

RINGKASAN

Penelitian ini meneliti tentang pengaruh modal, jam kerja, lokasi usaha, dan kondisi pasar terhadap pendapatan pedagang pasar tradisional di Pasar Bintoro Demak. Penelitian ini bertujuan untuk menganalisis pengaruh variabel modal, jam kerja, lokasi usaha, dan kondisi pasar terhadap pendapatan pedagang pasar tradisional di Pasar Bintoro Demak dan untuk menganalisis variabel yang paling berpengaruh terhadap pendapatan pedagang pasar tradisional di Pasar Bintoro Demak.

Penelitian ini menggunakan data primer yang diperoleh dari wawancara dan penyebaran kuesioner. Populasi dalam penelitian ini adalah pedagang sayur, buah, ikan, ayam, makanan ringan, baju, sepatu, dan perabotan yang berjumlah 304 pedagang, sampel dalam penelitian ini sebanyak 92 dengan 13 pedagang sayur, 13 pedagang buah, 12 pedagang ikan, 12 pedagang ayam, 12 pedagang makanan ringan, 13 pedagang baju, 12 pedagang sepatu, dan 5 pedagang perabotan. Teknik pengambilan sampel yang digunakan adalah *Proportional Stratified Random Sampling* dimana responden dipilih secara acak dari setiap sub populasi heterogen.

Penelitian ini dianalisis menggunakan regresi linear berganda dengan transformasi logaritma natural (ln), berdasarkan hasil penelitian dan analisis data dengan menggunakan *Eviews 12.0* menunjukkan bahwa: (1) Modal berpengaruh positif dan signifikan terhadap pendapatan pedagang, (2) Jam kerja berpengaruh positif dan signifikan serta merupakan variabel yang paling berpengaruh terhadap pendapatan pedagang, (3) Lokasi usaha berpengaruh positif dan signifikan terhadap pendapatan pedagang, (4) Kondisi pasar tidak berpengaruh terhadap pendapatan pedagang.

Implikasi dari kesimpulan di atas yaitu terkait dengan modal perlu adanya dukungan dari pemerintah dan pihak perbankan untuk membantu meningkatkan modal para pedagang. Jam kerja di Pasar Bintoro Demak sudah panjang maka pedagang tidak disarankan untuk menambah jam kerja, tetapi pedagang disarankan untuk mempromosikan penjualan barang dagangannya melalui *marketplace* atau melalui iklan menggunakan aplikasi secara *online*. Lokasi usaha disarankan dengan mempertimbangkan adanya persaingan non harga seperti memperbaiki kualitas pelayanan dengan konsumen misalnya dapat memberikan tambahan produk kepada konsumen langganan, menjaga penampilan agar terlihat lebih menarik, dan menjaga kebersihan lokasi tempat berdagang.

Kata Kunci : Modal, Jam Kerja, Lokasi Usaha, Kondisi Pasar, Pendapatan

SUMMARY

This research examined the influence of capital, working hours, business location, and market conditions on the income of traditional market traders in the Bintoro Market Demak. This research aims to analyze the influence of capital, working hours, business location, and market conditions on the income of traditional market traders in the Bintoro Market Demak and to analyze the variables that most affect the income of traditional market traders in the Bintoro Market Demak.

This research used primary data obtained from interviews and the dissemination of questionnaires. The population in this research were traders of vegetables, fruit, fish, chicken, snacks, clothes, shoes, and furniture totaling 304 traders, the sample in this research were 92 with 13 vegetable traders, 13 fruit traders, 12 fish traders, 12 chicken traders, 12 snack traders, 13 clothes traders, 12 shoe traders, and 5 furniture traders. The technique used is Proportional Stratified Random Sampling where respondents are randomly selected from each heterogeneous sub population.

This research was analyzed using multiple linear regression with natural logarithm transformation, based on the results of research and data analysis using Eviews 12.0 showed that: (1) Capital has a positive and significant effect on trader income, (2) Working hours has a positive and significant effect and are the most influential variable on trader income, (3) Business location has a positive and significant effect on trader income, (4) Market conditions have no effect on trader income.

The implication of the above conclusion is that related to capital, there needs to be support from the government and banks to help increase the capital of traders. Working hours at Bintoro Demak market are already long, so traders are not advised to increase their working hours, but traders are advised to promote the sale of their merchandise through the marketplace or through advertising using online applications. The location of the business is suggested by considering the existence of non-price competition such as improving the quality of service with consumer, for example, being able to provide additional products to subscription consumers, maintaining appearance to make it look more attractive, and maintaining the cleanliness of the location of the trading place.

Keywords : *Capital, Working Hours, Business Location, Market Conditions, Income*