

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh modal awal, lama usaha, jam kerja dan jenis kelamin terhadap tingkat pendapatan pedagang pasar tradisional Wates, Kabupaten Kulon Progo. Responden dalam penelitian ini adalah pedagang pasar tradisional, di pasar tradisional Wates, Kabupaten Kulon Progo yang berjumlah 100 responden. Data diperoleh melalui data primer dengan cara mengajukan pertanyaan secara tertulis kepada responden. Analisis data yang digunakan dengan menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara parsial variabel modal awal dan jam kerja berpengaruh terhadap variabel tingkat pendapatan pedagang pasar tradisional, sedangkan lama usaha dan jenis kelamin tidak berpengaruh terhadap variabel tingkat pendapatan pedagang pasar tradisional. Secara serentak menunjukkan bahwa variabel modal awal, lama usaha, jam kerja dan jenis kelamin berpengaruh terhadap tingkat pendapatan pedagang pasar tradisional.

Kata kunci : pedagang pasar tradisional, tingkat pendapatan, modal awal, lama usaha, jam kerja, dan jenis kelamin.

ABSTRACT

This research aimed at learning the influence of initial capital, length of business, working hour, and gender toward the income level of the sellers at Wates traditional market, in Kulon Progo. The respondents of the research were 100 traditional market sellers at Wates traditional market, in Kulon Progo Municipality. The primary data were collected by asking the respondents questions in the written form. The data analysis was conducted by using double linear regression.

The result of the research indicated that partially, initial al and working hour influenced the variable of the income level of the traditional market sellers, meanwhile length of business and gender did not influence the variable of the income level of traditional market sellers. Altogether, it indicated that the variable of initial capital, length of business, working hour and gender influenced the income level of traditional market sellers.

Keyword: traditional market sellers, income level, initial capital, length of business, working hour, gender.