

## **INTISARI**

Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka.

Penelitian ini menggunakan subyek penelitian pedagang sayur di pasar tradisional kabupaten Majalengka yang dipilih dengan metode *cluster random sampling*. Jenis data adalah data primer dengan teknik pengumpulan data menggunakan metode angket dan jenis pertanyaan tertutup. Teknik analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara simultan variable modal berdagang, lokasi berdagang, kondisi tempat berdagang, lama usaha dan jam kerja mempunyai pengaruh yang signifikan terhadap pendapatan pedagang. Secara parsial (1) Modal berdagang berpengaruh positif terhadap pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka; (2) Lokasi berdagangberpengaruh positif terhadap pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka; (3) Kondisi tempat berdagang berpengaruh positif terhadap pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka; (4) Lama usaha tidak berpengaruh signifikan terhadap pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka dan (5) Jam kerjatidak berpengaruh signifikan terhadap pendapatan pedagang sayur di pasar tradisional Kabupaten Majalengka. Dampaknya dalam jangka panjang adalah meningkatnya kesejahteraan pedagang, sedangkan dalam jangka pendek pedagang dapat memenuhi kebutuhan hidup sehari-hari.

Kata kunci: Pendapatan, Modal Berdagang, Lokasi Berdagang, Kondisi Tempat Berdagang, Lama Usaha, Jam Kerja

## **ABSTRACT**

*The purpose of this research is to determine the factors which influencing vegetable traders income in traditional market in Majalengka District.*

*The subject of this research is vegetable traders in traditional market of Majalengka District which take by using cluster random sampling method. The type of the data is primer data which collect by using questionnaires and the types of the question is closed questions. The analysis method that used in this data processing is multiple linear regression.*

*The result of the research shows simultaneously variable trading capital, trading location, condition of the trade location, business age and working hours have a significant influence on the income of traders. Partially (1) Trading capital has positive influence toward vegetable traders income in traditional market of Majalengka District; (2) The trading location has positive influence toward vegetable traders income in traditional market of Majalengka District; (3) The condition of trading location has positive influence toward vegetable traders income in traditional market of Majalengka District; (4) The business age of the trade is not giving much significant influence toward vegetable traders income in traditional market of Majalengka District; (5) Working hours is not giving much significant influence toward vegetable traders income in traditional market of Majalengka District. The long-term impact is the increase in the welfare of traders, while in the short run traders can meet the needs of everyday life.*

**Keywords:** *Income, Trading Capital, Trading Location, Condition of Trading Location, Business Age, Working Hours.*