

ABSTRAK

Penelitian ini berjudul “Analisis Pendapatan Usaha Pangkalan Gas Elpiji 3 kg Di Kota Jambi”. Dibawah bimbingan Bapak Selamat Rahmadi, S.E., M.Si dan Ibu Nurhayani, S.E., M.Si. Tujuan penelitian ini adalah untuk mengidentifikasi karakteristik sosial ekonomi usaha pangkalan gas elpiji 3 kg di Kota Jambi dan untuk mengukur dan menganalisis modal usaha, kuota gas, lama usaha dan jumlah pengecer terhadap pendapatan usaha pangkalan gas elpiji di Kota Jambi.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan cara penelitian lapangan yang bersumber dari pangkalan gas elpiji 3 kg sebagai sampel. Data dianalisis dengan metode analisis deskriptif kualitatif dan deskriptif kuantitatif. Alat analisis menggunakan metode analisis regresi linier berganda dengan dibantu program SPSS 21.

Hasil penelitian menunjukkan bahwa karakteristik sosial ekonomi pangkalan gas elpiji 3 kg di Kota Jambi yaitu rata-rata usia pemilik pangkalan adalah 48 tahun, sebagian berjenis kelamin laki-laki. Kemudian rata-rata berstatus kawin. Selain itu pendidikan pemilik pangkalan gas elpiji 3 kg memiliki rata-rata tingkat pendidikan SMA dengan jumlah tanggungan yang cukup besar yaitu 4 jiwa. Sumber modal yang digunakan sebagian besar yaitu sumber modal sendiri. Dengan jam kerja rata-rata yaitu 4,43 jam per hari dan dengan luas penyimpanan rata-rata 9,85 m². Pendapatan pangkalan gas elpiji 3 kg memiliki rata-rata Rp. 2.597.519 per bulan. Berdasarkan hasil regresi linier berganda dapat disimpulkan bahwa secara bersama-sama variabel independen modal usaha, kuota gas, lama usaha dan jumlah pengecer berpengaruh signifikan terhadap pendapatan usaha pangkalan gas elpiji 3 kg di Kota Jambi dan secara parsial variabel modal usaha, kuota gas berpengaruh signifikan terhadap pendapatan usaha pangkalan gas elpiji 3 kg di kota jambi, sementara variabel lama usaha dan jumlah pengecer tidak berpengaruh signifikan terhadap pendapatan usaha pangkalan gas elpiji 3 kg di kota jambi. Selanjutnya untuk nilai r^2 sebesar 0.875. Artinya sebesar 87,5 persen variasi pendapatan usaha pangkalan gas elpiji 3 kg dijelaskan oleh variabel dalam penelitian ini, sedangkan sisanya 12,5 persen dijelaskan oleh variabel lain diluar penelitian.

Kata Kunci: Pendapatan, modal usaha, kuota gas, lama usaha dan jumlah pengecer.

ABSTRACT

This research is entitled "Analysis of 3 kg LPG Gas Base Business Revenue in Jambi City". Under the guidance of Selamat Rahmadi, S.E., M.Si and Nurhayani, S.E., M.Si. The purpose of this study was to identify the socio-economic characteristics of the 3 kg LPG base business in Jambi City and to measure and analyze business capital, gas quotas, length of business and the number of retailers on the income of the LPG base business in Jambi City.

The data used are primary data obtained by means of field research sourced from a 3 kg LPG gas base as a sample. The data were analyzed using descriptive qualitative and quantitative descriptive analysis methods. The analysis tool uses the multiple linear regression analysis method with the help of the SPSS 21 program.

The results showed that the socio-economic characteristics of the 3 kg LPG gas base in Jambi City were the average age of the base owner was 48 years, some were male. Then the average status is married. In addition, the education of the owner of the 3 kg LPG gas base has an average high school education level with a fairly large number of dependents, namely 4 people. The income of the 3 kg LPG gas base has an average of Rp. 2,597,519 per month. Based on the results of multiple linear regression, it can be concluded that together the independent variables of working capital, gas quota, length of business and number of retailers have a significant effect on operating income of the 3 kg LPG gas base in Jambi City and partially the variables of working capital, gas quota and length of operation. which has a significant effect on the operating income of the 3 kg LPG gas base in the city of Jambi, while the variable number of retailers has no significant effect on the operating income of the 3 kg LPG gas base in the city of Jambi. Furthermore, for the value of r^2 of 0.875. This means that 87.5 percent of the variation in income from the 3 kg LPG gas base is explained by the variables in this study, while the remaining 12.5 percent is explained by other variables outside the study.

Keywords: *Income, business capital, gas quota, length of business, and retailers.*