

ABSTRAK

Miftah Uihag Marwan, 2022. ANALISIS PENDAPATAN PEDAGANG KAKI LIMA DI KOTA TERNATE (Studi Kasus pada Lapak Mangga Dua). Ketua Komisi. Bapak Muhammad Zais M. Samiun dan Bapak Muhammad Hasnin.

Tujuan penelitian ini adalah: (1) Untuk mengetahui pengaruh Jumlah Jam Kerja terhadap pendapatan pedagang kaki lima sektor informal di Kota Ternate. (2) Untuk mengetahui pengaruh Lama Usaha terhadap Pendapatan pedagang kaki lima sektor informal di Kota Ternate. (3) Untuk mengetahui pengaruh Modal usaha terhadap Pendapatan pedagang kaki lima sektor informal di Kota Ternate. Jumlah sampel penelitian adalah sebanyak 50 orang, Analisis Regresi linier berganda dengan menggunakan SPSS 20.

Hasil penelitian menunjukkan bahwa: (1) Jumlah Jam Kerja Berpengaruh positif dan signifikan terhadap Pendapatan. (2) Lama Usaha Berpengaruh positif dan signifikan terhadap Pendapatan. (3) Modal Usaha Berpengaruh positif dan signifikan terhadap Pendapatan.

Kata Kunci: Pedagang Kaki Lima, Jumlah Jam Kerja, Lama Usaha, Modal Usaha dan Pendapatan.

ABSTRACT

Miftah Ulhag Marwan, 2022. *INCOME ANALYSIS OF STANDARD TRADERS IN TERNATE CITY (Case Study on Mangga Dua)*. Chairman of the Commission. Mr. Muhammad Zais M. Samiun and Mr. Muhammad Hasnin.

The aims of this study are: (1) To determine the effect of the number of working hours on the income of street vendors in the informal sector in Ternate City. (2) To find out the effect of the length of business on the income of street vendors in the informal sector in Ternate City. (3) To determine the effect of business capital on the income of street vendors in the informal sector in Ternate City. The number of research samples is 50 people, multiple linear regression analysis using SPSS 20.

The results showed that: (1) the number of working hours had a positive and significant effect on income. (2) Business Length Has a positive and significant impact on income. (3) Business Capital has a positive and significant impact on income.

Keywords: Street Vendors, Number of Working Hours, Length of Business, Business Capital and Income.