

ABSTRACT

Fristy Izzati Istiani, The Effect of Business Capital, Number of Workers, Length of Business, and Technology on Revenue in the Wooden Furniture Industry in Sukorejo Village, Bojonegoro Regency. Under the guidance of Dr. Tripitono Adi Prabowo, S.E., M.E.

This study aims to analyze the influence of business capital, number of workers, length of business, and technology on revenue in the wooden furniture industry in Sukorejo Village, Bojonegoro Regency. The background of this research is based on the important role of the wooden furniture industry as a business sector capable of increasing community income and supporting regional economic growth. This study used a quantitative approach with multiple linear regression analysis. Primary data were obtained through observation and questionnaires distributed to 94 wooden furniture entrepreneurs. Data analysis was performed using SPSS version 27. The results showed that business capital, number of workers, and length of business had a positive and significant effect on revenue in the wooden furniture industry. This indicates that increasing capital, adding workers, and gaining business experience can drive increased revenue for entrepreneurs. Meanwhile, the technology variable did not significantly influence the revenue of the wooden furniture industry, indicating that the use of modern technology has not yet become a major factor in increasing revenue, as product quality is also largely determined by the skills of the craftsmen. Simultaneously, business capital, number of workers, length of operation, and technology were shown to significantly influence the revenue of the wooden furniture industry in Sukorejo Village, Bojonegoro Regency.

Keywords: Number of workers, length of business, business capital, income, technology

ABSTRAK

Fristy Izzati Istiani, Pengaruh Modal Usaha, Jumlah Tenaga Kerja, Lama Usaha, dan Teknologi terhadap Pendapatan Industri Mebel Kayu di Desa Sukorejo, Kabupaten Bojonegoro. Di bawah bimbingan Bapak Dr. Tripitono Adi Prabowo, S.E., M.E.

Penelitian ini bertujuan untuk menganalisis pengaruh modal usaha, jumlah tenaga kerja, lama usaha, dan teknologi terhadap pendapatan industri mebel kayu di Desa Sukorejo, Kabupaten Bojonegoro. Latar belakang penelitian ini didasarkan pada pentingnya peran industri mebel kayu sebagai salah satu sektor usaha yang mampu meningkatkan pendapatan masyarakat serta mendukung pertumbuhan ekonomi daerah. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda. Data primer diperoleh melalui observasi dan penyebaran kuesioner kepada 94 pengusaha mebel kayu. Analisis data dilakukan menggunakan bantuan program SPSS versi 27. Hasil penelitian menunjukkan bahwa variabel modal usaha, jumlah tenaga kerja, dan lama usaha berpengaruh positif dan signifikan terhadap pendapatan industri mebel kayu. Hal ini mengindikasikan bahwa peningkatan modal, penambahan tenaga kerja, dan bertambahnya pengalaman usaha dapat mendorong peningkatan pendapatan pelaku usaha. Sementara itu, variabel teknologi tidak berpengaruh signifikan terhadap pendapatan industri mebel kayu, yang menunjukkan bahwa penggunaan teknologi modern belum menjadi faktor utama dalam meningkatkan pendapatan karena kualitas produk juga sangat ditentukan oleh keterampilan pengrajin. Secara simultan, modal usaha, jumlah tenaga kerja, lama usaha, dan teknologi terbukti berpengaruh signifikan terhadap pendapatan industri mebel kayu di Desa Sukorejo, Kabupaten Bojonegoro.

Kata Kunci: Jumlah tenaga kerja, Lama Usaha, Modal Usaha, Pendapatan, Teknologi