

ABSTRACT

Alif Rizal Luthfir Rahman, Analysis of the Effect of Business Capital, Length of Business, Business Location and Working Hours on the Income of Kamal Market Merchants, Kamal District, Bangkalan Regency.

The purpose of this research was to analyze the effect of business capital, length of business, business location and working hours on the income of Kamal Market merchants partially and simultaneously. The research method and analysis technique used in this research is quantitative method using multiple linear regression. The results indicated that business capital and business location partially have a positive and significant effect on the income of Kamal Market merchants. Meanwhile, length of business and working hours partially have no effect on the income of Kamal Market merchants. Business capital, length of business, business location and working hours simultaneously have a positive and significant effect on the income of Kamal Market merchants.

Keywords: Merchant Income, Business Capital, Length of Business, Business Location, Working Hours, Multiple Linear Regression.

ABSTRAK

Alif Rizal Luthfir Rahman, Analisis Pengaruh Modal Usaha, Lama Usaha, Lokasi Usaha dan Jam Kerja Terhadap Pendapatan Pedagang Pasar Kamal, Kecamatan Kamal, Kabupaten Bangkalan.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh modal usaha, lama usaha, lokasi usaha dan jam kerja terhadap pendapatan pedagang pasar Kamal secara parsial dan simultan. Metode penelitian dan Teknik analisis yang digunakan dalam penelitian ini adalah metode kuantitatif menggunakan regresi linier berganda. Hasil penelitian mengindikasikan bahwa modal usaha dan lokasi usaha secara parsial memiliki pengaruh positif dan signifikan terhadap pendapatan pedagang pasar Kamal. Sementara itu, lama usaha dan jam kerja secara parsial tidak berpengaruh terhadap pendapatan pedagang pasar Kamal. Modal usaha, lama usaha, lokasi usaha dan jam kerja secara simultan memiliki pengaruh positif dan signifikan terhadap pendapatan pedagang pasar Kamal.

Kata Kunci: Pendapatan Pedagang, Modal Usaha, Lama Usaha, Lokasi Usaha, Jam Kerja, Regresi Linier Berganda.