

RINGKASAN

Tujuan dari penelitian ini adalah untuk menjelaskan pengaruh dari : (1) lama usaha; (2) jam kerja; (3) lokasi usaha; dan (4) franchise terhadap pendapatan pedagang ayam goreng di Kecamatan Purwokerto Utara. Populasi dalam penelitian ini sebanyak 31 orang pedagang ayam goreng, dimana data diperoleh menggunakan metode sensus dan skala likert pada variabel lokasi usaha untuk mengukur persepsi pedagang terkait lokasi yang strategis. Teknik analisa data menggunakan data kuantitatif dan analisis regresi berganda. Hasil penelitian menunjukkan bahwa : (1) lama usaha berpengaruh signifikan dan positif terhadap pendapatan pedagang ayam goreng di Kecamatan Purokwerto Utara; (2) jam kerja tidak berpengaruh signifikan terhadap pendapatan pedagang ayam goreng di Kecamatan Purwokerto Utara; (3) lokasi usaha berpengaruh signifikan dan positif terhadap pendapatan pedagang ayam goreng di Kecamatan Purwokerto Utara; (4) franchise berpengaruh signifikan dan positif terhadap pendapatan pedagang ayam goreng di Kecamatan Purwokerto Utara.

Kata kunci: lama usaha, jam kerja, lokasi usaha, franchise, pedagang ayam goreng, pendapatan

SUMMARY

The purpose of this study is to explain the influence of: (1) firm age (2) working hours; (3) business location; and (4) franchise on the revenue of fried chicken business in North Purwokerto District. The population in this study was 31 fried chicken business, where data were obtained using the census method and likert scale on business location variables to measure traders' perceptions of strategic locations. Data analysis techniques use quantitative data and multiple regression analysis. The results showed that: (1) firm age had a significant and positive effect on the revenue of fried chicken business in North Purokwerto District; (2) working hours do not have a significant effect on the revenue of fried chicken traders in North Purwokerto District; (3) the business location has a significant and positive effect on the revenue of fried chicken business in North Purwokerto District; (4) the franchise has a significant and positive effect on the revenue of fried chicken business in North Purwokerto District.

Keywords: firm age, working hours, business location, franchise, fried chicken merchant, income