Generated Revenue (PAD), balancing funds, and other legitimate income (Afner et al., 2020).	Trillion Rupiah	BPS Pidie Jaya District Publications

The data analysis was conducted through a series of statistical tests, beginning with classical assumption testing and followed by multiple linear regression. The classical assumption tests included a normality test using the Kolmogorov-Smirnov test to examine the distribution of residuals, a multicollinearity test using the Variance Inflation Factor (VIF) to ensure no strong correlation among independent variables ( $VIF < 10$ ), an autocorrelation test using the Durbin-Watson test to assess residual correlation, and a heteroskedasticity test using the Breusch-Pagan test to check for variance homogeneity of the residuals. Once all classical assumptions were satisfied, multiple linear regression analysis was performed using the econometric model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon,$$

Where Y represents the community's purchasing power,  $X_1$  is the unemployment rate,  $X_2$  is regional income,  $\alpha$  is the constant,  $\beta$  denotes the regression coefficients, and  $\varepsilon$  is the error term.

Hypothesis testing was carried out comprehensively using the t-test to determine the partial effect of each independent variable on the dependent variable, and the F-test to examine the simultaneous influence of the independent variables on purchasing power. The t-test was conducted under the null hypothesis ( $H_0$ ) that the regression coefficients are equal to zero (i.e., no significant effect), while the F-test assessed whether at least one independent variable significantly influences the overall model. The coefficient of determination ( $R^2$ ) was calculated to measure the proportion of variance in the dependent variable that can be explained by the independent variables, with interpretation thresholds as follows:

$R^2 > 0.75$  (strong influence),

$0.50 < R^2 \leq 0.75$  (moderate influence),

$R^2 \leq 0.50$  (weak influence).

The significance level used was  $\alpha = 0.05$ , so if the p-value is less than 0.05, the null hypothesis is rejected, indicating a statistically significant effect.

## 3. RESULT AND DISCUSSION

### RESULTS

The normality test is conducted to determine whether the residuals in the regression model follow a normal distribution. This is a crucial prerequisite for the validity of classical linear regression analysis. One of the methods used for this purpose is the One-Sample Kolmogorov-Smirnov Test, which assesses the difference between the actual data distribution and the

theoretical normal distribution. The result of this test serves as the basis for evaluating the appropriateness of applying a linear regression model in the study.

**Table 2.** One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
	N	30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.00346343
Most Extreme Differences	Absolute	.056
	Positive	.047
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Central Bureau of Statistics (2025)

Based on **Table 2**, the Asymp. Sig. (2 tailed) value is 0.200. This value is greater than the significance level of 0.05, which means the residual data is normally distributed. This indicates that the regression model meets one of the essential classical assumptions, which is the normality of the residuals. In addition, the Kolmogorov Smirnov test statistic value of 0.056, with the highest absolute extreme difference also being 0.056, further supports the conclusion that the residual distribution does not significantly deviate from the normal distribution. Therefore, the regression model can be considered to meet the normality assumption, which strengthens the validity of the regression analysis results used in this study.

The multicollinearity test aims to determine whether there is a strong linear relationship between the independent variables in the regression model. High multicollinearity can cause instability in the estimation of regression coefficients and errors in interpreting the results. Two main indicators used in this test are the tolerance value and the Variance Inflation Factor or VIF.

**Table 3.** Multicollinearity Test Results

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Unemployment	.640	1.564
	Income	.640	1.564

a. Dependent Variable: Purchasing Power

Source: Central Bureau of Statistics (2025)

**Table 3** shows that the variables Unemployment and Regional Income each have a Tolerance value of 0.640 and a VIF value of 1.564. Since the Tolerance value is above 0.10 and the VIF value is below 10, it can be concluded that there is no indication of multicollinearity between the two independent variables in the model.

With the absence of multicollinearity, each independent variable can be considered to provide unique information to the dependent variable (Purchasing Power). This strengthens the reliability of the regression model used in this study, as the estimation results are not affected by excessively high correlations among the independent variables. The heteroscedasticity test is used to determine whether there is inequality in the variance of the residuals across different values of the independent variables. A fundamental assumption in classical regression is that residuals must have constant variance (homoscedasticity). If this assumption is violated, the coefficient estimates may become inefficient.

