

## RINGKASAN

Sate ayam di Desa Blater diolah melalui industri rumahan, rata-rata di desa Blater bermata pencaharian menjadi pedagang sate. Jumlah pedagang yang relatif banyak, tentunya antara satu sama lain terdapat perbedaan kemampuan produksi sehingga pendapatan yang mampu dihasilkan antar pedagang sate pun berbeda. Kemampuan produksi dipengaruhi oleh beberapa faktor yang mempengaruhinya diantaranya yaitu tenaga kerja, lahan, modal, jam kerja dan pengalaman kerja.

Penelitian ini adalah penelitian deskriptif yang menggunakan metode survey yang menganalisis faktor faktor sosial ekonomi terhadap pedagang sate di Desa Blater. Lokasi Penelitian ini dilakukan di Desa Blater, Kecamatan Kalimanah, Kabupaten Purbalingga, Provinsi Jawa Tengah, masyarakatnya banyak yang berjualan sate ayam. Sampel penelitian ini berjumlah 42 responden. Metode penelitian yang digunakan adalah kuantitatif dengan analisis regresi linear berganda, uji R-Square, Uji F, dan Uji t. Tahapan uji statistik diolah menggunakan SPSS.

Berdasarkan hasil uji statistik dapat diketahui bahwa kuesioner valid dan reliabel. Kemudian dilanjutkan pada uji asumsi klasik yang menunjukkan hasil positif. Dari hasil uji F dapat diketahui nilai  $f$  hitung sebesar  $3123 > 2,47$ . Dari hasil uji T diketahui bahwa hanya variabel  $X_1$  yang mendapatkan nilai signifikansi sebesar  $0,488 > 0,05$ . Selain itu didapatkan nilai adjusted  $R^2$  sebesar  $0,997$ .

Jadi dapat disimpulkan bahwa secara bersama sama seluruh variabel independen berpengaruh terhadap variabel produksi. Sedangkan secara parsial hanya variabel jumlah tanggungan yang tidak berpengaruh terhadap variabel produksi. Sisanya variabel modal, lama usaha, jam kerja, dan tenaga kerja berpengaruh signifikan terhadap produksi.

*Kata Kunci: Produksi, Tanggungan, Modal, Lama Usaha, Jam Kerja, Tenaga Kerja*

## SUMMARY

*Blater Village is known for Chicken Satay which processed through a home industry, the average livelihood in Blater Village is satay traders. The number of traders is relatively large, of course, between each other there are differences in production capabilities so that the income that can be generated between satay traders is different. Production capability is influenced by several factors that influence it, including labor, land, capital, working hours and work experience. This research is a descriptive study that uses a survey method that analyzes socio-economic factors for satay traders in Blater Village. Descriptive research is research that takes a picture of an appropriate object. Location This research was conducted in Blater Village, Kalimanah District, Purbalingga Regency, Central Java Province, many people who sell chicken satay. The sample of this study amounted to 42 respondents. The research method used is quantitative with multiple linear regression analysis, R-Square test, F test, and t test. Statistical test stages are processed using SPSS.*

*Based on the results of statistical tests, it can be seen that the questionnaire is valid and reliable. Then proceed to the classical assumption test which shows positive results. From the results of the F test, it can be seen that the f count value is  $3123 > 2.47$ . From the results of the T test, it is known that only the X1 variable has a significance value of  $0.488 > 0.05$ . In addition, an adjusted R2 value of 0.997 was obtained.*

*So it can be concluded that simultaneously all independent variables affect the production variable. While partially, only the number of dependents variable has no effect on the production variable. The remaining variables of capital, length of business, working hours, and labor have a significant effect on production.*

*Kata Kunci: Productivity, Number of Family Member, Capital, Lenght Of Business, Wrking Hours, Number Of Labor*