

ABSTRAK

Penelitian ini berjudul “Determinan Pendapatan Pedagang Ayam Potong di Pasar Tradisional Kota Jambi (Studi Kasus di Pasar Aur Duri)”. Tujuan utama dari penelitian ini adalah: (1) Menganalisis karakteristik sosial ekonomi pedagang ayam potong di pasar tradisional Kota Jambi (studi kasus Pasar Aurduri) dan (2) untuk menganalisis fakto-faktor apakah yang yang mempengaruhi pendapatan pedagang ayam potong di pasar tradisional Kota Jambi (studi kasus Pasar Aurduri) Penelitian ini menggabungkan penggunaan data primer dan sekunder, dengan teknik pengumpulan data melalui wawancara langsung, survei, serta penyebaran kuesioner. Model analisis yang digunakan dalam penelitian ini adalah regresi linier berganda. Sampel penelitian mencakup 48 responden pedagang ayam potong. Hasil analisis menunjukkan bahwa secara parsial, variabel modal (X1), lama usaha (X2), dan jam kerja (X3) terbukti berpengaruh secara signifikan terhadap pendapatan pedagang ayam potong di pasar tradisional Kota Jambi, khususnya di Pasar Aur Duri.

Kata Kunci: Karakteristik sosial ekonomi, faktor yang mempengaruhi pendapatan, modal, lama usaha, jam kerja.

ABSTRACT

This study is entitled "Determinants of Income of Broiler Chicken Traders in Traditional Markets in Jambi City (Case Study in Aur Duri Market)". The main objectives of this study are: (1) To analyze the socio-economic characteristics of broiler chicken traders in traditional markets in Jambi City (case study in Aurduri Market) and (2) to analyze the factors that influence the income of broiler chicken traders in traditional markets in Jambi City (case study in Aurduri Market). This study combines the use of primary and secondary data, with data collection techniques through direct interviews, surveys, and questionnaires. The analysis model used in this study is multiple linear regression. The research sample includes 48 respondents of broiler chicken traders. The results of the analysis show that partially, the variables of capital (X1), length of business (X2), and working hours (X3) are proven to have a significant effect on the income of broiler chicken traders in traditional markets in Jambi City, especially in Aur Duri Market.

Keywords: Socio-economic characteristics, factors that influence income, capital, length of business, working hours.