

ABSTRACT

Abdul Gofur, Factors Affecting the Production Value of Bag and Suitcase Industry Entrepreneurs in Tanggulangin District, Sidoarjo Regency. Under the guidance of Dr. Kurniyati Indahsari, M.Sc.

This research aims to determine how much influence the initial capital, raw materials, length of business, and the amount of labor on the value of the production of bags and suitcases in Tanggulangin District, Sidoarjo Regency. This research is quantitative research. The population of bag and luggage industry entrepreneurs in Tanggulangin District, Sidoarjo Regency is 86 peoples. The number of samples used by 30 peoples. The technique of collecting data using questionnaires and documentation. The research model is adopting the Cobb-Douglas production function and the analysis tool used is multiple linear regression (OLS).

The results of the research indicating that The results of the research indicating that the variable initial capital and duration of business does not affect the production value of the bag and luggage industry in Tanggulangin District, Sidoarjo Regency, whereas there is a positive and significant influence between the variables of raw materials and the number of workers on the production value of bag and luggage industries in Tanggulangin District, Sidoarjo Regency. In this study it was found that return to scale in the bag and luggage industry was increasing to scale because of the addition of 1 percent of initial capital, raw materials, length of business, and the amount of labor would add to the production value of more than 1 percent. R^2 value is 0.6260 which means that variations in the independent variable can explain the variation of the dependent variable by 62.60% while the remaining 37.40% is explained by other variables.

Keywords: *Production Value, Initial Capital, Raw Material, Duration, Number of Workers, Cobb-Douglas Function.*

ABSTRAK

Abdul Gofur, Faktor-Faktor Yang Mempengaruhi Nilai Produksi Pengusaha Industri Tas dan Koper di Kecamatan Tanggulangin Kabupaten Sidoarjo. Di bawah bimbingan dari Dr. Kurniyati Indahsari, M.Si.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh modal awal, bahan baku, lama usaha, dan jumlah tenaga kerja terhadap nilai produksi industri tas dan koper di Kecamatan Tanggulangin Kabupaten Sidoarjo. Penelitian ini merupakan penelitian kuantitatif. Populasi adalah pengusaha industri tas dan koper di Kecamatan Tanggulangin Kabupaten Sidoarjo ini berjumlah 86 orang. Jumlah sampel yang dipakai 30 orang. Teknik pengumpulan data menggunakan kuesioner dan dokumentasi. Model penelitian mengadopsi fungsi produksi *Cobb-Douglas* dan alat analisis yang digunakan adalah regresi linier berganda (OLS).

Hasil penelitian menunjukkan bahwa variabel modal awal dan lama usaha tidak berpengaruh terhadap nilai produksi industri tas dan koper di Kecamatan Tanggulangin Kabupaten Sidoarjo, sedangkan terdapat pengaruh positif dan signifikan antara variabel bahan baku dan jumlah tenaga kerja terhadap nilai produksi industri tas dan koper di Kecamatan Tanggulangin Kabupaten Sidoarjo. Dalam penelitian ini ditemukan *return to scale* pada industri tas dan koper bersifat *increasing to scale* karena penambahan 1 persen modal awal, bahan baku, lama usaha, dan jumlah tenaga kerja akan menambah nilai produksi lebih dari 1 persen. Nilai R^2 sebesar 0,6260 yang berarti bahwa variasi variabel bebas dapat menjelaskan variasi variabel terikat sebesar 62,60% sedangkan sisanya 37,40% dijelaskan oleh variabel lain.

Kata kunci: Nilai Produksi, Modal Awal, Bahan Baku, Lama Usaha, Jumlah Tenaga Kerja, Fungsi Produksi *Cobb-Douglas*