**Table 4.** Results of the Heteroscedasticity Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients		
			Beta		

1	(Constant)	-.053	1.534		-.034	.973
	Unemployment	.006	.035	.042	.178	.860
	Income	.035	.073	.114	.478	.636

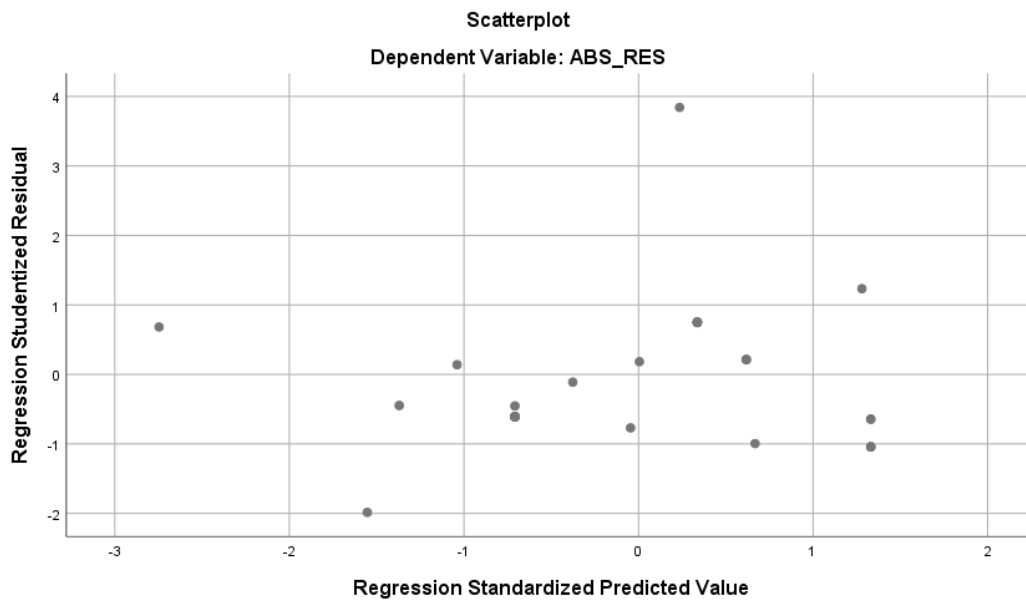
a. Dependent Variable: ABS\_RES

Source: Central Bureau of Statistics (2025)

Based on **Table 4**, the significance value (Sig.) for the Unemployment variable is 0.860 and for Income is 0.636. Both values are well above 0.05, indicating no signs of heteroscedasticity in the model. This suggests that the variance of the residuals is constant, or homoscedastic.

**Figure 4** (Scatterplot of the heteroscedasticity test results) below supports this finding. The points are randomly scattered and do not form any specific pattern, whether narrowing or widening, indicating no significant heteroscedasticity pattern. Therefore, this regression model meets the assumption of homoscedasticity and can be considered reliable for further analysis.

**Figure 4.** Scatterplot of Heteroscedasticity Test Results



Source: Central Bureau of Statistics (2025)

Multiple linear regression testing was conducted to determine the extent to which the independent variables jointly influence the dependent variable. This model measures the relationship between the variables Unemployment and Income toward Purchasing Power. The coefficient values obtained indicate both the direction and magnitude of the influence of each variable on Purchasing Power.

**Table 5.** Results of Multiple Linear Regression Test

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.499	2.459		1.423	.166
	Unemployment	-1.574	.056	-1.136	-27.889	.000
	Income	3.042	.116	1.064	26.124	.000

a. Dependent Variable: Purchasing Power

Source: Central Bureau of Statistics (2025)

The results in **Table 5** show that the Unemployment variable has a coefficient value of -1.574 with a significance level of 0.000, which means it has a negative and significant effect on Purchasing Power. Conversely, the Income variable has a coefficient value of 3.042 with a significance level of 0.000, indicating a positive and significant effect. Both variables make a significant contribution to the regression model. The interpretation of these results suggests that the higher the level of

Unemployment, the lower the Purchasing Power of the population, while an increase in Income leads to an increase in Purchasing Power. This indicates that macroeconomic variables such as Unemployment and Income substantially influence the population's consumption capacity.

