

ABSTRAK

Penelitian ini berjudul “*Analisis Faktor-Faktor Yang Mempengaruhi Tingkat Pendapatan usaha Pedagang Kaki Lima (Studi Kasus Pedagang Kaki Lima Bidang Kuliner Kawasan Tugu Keris Siginjai Di Kota Jambi)*”. Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis karakteristik sosial ekonomi pedagang kaki lima (studi kasus pedagang kaki lima bidang kuliner kawasan TuguKeris Siginjai di Kota Jambi); (2) mengetahui dan menganalisis pengaruh modal, lama usaha, jam kerja, dan jumlah tanggungan keluarga terhadap tingkat pendapatan usaha pedagang kaki lima (studi kasus pedagang kaki lima bidang kuliner kawasan TuguKeris Siginjai di Kota Jambi). Metode analisis yang digunakan dalam penelitian ini analisis deskriptif kualitatif dan analisis kuantitatif menggunakan alat analisis yaitu regresi linier berganda. Jumlah populasi dalam penelitian ini adalah sebanyak 157 PKL kawasan Tugu Keris Siginjai di Kota Jambi. Teknik pengambilan sampel menggunakan *simple random sampling* sehingga didapat jumlah sampel sebanyak 61 sampel. Jenis data yaitu data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan kuesioner.

Hasil penelitian menunjukkan bahwa variabel modal usaha dan lama usaha berpengaruh signifikan terhadap pendapatan usaha, sedangkan variabel jam kerja dan jumlah tanggungan keluarga tidak berpengaruh terhadap pendapatan usaha.

Kata Kunci : Modal, Lama Usaha, Jam Kerja, Jumlah tanggungan keluarga, Pendapatan

ABSTRACT

This research is entitled "Analysis of the Factors Affecting the Income Level of Street Vendors (Case Study of Street Vendors in the Culinary Sector of the Tugu Keris Siginjai Area in Jambi City)". This study aims to (1) identify and analyze the socio-economic characteristics of street vendors (a case study of culinary street vendors in the Tugu Keris Siginjai area in Jambi City); (2) knowing and analyzing the effect of capital, length of business, working hours, and family dependents on the level of income of street vendors (a case study of culinary street vendors in the Tugu Keris Siginjai area in Jambi City). The analytical method used in this study is descriptive qualitative analysis and quantitative analysis using an analytical tool, namely multiple linear regression. The total population in this study was 157 street vendors in the Tugu Keris Siginjai area in Jambi City. The sampling technique used simple random sampling to obtain a total sample of 61 samples. The types of data are primary data and secondary data. Data collection techniques were carried out by observation, interviews and questionnaires.

The results showed that the variables of working capital and length of business had a significant effect on business income, while the variables of working hours and the number of family dependents did not affect business income.

Keywords: Capital, Length of Business, Hours of Work, Family Dependents, Income