

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh antara variabel independent yaitu lokasi usaha dan penetapan harga terhadap variabel dependen yaitu keberhasilan usaha, pada usaha kuliner di Kecamatan Rimbo Bujang. Teknik pengumpulan data dilakukan dengan observasi dan kuesioner, terdiri dari 40 orang responden. Dianalisis menggunakan uji validitas, reliabilitas, uji R-square dan uji hipotesis dengan bootstrapping bantuan PLS versi 3. Hasil penelitian menunjukkan bahwa lokasi usaha berpengaruh signifikan, penetapan harga berpengaruh signifikan terhadap keberhasilan usaha. Hasil uji R-square diperoleh sebesar 0,809% hal ini menunjukkan bahwa keberhasilan usaha dipengaruhi oleh lokasi usaha dan penetapan harga sebesar 80,9%, sedangkan sisanya 20,1% dipengaruhi oleh variabel lain.

Kata Kunci: Lokasi Usaha, Penetapan Harga dan Keberhasilan Usaha

ABSTRACT

The purpose of this study was to analyze the effect of independent variables which is business location and pricing on dependent variable that is business success, in the culinary business in Rimbo Bujang District. Data collection techniques are done by observation and questionnaires, consisted of 40 respondents. Analyzed using validity and reliability tests, R-square tests and hypothesis testing with bootstrapping with the help of PLS version 3. The results show that business location has a significant effect on the success of culinary business in Rimbo Bujang District, pricing has a significant effect on the success of culinary business in Rimbo Bujang District. The results of the R-Square test in this study were obtained at 0.809, this indicates that business success is affected by business location and pricing by 80.9%, while the remaining 19.1% is affected by other variables.

Keywords: business location, pricing and business success