The F-test is used to examine the overall significance of the model, specifically whether the independent variables collectively influence the dependent variable. This test is crucial to confirm that the regression model is suitable for predicting or explaining the studied phenomenon.

**Table 6.** F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1842.562	2	921.281	457.689	.000b
	Residual	54.348	27	2.013		
	Total	1896.910	29			

a. Dependent Variable: Purchasing Power

b. Predictors: (Constant), Income, Unemployment

Source: Central Bureau of Statistics (2025)

**Table 6** shows a significance value of 0.000 and an F value of 457.689. Since the significance value is below 0.05, it can be concluded that the regression model, which consists of the variables Unemployment and Income, simultaneously has a significant effect on Purchasing Power.

This result indicates that both independent variables used in the model are indeed relevant and jointly contribute to changes in Purchasing Power. It strengthens the confidence that the constructed regression model is appropriate and can be used to explain the economic phenomenon being studied.

The coefficient of determination (R Square) is used to measure how much of the variation in the dependent variable can be explained by the independent variables in the model. This value ranges from 0 to 1, with higher values indicating a stronger explanatory power of the model.

**Table 7.** Results of the Coefficient of Determination Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986a	.971	.969	1.419

a. Predictors: (Constant), Income, Unemployment

b. Dependent Variable: Purchasing Power

Source: Central Bureau of Statistics (2025)

**Table 7** shows an R Square value of 0.971 and an Adjusted R Square of 0.969. This means that 97.1% of the variation in Purchasing Power can be explained by variations in Unemployment and Income. The remaining 2.9% is explained by other factors outside the model.

This very high coefficient of determination indicates that the regression model has a very strong predictive power for Purchasing Power. It reinforces the validity of the model used and suggests that Unemployment and Income are the main factors influencing Purchasing Power in this study.

## DISCUSSION

### 3.1.1 The Influence of Unemployment on Purchasing Power

Based on the research findings, the Unemployment variable shows a significant influence on the community's Purchasing Power. The relationship is negative, meaning that the higher the level of Unemployment, the lower the Purchasing Power of the population. This can be explained by the fact that when many individuals lose their jobs, household income as a whole decreases. As a result, people's ability to purchase goods and services becomes limited, ultimately reducing consumption activities.

This decline in consumption reflects weakened Purchasing Power, which is an indicator of a generally weakening economy (Doni et al., 2023). These findings are in line with Keynesian theory, which states that household consumption is strongly influenced by the income received. In a high-Unemployment environment, aggregate income in society decreases, leading to lower demand for goods and services (Baihaqi & Puspitasari, 2020).

### 3.1.2 The Influence of Income on Purchasing Power

The research findings also show that Income has a significant positive effect on the Purchasing Power of society. Both

theoretically and empirically, this indicates that when people's Income increases, their ability to meet both basic and additional needs also increases (Murni & Rekha, 2021). Individuals with higher Income tend to have more freedom to spend on daily necessities as well as non-essential goods such as recreation, further education, or lifestyle products.

This finding is consistent with consumption theory, which emphasizes that Income is a key factor in determining the level of individual or household consumption. As Income rises, not only does consumption increase, but the patterns also become more diverse and of higher quality (Cahyadi & Basyari, 2023). Therefore, Income serves as a key indicator in measuring and understanding community Purchasing Power, and is an essential basis for formulating economic policies aimed at improving overall social welfare.

#### 4. CONCLUSION

Based on the results of the data analysis, it can be concluded that both the level of Unemployment and Income have a significant effect on the community's Purchasing Power. Unemployment has a negative influence, meaning that the higher the level of Unemployment, the lower the community's Purchasing Power tends to be. On the other hand, Income has a positive effect on Purchasing Power, where an increase in Income enhances the community's ability to consume. Therefore, efforts to reduce the Unemployment rate and increase people's Income are crucial in driving the improvement of Purchasing Power.

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