

## **ABSTRAK**

**Andi Miftahul Janna Habil 10525020514** “Pengaruh Pengembangan dan Keberhasilan Usaha Mikro Terhadap Pelaku Ekonomi (Studi Kasus di Kecamatan Malili Kabupaten Luwu Timur” **(Dibimbing oleh Bapak Muchlis Mappangaja dan Bapak Syahrudin Yasen.**

Judul skripsi ini mengacu pada tiga pokok permasalahan antara lain, Variabel pengembangan usaha mikro berpengaruh terhadap variabel pelaku ekonomi, Variabel keberhasilan usaha mikro berpengaruh terhadap variabel pelaku ekonomi , Variabel pengembangan dan keberhasilan usaha mikro secara bersama-sama berpengaruh terhadap variabel pelaku ekonomi.

Penelitian ini merupakan penelitian lapangan, karena data diperoleh dari hasil pengamatan langsung di beberapa toko-toko kelontong di kabupaten Luwu Timur. Maka dapat disimpulkan bahwa peneliti menggunakan jenis penelitian kuantitatif.

Hasil penelitian membuktikan bahwa variabel pengembangan dan keberhasilan usaha mikro berpengaruh terhadap variabel pelaku ekonomi, dalam hal ini usaha mikro menerapkan sistem pengembangan dan keberhasilan usaha, sehingga dapat dikatakan berpengaruh terhadap pelaku ekonomi.

**Kata Kunci : Pengembangan Usaha Mikro, Keberhasilan Usaha Mikro, Pelaku Ekonomi**

## **ABSTRACT**

Andi Miftahul Janna Habil 10525020514 "The Effect of Micro Business Development and Success on Economic Actors **(Case Study in Malili District, East Luwu Regency)**" **(Supervised by Mr. Muchlis Mappangaja and Mr. Syahrudin Yasen.**

The title of this thesis refers to three main problems, among others, the variable of micro business development influences the variables of economic actors, the variables of success of micro businesses affect the variables of economic actors, the variables of development and the success of micro businesses jointly influence the variables of economic actors.

This research is a field research, because the data was obtained from the results of direct observations in several grocery stores in East Luwu district. So it can be concluded that researchers use quantitative research types.

The results of the study prove that the variables of development and success of micro-enterprises affect the variables of economic actors, in this case micro-enterprises apply a system of development and business success, so that it can be said to affect economic actors.

**Keywords: Development of Micro Business, Micro Business Benefits, Economic Actors**