

RINGKASAN EKSEKUTIF

Muhammad Rifki Affan, penelitian yang berjudul “Faktor-Faktor Yang Mempengaruhi Pendapatan Pedagang Sayura Di Pasar Tradisional Aek Nabara”. Di bawah bimbingan Bapak Surya Dharma, SP. MM. Sebagai ketua komisi pembimbing, dan Bapak Ir. Isni Robit, M.Hum. sebagai anggota komisi pembimbing.

Adapun tujuan dari penelitian ini adalah untuk mengetahui apakah modal, jam kerja, lama usaha, dan lokasi usaha mempengaruhi pendapatan pedagang sayuran di Pasar Tradisional Aek nabara.

Penelitian ini dilaksanakan di Aek Nabara, Kabupaten Labuhan Batu, Provinsi Sumatera Utara. Metode penentuan lokasi penelitian dilakukan secara *Purposive Sampling* (sengaja). Analisis data yang digunakan adalah menggunakan pendekatan analisis regresi berganda dengan uji asumsi klasik dan uji hipotesis. Sampel pada penelitian ini berjumlah 30 orang dengan menggunakan metode sampel jenuh atau sensus.

Berdasarkan hasil penelitian menggunakan Uji T variabel modal, lama usaha, dan lokasi usaha berpengaruh positif dan signifikan terhadap pendapatan, sedangkan jam kerja berpengaruh positif tetapi tidak signifikan terhadap pendapatan.

Penelitian ini berpengaruh 73.5% antara variabel modal (X1), jam kerja (X2), lama usaha (X3), dan lokasi usaha (D1) terhadap pendapatan (Y), sedangkan 26.5% dapat dipengaruhi oleh variabel lain diluar penelitian.

Kata Kunci : Modal, Jam Kerja, Lama Usaha, Lokasi Usaha, Pendapatan, Pasar Tradisional

SUMMARY

Muhammad Rifki Affan, research entitled "(Factors That" Affecting the Income of Vegetable Traders In Traditional Market Aek Nabara)".Under the guidance of Mr. Surya Dharma, SP. MM. As chairman of the supervisory commission, and Mr. Ir. Isni Robit, M. Hum. as a member advisory commission.

The purpose of this study is to determine whether the capital, working hours, length of business, and business location affect the income of traders vegetables at Aek Nabara Traditional Market.

This research was conducted in Aek Nabara, Labuhan Batu Regency, North Sumatra Province. The method of determining the research location is carried out by Purposive Sampling(on purpose). The data analysis used is using multiple regression analysis approach with classical assumption test and hypothesis test. The sample in this study amounted to 30 people using the method saturated sample or census.

Based on the results of the study using the capital variable T test, long business, and business location have a positive and significant effect on income, while working hours have a positive but not significant effect on income.

This study has an effect of 73.5% between the variables of capital (X1), working hours (X2), length of business (X3), and business location (D1) to income (Y), while 26.5% can be influenced by other variables outside the study.

Keywords: Capital, Working Hours, Length of Business, Business Location, Income, Traditional market