

## ABSTRAK

**Ria ANGRAENI, TAHUN 2019 Analisis Faktor-Faktor Penentu Keberhasilan Pengembangan Usaha Ayam Broiler di Kabupaten Maros (Study Kasus Kecamatan Tanralili Desa Purnakarya)**, Skripsi Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Moh. Aris Pasigai Pembimbing II Warda.

Penelitian ini bertujuan untuk: (1) Mengetahui kelayakan bisnis berpengaruh positif dan signifikan terhadap keberhasilan usaha ayam broiler di Kabupaten Maros Kecamatan Tanralili Desa Purnakarya (2) Mengetahui faktor internal berpengaruh positif dan signifikan terhadap keberhasilan usaha ayam broiler di Kabupaten Maros Kecamatan Tanralili Desa Purnakarya (3) Mengetahui faktor eksternal berpengaruh positif dan signifikan terhadap keberhasilan usaha ayam broiler di Kabupaten Maros Kecamatan Tanralili Desa Purnakarya.

Teknik Pengolahan data menggunakan regresi linear berganda. Dengan melalui program SPSS versi 16. Penelitian ini menggunakan metode penelitian kuantitatif dan diolah dengan kebutuhan model yang digunakan.

Hasil penelitian menunjukkan bahwa secara simultan variabel kelayakan bisnis, faktor internal, dan faktor eksternal berpengaruh positif dan signifikan terhadap keberhasilan usaha ayam broiler di Kabupaten Maros Kecamatan Tanralili Desa Purnakarya.

**Kata Kunci : Kelayakan Bisnis, Faktor Internal, Faktor Eksternal, dan Keberhasilan Usaha Ayam Broiler**

## ABSTRACT

**Ria ANGRAENI, YEAR 2019 *Analysis of The Factors Determining The Success of The Development of Broiler Chicken Business in Maros District ( a Case Study of The Tanralili Sub-District, The Purnakarya) Village.* Thesis, Economic Development Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Supervisor I Moh. Aris Pasigai Supervisor II Warda.**

This study aims to : (1) Know the business feasibility of a positive and significant effect on the success of broiler chicken business in Maros district, Tanralili sub village, Purnakarya village. (2) Knowing internal factors have a positive and significant effect on the success of broiler chicken business in Maros district, Tanralili sub village, Purnakarya village. (3) Knowing external factors have a positive and significant effect on the success of broiler chicken business in Maros district, Tanralili sub village, Purnakarya village.

Data processing techniques using multiple linear regression through SPSS version 16. This research used quantitative research methods and is processed with the need of the model used.

The results showed that simultaneously the variables of business feasibility, internal factors and external factors positive and significant effect on the success of broiler chicken business in Maros district, Tanralili sub village, Purnakarya village.

**Keywords : Business viability, internal factors, external factors, and business Success of broiler chickens.**