

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
PENDAPATAN PEDAGANG PISANG BARANGAN
(*Musa acuminata*, L.) DI KOTA LANGSA**

**SALSABILA
NIM. 19.03.02.055**

**Komisi Pembimbing :
Supristiwendi, S.P., M.Si
Siti Balqies Indra, S.P., M.P**

ABSTRAK

Tujuan penelitian untuk menganalisis pengaruh modal, lama usaha, jam kerja, harga jual dan lokasi terhadap pendapatan pedagang pisang barangan (*Musa acuminata*, L) di Kota Langsa. Penelitian menggunakan metode survey. Penelitian ini berdasarkan tujuan penelitian yaitu menggunakan desain penelitian kausal. Penelitian kausal adalah penelitian yang bertujuan untuk menguji hipotesis tentang pengaruh satu atau beberapa variabel bebas (*independen*) terhadap variabel terikat (*dependen*). Teknik penarikan sampel penelitian yang digunakan peneliti adalah *Nonprobability sampling* dengan teknik *sampling jenuh* (sensus). Seluruh populasi pedagang pisang barangan sebanyak 30 orang semuanya dijadikan sebagai sampel penelitian. Hasil penelitian diperoleh persamaan regresi linier sebagai berikut: $Y = -19.243 + 0,038X_1 + 0,086X_2 + 0,88X_3 + 0,343X_4 + 2,67X_5$. Nilai R^2 adjusted sebesar 0,929 artinya bahwa faktor modal, lama usaha, jam kerja, harga jual dan lokasi usaha lokasi usaha berpengaruh terhadap pendapatan pedagang pisang barangan di Kota Langsa sebesar 92,9%. Sisanya sebesar 7,1% dipengaruhi faktor lain yang tidak dimasukkan dalam model penelitian ini seperti; pelayanan, harga barang lain dan selera konsumen. Hasil Uji F secara serempak modal, lama usaha, jam kerja, harga jual dan lokasi usaha lokasi usaha berpengaruh terhadap pendapatan pedagang pisang barangan di Kota Langsa. Hasil t secara terpisah jam kerja, harga jual dan lokasi usaha lokasi usaha berpengaruh terhadap pendapatan pedagang pisang barangan di Kota Langsa. Hasil t secara terpisah modal dan lama usaha tidak berpengaruh terhadap pendapatan pedagang pisang barangan di Kota Langsa.

Kata Kunci: Pendapatan, modal, lama usaha, jam kerja, harga jual, lokasi usaha.

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
PENDAPATAN PEDAGANG PISANG BARANGAN
(*Musa acuminata*, L.) DI KOTA LANGSA**

**SALSABILA
NIM. 19.03.02.055**

Advisory Commission :

**Supristiwendi, S.P., M.Si
Siti Balqies Indra, S.P., M.P**

ABSTRACT

*The aim of the study was to analyze the effect of capital, length of business, working hours, selling price and location on the income of Barangan banana traders (*Musa acuminata*, L) in Langsa City. Research using survey method. This research is based on research objectives, namely using a causal research design. Causal research is research that aims to test hypotheses about the effect of one or more independent variables on the dependent variable. The research sampling technique used by researchers is non-probability sampling with saturated sampling technique (census). The entire population of Barangan banana traders as many as 30 people were all used as research samples. The results of the study obtained the linear regression equation as follows: $Y = -19,261 + 0,038X_1 + 0,086X_2 + 0,882X_3 + 0,344X_4 + 2,668X_5$. The adjusted R² value of 0.929 means that the capital factor, length of business, working hours, selling price and business location affect the income of Barangan banana traders in Langsa City by 92.9%. The remaining 7.1% is influenced by other factors that are not included in this research model such as; services, prices of other goods and consumer tastes. The results of the F test simultaneously capital, length of business, working hours, selling price and business location affect the income of goods banana traders in Langsa City. The results of t separately working hours, selling price and business location affect the income of goods banana traders in Langsa City. The results of t separately capital and length of business have no effect on the income of goods banana traders in Langsa City.*

Keywords: Income, capital, length of business, working hours, selling price, business location.