

ABSTRAK

Penelitian ini bertujuan untuk: 1) mengetahui dan menganalisis gambaran kondisi sosial ekonomi masyarakat pelaku usaha disekitar objek wisata kebun binatang Taman Rimbo Jambi, 2) menganalisis perbedaan pendapatan pelaku usaha antara hari biasa dan hari libur, 3) menganalisis pengaruh jumlah tanggungan, modal usaha, curahan jam kerja, dan lama usaha terhadap pendapatan, dan 4) menjabarkan dampak keberadaan objek wisata kebun binatang Taman Rimbo Jambi terhadap kondisi ekonomi masyarakat sekitar objek wisata. Penelitian ini menggunakan penelitian deskriptif kuantitatif. Sampel yang digunakan dalam penelitian ini berjumlah 35 responden dengan menggunakan teknik *sampling jenuh*. Alat analisis menggunakan alat analisis regresi linier berganda dan uji beda *Wilcoxon Signed t-test*. Analisis data menggunakan bantuan program *Eviews 12* dan *SPSS Statistic*.

Hasil dalam penelitian menunjukkan bahwa secara simultan variabel independen jumlah tanggungan (X1), modal usaha (X2), curahan jam kerja (X3), dan lama usaha (X4) berpengaruh terhadap pendapatan. Secara parsial variabel modal usaha dan lama usaha berpengaruh secara signifikan terhadap pendapatan, sementara variabel jumlah tanggungan dan curahan jam kerja tidak berpengaruh signifikan terhadap pendapatan. Selanjutnya nilai koefisien determinasi sebesar 0,790785. Artinya sebesar 79,1% variasi pendapatan pelaku usaha dijelaskan oleh variabel dalam penelitian ini, sedangkan sisanya 20,9% dijelaskan variabel lain diluar penelitian. Terdapat perbedaan pendapatan hari biasa dan hari libur pelaku usaha dengan nilai t-statistik sebesar 630,000 dan signifikansi <,001 (kurang dari 0,05).

Kata Kunci : Jumlah Tanggungan, Modal Usaha, Curahan Jam Kerja, Lama Usaha, dan Pendapatan

ABSTRACT

This study aims to: 1) identify and analyze the description of the socio-economic conditions of the business community around the Taman Rimbo Jambi tourist attraction, 2) analyze the difference in income of business actors between weekdays and holidays, 3) analyze the influence of the number of dependents, business capital, the amount of working hours, and the length of business on income, and 4) describes the impact of the existence of the Taman Rimbo Jambi zoo on the economic conditions of the community around the tourist attraction. This research uses quantitative descriptive research. The sample used in this study amounted to 35 respondents using a saturated sampling technique. The analysis tool used multiple linear regression analysis and Wilcoxon Signed t-test. Data analysis used the help of the Eviews 12 and SPSS Statistics programs.

The results in the study show that simultaneously the independent variables number of dependents (X1), business capital (X2), working hours (X3), and length of business (X4) affect income. Partially, the variables of business capital and length of business have a significant effect on income, while the variables of the number of dependents and working hours have no significant effect on income. Furthermore, the coefficient of determination is 0.790785. This means that 79.1% of the variation in the income of business actors is resolved by the variables in this study, while the remaining 20.9% is explained by other variables outside the research. There is a difference in income on weekdays and holidays for business actors with a t-statistical value of 630,000 and a significance of $<.001$ (less than 0.05).

Keywords: Number of Dependents, Business Capital, Working Hours, Length of Business, and Income