

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh modal, jam operasional, dan lama usaha terhadap pendapatan pedagang kaki lima di Kawasan Jembatan Gentala Arasy Kota Jambi. Metode penelitian menggunakan pendekatan kuantitatif dengan penentuan sampel melalui metode *random sampling* dengan rumus Slovin 10%, yaitu sebanyak 56 sampel. Pengumpulan data melalui penyebaran kuesioner. Teknik analisis data yaitu analisis deskriptif serta analisis SEM PLS yaitu persamaan struktural (SEM) berbasis varian yang dapat menguji model pengukuran dan struktural secara bersamaan. Model persamaan yang dianalisis adalah *outer model*, *inner model*, dan pengujian hipotesis. Berdasarkan perhitungan dengan menggunakan SMARTPLS versi 4.0 diperoleh hasil bahwa modal berpengaruh positif terhadap pendapatan. Sedangkan jam operasional dan lama usaha tidak berpengaruh positif terhadap pendapatan.

Kata Kunci: Modal, Jam operasional, Lama usaha, Pendapatan

ABSTRACT

The purpose of this study was to analyze the effect of capital, operating hours, and length of business on the income of street vendors in the Gentala Arasy Bridge Area, Jambi City. The research method uses a quantitative approach by determining the sample through the random sampling method with the 10% Slovin formula, namely as many as 56 samples. Data collection through distributing questionnaires. Data analysis techniques are descriptive analysis and SEM PLS analysis, namely structural equations (SEM) based on variance that can test both measurement and structural models simultaneously. The equation model analyzed is the outer model, inner model, and hypothesis testing. Based on calculations using SMARTPLS version 4.0, the result is that capital has a positive effect on income. While operating hours and length of business do not have a positive effect on income.

Keywords: Capital, operating hours, length of business, income