

ABSTRAK

Penelitian ini bertujuan untuk: 1) Untuk menganalisis karakteristik sosial dan ekonomi pedagang di Pasar TAC Kota Jambi. 2) Untuk menganalisis perbedaan yang signifikan antara pendapatan pedagang sebelum pandemi Covid-19 dan pada masa pandemi Covid-19, dan 3) Untuk menganalisis faktor – faktor yang menentukan pendapatan pedagang di Pasar TAC Kota Jambi.

Metode pengambilan data yaitu dengan metode survei dengan alat kuesioner. Kemudian alat analisis yang digunakan yaitu Uji Mann Whitney dan Regresi Linier Berganda.

Berdasarkan rata-rata umur pedagang usaha 39 tahun, kemudian rata-rata jam kerja pedagang sebesar 9 jam bekerja, kemudian sangat banyak pedagang berjualan dekat dengan rumah, selanjutnya jumlah pedagang paling banyak didominasi oleh pedagang sayur-sayuran. Selanjutnya modal yang dikeluarkan pedagang untuk satu bulan yaitu rata-rata 4.225.000 dan pendapatan yang diterima pedagang untuk satu bulan yaitu rata-rata 3.470.000. Terdapat perbedaan pendapatan pedagang sebelum pandemi covid-19 dan pada masa pandemi covid-19. Berdasarkan hasil regresi dapat disimpulkan bahwa modal kerja, lokasi usaha dan umur berpengaruh signifikan terhadap pendapatan pedagang di Pasar TAC Kota Jambi. Sedangkan jam kerja dan jenis dagangan tidak berpengaruh signifikan terhadap pendapatan pedagang di Pasar TAC Kota Jambi.

Kata Kunci: Modal Kerja, Lokasi Usaha, Jam Kerja, Umur, Jenis Dagangan, Pendapatan Pedagang.

ABSTRACT

This study aims to: 1) To analyze the social and economic characteristics of traders in TAC Market Jambi City. 2) To analyze the significant difference between the income of traders before the Covid-19 pandemic and during the Covid-19 pandemic, and 3) To analyze the factors that determine the income of traders at TAC Market in Jambi City.

Based on the average age of business traders 39 years, then the average working hours of traders is 9 hours, then there are very many traders selling close to home, then the number of traders is mostly dominated by vegetable traders. Furthermore, the capital issued by traders for one month is an average of 4,225,000 and the income received by traders for one month is an average of 3,470,000. There is a difference in the income of traders before the covid-19 pandemic and during the covid-19 pandemic. Based on the regression results, it can be concluded that working capital, business location and age have a significant effect on the income of traders at TAC Market in Jambi City. While working hours and types ofmerchandise have no significant effect on the income of traders at TAC Market, Jambi City.

Keywords: *Working Capital, Business Location, Working Hours, Age, Type of Trade, Trader's Income.*

