

ABSTRACT

Verra Ardiansyah Putri, The Effect of Education, Business Duration, and Business Premises on the Income of Traditional Market Traders in Ploso District, Jombang Regency, under the supervision of Sumarto, S.E., M.E.

This study aims to analyze the effects of education, business duration, and business premises on the income of traders at Ploso Traditional Market, Ploso District, Jombang Regency. This study used a quantitative approach with multiple linear regression analysis. Primary data were collected by distributing questionnaires to 91 traders at Ploso Traditional Market. The respondents were selected using purposive sampling based on the criteria that they were active traders and had operated their businesses for at least two years. The results show that education has a positive and significant effect on traders' income, with a significance value of 0.003. Business duration also has a positive and significant effect on traders' income, with a significance value of 0.000. Meanwhile, business premises have a positive but insignificant effect on traders' income, with a significance value of 0.489. Simultaneously, education, business duration, and business premises have a significant effect on traders' income, with a significance value of 0.000. The adjusted R-squared value of 0.602 indicates that education, business duration, and business premises explain 60.2% of the variation in traders' income, while the remaining 39.8% is influenced by other factors outside the research model.

Keywords: education, business duration, business premises, traders' income, traditional market.

ABSTRAK

Verra Ardiansyah Putri, Pengaruh Pendidikan, Lama Usaha, dan Tempat Usaha Terhadap Pendapatan Pedagang Pasar Tradisional Di Kecamatan Ploso Kabupaten Jombang di bawah bimbingan Sumarto, S.E., M.E.

Penelitian ini bertujuan untuk menganalisis pengaruh pendidikan, lama usaha, dan tempat usaha terhadap pendapatan pedagang Pasar Ploso, Kecamatan Ploso, Kabupaten Jombang. Pendekatan yang digunakan adalah kuantitatif dengan metode analisis regresi linier berganda. Pengumpulan data primer dilakukan melalui penyebaran kuesioner kepada 91 pedagang Pasar Ploso yang dipilih menggunakan teknik purposive sampling, dengan kriteria masih aktif berdagang dan telah menjalankan usaha minimal selama dua tahun. Hasil penelitian menunjukkan bahwa pendidikan berpengaruh positif dan signifikan terhadap pendapatan pedagang dengan nilai signifikansi sebesar 0,003. Lama usaha juga berpengaruh positif dan signifikan terhadap pendapatan pedagang dengan nilai signifikansi sebesar 0,000. Sementara itu, tempat usaha berpengaruh positif, tetapi tidak signifikan terhadap pendapatan pedagang dengan nilai signifikansi sebesar 0,489. Secara simultan, pendidikan, lama usaha, dan tempat usaha berpengaruh signifikan terhadap pendapatan pedagang dengan nilai signifikansi sebesar 0,000. Nilai Adjusted R Square sebesar 0,602 menunjukkan bahwa pendidikan, lama usaha, dan tempat usaha mampu menjelaskan 60,2% variasi pendapatan pedagang, sedangkan 39,8% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Kata kunci: pendidikan, lama usaha, tempat usaha, pendapatan pedagang, pasar tradisional.