

ABSTRAK

MUTMAINNAH, 2021 "Pengaruh Modal, Lama Usaha dan Jam Kerja terhadap Pendapatan Pedagang Pasar Lamuru Kecamatan Lamuru Kabupaten Bone" Skripsi Program Studi Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh Bapak Dr. Agus Salim dan bapak A. Nur Achanuddin

Penelitian ini bertujuan untuk mengetahui Pengaruh Modal, Lama Usaha dan Jam Kerja Terhadap Pendapatan Pedagang Pasar Lamuru Kecamatan Lamuru Kabupaten Bone, metode penelitian yang digunakan dalam penelitian ini adalah jenis penelitian deskriptif kuantitatif. Sumber data berasal dari observasi, wawancara dan kuesioner. Jumlah populasi sebanyak 235 jiwa, dengan penarikan sampel menggunakan rumus *slovin* menjadi 70 responden. Variabel yang digunakan meliputi modal (X1), lama usaha (X2), jam kerja (X3) dan pendapatan (Y). Dengan teknik pengolahan data menggunakan regresi linier berganda dengan taraf signifikansi 5% dengan bantuan software SPSS 24 for windows.

Hasil dari penelitian secara Parsial, variabel-variabel yang signifikan mempengaruhi pendapatan pedagang pasar lamuru adalah modal (X1) dan Lama usaha (X2). Sedangkan variabel jam kerja (X3) secara parsial tidak berpengaruh signifikan terhadap pendapatan pedagang pasar tradisional lamuru kecamatan lamuru kabupaten bone. Selanjutnya variabel modal, lama usaha dan jam kerja secara bersama-sama berpengaruh signifikan terhadap pendapatan pedagang pasar tradisional lamuru, pengaruh tersebut sebesar 65,8%, sedangkan sisanya sebesar 34,2% dijelaskan atau dipengaruhi variabel

Kata Kunci : Modal, Lama Usaha, Jam Kerja dan Pendapatan.

ABSTRACT

MUTMAINNAH, 2021 "The Influence of Capital, Length of Business and Hours of Work on the Income of Lamuru Market Traders, Lamuru District, Bone Regency" Thesis of Development Economics Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Mr. Dr. Agus Salim and Mr. A. Nur Achanuddin

This study aims to determine the effect of capital, length of business and working hours on the income of Lamuru Market Traders, Lamuru District, Bone Regency, the research method used in this research is quantitative descriptive research. Sources of data come from observations, interviews and questionnaires. The total population is 235 people, with the sampling using the Slovin formula to 70 respondents. The variables used include capital (X1), length of business (X2), working hours (X3) and income (Y). With data processing techniques using multiple linear regression with a significance level of 5% with the help of SPSS 24 software for windows.

The results of partial research, the variables that significantly affect the income of Lamuru market traders are capital (X1) and length of business (X2). While the working hours variable (X3) partially has no significant effect on the income of traditional market traders in Lamuru, Lamuru sub-district, Bone district. Furthermore, the variables of capital, length of business and working hours together have a significant effect on the income of traditional market traders in Lamuru, the influence is 65.8%, while the remaining 34.2% is explained or influenced by variables.

Keywords: Capital, Length of Business, Hours of Work and Income.