

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif yang memiliki tujuan untuk menganalisis pengaruh lama usaha, diversifikasi, pemasaran, distributor, pendidikan dan modal terhadap pendapatan pedagang kain batik di Sentra Batik Trusmi dan untuk menganalisis variabel paling berpengaruh terhadap pendapatan batik di Sentra Batik Trusmi. Dalam penelitian ini, variabel dependen yang digunakan adalah pendapatan pedagang serta variabel-variabel independen dalam penelitian ini adalah lama usaha, diversifikasi, pemasaran, distributor, pendidikan, dan modal.

Penelitian ini dilakukan pada 73 responden menggunakan kuesioner. Responden dalam penelitian ini adalah pedagang batik di Sentra Batik Trusmi. Dalam penelitian ini teknik analisis data yang digunakan teknik analisis regresi berganda dan uji elastisitas.

Berdasarkan analisis yang telah dilakukan, diperoleh hasil penelitian bahwa : (1) lama usaha tidak berpengaruh signifikan terhadap pedagang batik di Kawasan Batik Trusmi Cirebon; (2) diversifikasi berpengaruh dan positif terhadap pedagang batik di Kawasan Batik Trusmi Cirebon; (3) distributor tidak berpengaruh signifikan terhadap pedagang batik di Kawasan Batik Trusmi Cirebon; (4) pemasaran tidak berpengaruh signifikan terhadap pedagang batik di Kawasan Batik Trusmi Cirebon; (5) pendidikan tidak berpengaruh signifikan terhadap pedagang batik Di Kawasan Batik Trusmi Cirebon; (6) modal berpengaruh dan positif terhadap pendapatan pedagang batik di Kawasan Batik Trusmi Cirebon.

Kata Kunci: lama usaha, diversifikasi, distributor, pendidikan, pemasaran, modal, pendapatan, UMKM, pedagang batik

SUMMARY

This research is a quantitative research that aims to analyze the influence of firm age, diversification, marketing, distributors, education and capital on the revenue of batik traders at Trusmi Batik Center and to analyze the most influential variables on batik revenue at Trusmi Batik Center. In this study, the dependent variables used were traders revenue and the independent variables in this study were firm age, diversification, marketing, distributors, education and capital.

The study was conducted on 73 respondents using a questionnaire. The respondents in this study were batik traders at the Trusmi Batik Center. In this study, data analysis techniques were used for multiple regression analysis techniques and elasticity tests.

Based on the analysis that has been carried out, the results of the study were obtained that: (1) the firm age did not have a significant effect on batik traders in the Trusmi Batik Center of Cirebon; (2) diversification affects and positively affects batik traders in the Trusmi Batik Center of Cirebon; (3) distributors have no significant effect on batik traders in the Trusmi Batik Center of Cirebon; (4) marketing does not have a significant effect on batik traders in the Trusmi Batik Center of Cirebon; (5) education has no significant effect on batik traders in the Trusmi Batik Center of Cirebon; (6) capital affects and positively affects the income of batik traders in the Trusmi Batik Center of Cirebon.

Key Words: firm age, diversification, distributor, education, marketing, capital, revenue, MSMEs, batik traders