

## **ABSTRAK**

**PANJI WIRAWAN, NPM : 71180712034. ANALISIS FAKTOR PRODUKSI YANG MEMPENGARUHI PENDAPATAN COFFEE SHOP DI DESA MARINDAL SATU KABUPATEN DELI SERDANG.** Dibawah bimbingan Bapak M. Ilham Riyadh, S.P., M.Si. sebagai ketua komisi pembimbing dan Ibu Hj. Henny Pratiwi, S.P., M.M. selaku anggota komisi pembimbing.

Penelitian ini bertujuan untuk mengetahui apakah biaya produksi, upah tenaga kerja, dan harga jual secara serempak yang mempengaruhi pendapatan coffee shop Marindal Satu. Pemilihan lokasi penelitian dilakukan secara sengaja (*purposive*). Sampel dalam penelitian ini yaitu 13 coffee shop di Marindal Satu. Penelitian lapangan dilakukan pada bulan Desember 2021 sampai Januari 2022.

Metode yang digunakan yaitu analisis regresi linier berganda, dengan menggunakan SPSS 25. Hasil penelitian menyimpulkan bahwa coffee shop di Marindal Satu berdasarkan variabel biaya produksi (X1), upah tenaga kerja (X2), dan harga jual (X3) secara serempak berpengaruh signifikan dan berhubungan positif terhadap tingkat pendapatan responden coffee shop di Desa Marindal Satu. Variabel biaya produksi tidak berpengaruh signifikan dan berhubungan negatif terhadap tingkat pendapatan responden coffee shop. Variabel upah tenaga kerja tidak berpengaruh signifikan dan berhubungan positif terhadap tingkat pendapatan responden coffee shop. Variabel harga jual berpengaruh positif dan signifikan terhadap tingkat pendapatan responden coffee shop di Desa Marindal Satu.

**Kata Kunci : Coffee Shop, Pendapatan, Regresi Linier.**

## **ABSTRACT**

**PANJI WIRAWAN, NPM : 71180712034. ANALYSIS OF PRODUCTION FACTORS AFFECTING COFFEE SHOP INCOME IN MARINDAL ONE VILLAGE, DELI SERDANG REGENCY.** Under the guidance of Mr. M. Ilham Riyadh, S.P., M.Si. as chairman of the supervisory commission and Mrs. Hj. Henny Pratiwi, S.P., M.M. as a member of the advisory committee.

This study aims to determine whether production costs, labor wages, and selling prices simultaneously affect the income of the Marindal Satu coffee shop. The choice of research location was done purposively. The sample in this study were 13 coffee shops in Marindal Satu. Field research was conducted from December 2021 to January 2022.

The method used is multiple linear regression analysis, using SPSS 25. The results of the study conclude that coffee shops in Marindal Satu based on production costs (X1), and selling prices (X3) simultaneously have a significant and positive relationship to the income level of coffee shop respondents in Marindal One Village. The production cost variable has no significant effect and is negatively related to the income level of the respondent's coffee shop. The labor variable has no significant effect and is positively related to the income level of coffee shop respondents. The selling price variable has a positive and significant effect on the income level of the respondent's coffee shop in Marindal Satu Village.

**Keywords: Coffee Shop, Income, Linear Regression.**