

ABSTRAK

Penelitian ini termasuk penelitian kuantitatif yang bertujuan untuk menganalisis Pendapatan Pedagang Pada Pasar Tradisional Keramat Tinggi Kecamatan Muara Bulian. Dalam penelitian ini ada empat variabel yaitu Modal (X1), Lama Usaha (X2), dan Jam Kerja (X3). Populasi dalam penelitian ini adalah Pedagang di Pasar Tradisional Keramat Tinggi Kecamatan Muara Bulian. Sampel diambil menggunakan teknik sampel jenuh, di mana pengambilan data sampel didasarkan pada nilai saturasi sampel. Pada penelitian ini, sampel diperoleh sebanyak 72 pedagang yang ada di Pasar Keramat Tinggi.

Metode analisis yang digunakan adalah analisis regresi berganda dengan bantuan aplikasi Eviews 12. Hasil penelitian menunjukkan bahwa Modal (X1) menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel nilai modal terhadap variabel nilai pendapatan pedagang di pasar Keramat Tinggi. Lama Usaha (X2) menunjukkan terdapat pengaruh positif dan tidak signifikan antara nilai lama usaha terhadap nilai pendapatan pedagang di pasar Keramat Tinggi. Jam Kerja (X3) menunjukkan bahwa adanya pengaruh positif namun signifikan antara nilai jam kerja terhadap nilai pendapatan pedagang di pasar Keramat Tinggi.

Kata kunci: Pendapatan, Pedagang, Pasar Keramat Tinggi.

ABSTRACT

This research is quantitative research which aims to analyze the income of traders at the High Sacred Traditional Market in Muara Bulian District. In this research there are four variables, namely Capital (X1), Length of Business (X2), and Working Hours (X3). The population in this research are Traders at the Keramat Tinggi Traditional Market, Muaro Bulian District. Samples were taken using a saturated sampling technique, where sample data collection is based on the sample saturation value. In this research, samples were obtained from 72 traders at the Keramat Tinggi Market.

The analytical method used is multiple regression analysis with the help of the EvIEWS 12 application. The research results show that Capital (X1) shows that there is a positive and significant influence between the capital value variable on the income value variable of traders in the Keramat Tinggi market. Length of Business (X2) shows that there is a positive and insignificant influence between the value of the length of business on the income value of traders in the Keramat Tinggi market. Working Hours (X3) shows that there is a positive but significant influence between the value of working hours on the value of traders' income in the Keramat Tinggi market

Keywords: *Income, Traders, Keramat Tinggi Market.*