

ABSTARCT

Mega Diva, *The Effect of Quality, Price, and Production Costs on the Income of Salt Pond Owners in Sampang Regency. Under the guidance of Prasetyo Nugroho, S.Pi., M.M.*

Salt is a commodity that has a strategic value and plays an important role in people's lives. In Indonesia, the problem of salt still cannot be separated and still depends on imported salt, some data also reflect the dynamics of the salt industry in Indonesia experiencing fluctuating production in recent years. Madura Island, especially Sampang Regency is one of the salt producing areas in East Java. The highest salt-producing village in Sampang Regency that is well-known in the local and regional markets is Pangarengan Village, Pangarengan Sub-district. In Pangarengan Village, the problem of low income is often related to the quality of salt produced, unstable salt prices and high production costs. Quantitative research methods are used in this study to determine the effect of quality (X1), price (X2), and production costs (X3) on the income of salt pond owners in Sampang Regency. The population of this study were salt pond owners in Sampang Regency with a sample size of 50 people selected according to the criteria of purposive sampling techniques. This study used are primary and secondary data with data collection techniques including observation, interviews and questionnaires. Data analysis techniques based on multiple linear regression are processed using the IBM SPSS Statistic 25 Program, the results of the analysis show that the income of salt pond owners is influenced by quality, price, and production costs both partially and simultaneously.

Keywords: *Quality, Price, Production Costs, and Income*

ABSTRAK

Mega Diva, Pengaruh Kualitas, Harga, dan Biaya Produksi Terhadap Pendapatan Pemilik Tambak Garam di Kabupaten Sampang. Di bawah bimbingan Prasetyo Nugroho, S.Pi., M.M.

Garam merupakan salah satu komoditas yang memiliki nilai strategis dan berperan penting bagi kehidupan masyarakat. Di Indonesia masalah garam masih belum bisa lepas dan masih bergantung pada garam impor, beberapa data juga mencerminkan dinamika industri garam di Indonesia mengalami fluktuatif produksi dalam beberapa tahun terakhir. Pulau Madura, khususnya Kabupaten Sampang merupakan salah satu wilayah penghasil garam yang ada di daerah Jawa Timur. Desa penghasil garam tertinggi di Kabupaten Sampang yang terkenal di pasaran lokal maupun regional adalah Desa Pangarengan Kecamatan Pangarengan. Di Desa Pangarengan, masalah rendahnya pendapatan sering kali berkaitan dengan kualitas garam yang dihasilkan, harga garam yang tidak stabil serta biaya produksi yang tinggi. Metode penelitian kuantitatif digunakan dalam penelitian ini guna mengetahui pengaruh kualitas (X1), harga (X2), dan biaya produksi (X3) terhadap pendapatan pemilik tambak garam di Kabupaten Sampang. Populasi penelitian ini adalah pemilik tambak garam di Kabupaten Sampang dengan sampel sebanyak 50 orang dipilih sesuai kriteria teknik *purposive sampling*. Jenis data penelitian ini menggunakan data primer dan sekunder serta teknik pengumpulan data meliputi observasi, wawancara dan kuesioner. Teknik analisis data berbasis regresi linear berganda diolah menggunakan Program IBM SPSS Statistic 25, hasil analisis menunjukkan bahwa pendapatan pemilik tambak garam dipengaruhi oleh kualitas, harga, dan biaya produksi baik secara parsial maupun simultan.

Kata Kunci: Kualitas, Harga, Biaya Produksi, dan Pendapatan