

ABSTRAK

Penelitian ini berjudul Analisis Dampak Pandemi Covid 19 Terhadap Pendapatan Pedagang Sayur di Pasar Angso Duo Kota Jambi. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi pendapatan pedagang sayur di pasar angso duo Kota Jambi. Metodologi Penelitian yang digunakan adalah metode analisis deskriptif kualitatif dan metode analisis deskriptif kuantitatif. Metode analisis yang digunakan menggunakan analisis regresi linier berganda. Penelitian ini menggunakan populasi yang terdiri dari 64 responden pedagang sayur di pasar angso duo Kota Jambi. Pengujian hipotesis dilakukan dengan menggunakan uji F dan uji t, dengan signifikan (α) 5%. Penganalisan data menggunakan software pengelolaan data statistik yaitu SPSS 22.00 for windows. Berdasarkan hasil estimasi pada uji f statistik menunjukkan bahwa secara bersama-sama (Simultan) variabel modal usaha, lama bekerja, dan jam kerja berpengaruh signifikan terhadap pendapatan pedagang di Pasar Angso Duo Kota Jambi. Hasil estimasi pada uji t statistik menunjukkan bahwa secara individu (Parsial) variabel modal usaha berpengaruh positif dan signifikan terhadap pendapatan pedagang di Pasar Angso Duo Kota Jambi, variabel lama bekerja tidak berpengaruh positif dan signifikan terhadap pendapatan pedagang di Pasar Angso Duo Kota Jambi, variabel jam kerja berpengaruh positif dan signifikan terhadap pendapatan pedagang di Pasar Angso Duo Kota Jambi.

Kata Kunci : Modal Usaha, Lama Usaha, Jam Kerja, dan Pendapatan

ABSTRACT

This research is entitled Analysis of the Impact of the Covid 19 Pandemic on the Income of Vegetable Traders in Angso Duo Market, Jambi City. The purpose of this study was to determine and analyze the factors that affect the income of vegetable traders in the angso duo market in Jambi City. The research methodology used is qualitative descriptive analysis method and quantitative descriptive analysis method. The analysis method used uses multiple linear regression analysis. This study used a population consisting of 64 respondents of vegetable traders in the angso duo market in Jambi City. Hypothesis testing was performed using the F test and t test, with a significant (α) of 5%. Data analysis using statistical data management software, namely SPSS 22.00 for windows. Based on the estimation results in the statistical f test, it shows that together (Simultaneous) variables of working capital, length of work have a significant effect on the income of traders in Angso Duo Market, Jambi City. The estimation results on the statistical t test show that individually (partial) working capital variables have a positive and significant effect on the income of traders in Angso Duo Market Jambi City, the variable length of work does not have a positive and significant effect on the income of traders in Angso Duo Market Jambi City, variable working hours have a positive and significant effect on the income of traders in Angso Duo Market Jambi City.

Keywords: *Business Capital, Length of Business, Working Hours, and Income*