

ABSTRAK

Penelitian ini disusun berdasarkan prinsip-prinsip akademik dan berada di bawah bimbingan Ibu Dr. Rosmeli, S.E, M.E. serta Bapak Jaya Kusuma Edy,SE., M.Si. Karya ilmiah ini mengangkat judul “Analisis Faktor Penentu Pendapatan Karyawan Pedagang Minuman Kopi Keliling Di Kota Jambi”, dengan tujuan untuk mengidentifikasi variabel-variabel yang berpengaruh terhadap pendapatan, meliputi jumlah produk, jam kerja, usia, serta lokasi usaha. Metode yang digunakan adalah deskriptif kuantitatif dengan memanfaatkan data primer yang diperoleh melalui penyebaran kuesioner kepada 45 responden karyawan pedagang kopi keliling, sedangkan data sekunder dikumpulkan dari berbagai literatur dan publikasi relevan. Analisis data dilakukan menggunakan regresi linier berganda dan pengujian hipotesis, dengan uji kelayakan data yang berupa uji normalitas dibantu dengan alat analisis *software Eviews versi 13*.

Dari hasil penelitian diperoleh karakteristik sosial ekonomi karyawan pedagang minuman kopi keliling didominasi usia frekuensi 24-28 tahun menunjukkan bahwa pedagang minuman kopi keliling ini pada usia yang produktif dan didominasi oleh jenjang pendidikan tingkat SMA sederajat. Mayoritas karyawan pedagang minuman kopi keliling ini belum menikah, untuk besaran pendapatan yang didominasi frekuensi Rp.2.733.333 – Rp.3.549.999 . Berdasarkan hasil penelitian, diketahui bahwa jumlah produk, jam kerja, serta lokasi usaha memberikan pengaruh signifikan terhadap tingkat pendapatan karyawan pedagang kopi keliling di Kota Jambi. Sebaliknya, variabel usia tidak menunjukkan pengaruh positif maupun signifikan terhadap pendapatan yang diperoleh oleh karyawan pada sektor usaha tersebut.

Kata Kunci : Jumlah Produk, Jam Kerja, Umur, Lokasi usaha dan Pendapatan

ABSTRACT

This research is prepared based on academic principles and under the guidance of Dr. Rosmeli, S.E., M.E., and Mr. Jaya Kusuma Edy, S.E., M.Si. This scientific work carries the title “Analysis of Determinant Factors of Income of Mobile Coffee Beverage Vendor Employees in Jambi City”, with the objective of analyzing the factors that influence the income of mobile coffee vendor employees, using the variables of number of products, working hours, age, and business location. In its implementation, this study applies a descriptive quantitative approach by utilizing primary data. Primary data were obtained through the distribution of questionnaires to mobile coffee vendor employees in Jambi City with a sample of 45 respondents, while secondary data were obtained from relevant literature and publications. The analytical technique applied is multiple linear regression and hypothesis testing using data feasibility tests such as the normality test, assisted by the analytical tool Eviews software version 13.

The findings of this study reveal that the socio-economic characteristics of mobile coffee beverage vendor employees in Jambi City are predominantly within the age range of 24–28 years, indicating that the majority of respondents are in their productive age group. In terms of education, most employees hold a senior high school or equivalent qualification. Furthermore, the majority of respondents are unmarried. With regard to income, the dominant range is between Rp. 2,733,333 and Rp. 3,549,999. Based on the regression analysis, it can be concluded that the variables of number of consumers, working hours, and business location significantly influence the income of mobile coffee beverage vendor employees in Jambi City. In contrast, the age variable does not show a positive and significant effect on their income.

Keywords : *Number Of Products, Working Hours, Age, Business Location, Income.*