

ABSTRAK

UMKM memiliki peranan yang besar terhadap perekonomian Indonesia. Kemenparekraf mendorong ekonomi kreatif semakin maju dan pelaku UMKM sektor *fashion* semakin berinovasi dalam menghasilkan pendapatan yang besar. Pendapatan bagi pelaku usaha menjadi tujuan utama guna memenuhi kebutuhan hidupnya.

Penelitian ini dilakukan untuk menganalisis pengaruh dari modal, harga jual, jam kerja dan lokasi usaha terhadap pendapatan serta untuk menganalisis variabel yang pengaruhnya paling dominan terhadap variabel dependen.

Jenis penelitian yang digunakan pada penelitian yaitu penelitian kuantitatif dengan metode pengumpulan data berupa penyebaran kuesioner kepada sampel serta menggunakan metode analisis regresi linier berganda, dan uji asumsi klasik serta uji elastisitas. Sampel pada penelitian ini yaitu pelaku usaha *fashion* di Kabupaten Indramayu.

Berdasarkan hasil pengolahan data diketahui bahwa (1) Modal berpengaruh positif terhadap Pendapatan pelaku usaha *fashion*, (2) Harga Jual tidak berpengaruh terhadap Pendapatan pelaku usaha *fashion*, (3) Jam kerja tidak berpengaruh terhadap Pendapatan pelaku usaha *fashion*, (4) Tidak terdapat perbedaan pendapatan antara lokasi usaha strategis dan tidak strategis pelaku usaha *fashion* di Kabupaten Indramayu.

Implikasi dalam penelitian ini, diharapkan pelaku usaha *fashion* dapat meningkatkan pendapatannya dengan memperhatikan jumlah modal usaha, penetapan harga jual, jam kerja serta lokasi usahanya. Bagi peneliti selanjutnya, diharapkan dapat mengembangkan penelitian dengan menambah variabel yang belum dilakukan penelitian.

Kata kunci : UMKM, Pendapatan, Modal, Harga Jual, Jam kerja, dan Lokasi usaha

ABSTRACT

MSMEs have a large role in the Indonesian economy. The Ministry of Tourism and Creative Economy encourages the creative economy to progress further and the MSME actors in the fashion sector are increasingly innovating in generating large incomes. Income for business actors is the main goal to meet their daily needs.

This research was conducted to analyze the effect of capital, selling price, working hours and business location on income and to analyze the variable that has the most dominant effect on the dependent variable.

This type of research used in research is quantitative research with data collection methods in the form of distributing questionnaires to the sample and using multiple linear regression analysis methods, and classical assumption tests and elasticity tests. The sample in this study is fashion entrepreneurs in Indramayu Regency.

Based on the results of data processing, it is known that (1) capital has a positive effect on the income of fashion entrepreneurs, (2) selling prices have no effect on income of fashion entrepreneurs, (3) working hours have no effect on income of fashion businesses, (4) There is no difference in income between strategic and non-strategic business locations for fashion entrepreneurs in Indramayu Regency.

The implication of this research is that fashion entrepreneurs are expected to be able to increase their income by taking into account the amount of business capital, setting the selling price, working hours and the location of the business. For future researchers, it is hoped that they can develop research by adding variables that have not been researched.

Keywords: MSME, Income, Capital, Selling Price, Working Hours, and Business Location

