

ABSTRAK

ALBERT SETIAWAN GULO, NPM : 71200712003. FAKTOR-FAKTOR YANG MEMPENGARUHI PENDAPATAN PEDAGANG SAYURAN (*Capsicum Annum L*) DI PASAR TRADISIONAL (Studi Kasus : Pasar Tradisioal Lubuk Pakam, Kecamatan Lubuk Pakam, Kabupaten Deli Serdang). Dibawah bimbingan Bapak Dr. 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 besarnya pendapatan pedagang cabai merah dan faktor-faktor apa saja yang mempengaruhi pendapatan pedagang cabai merah di pasar tradisional Kecamatan Lubuk Pakam. Pemilihan lokasi penelitian dilakukan secara sengaja (*purposive*). Sampel dalam penelitian ini yaitu 30 pedagang sayuran cabai merah di pasar tradisional Kecamatan Lubuk Pakam. penelitian lapangan dilakukan pada bulan September 2025 sampai Oktober 2025.

Metode yang digunakan yaitu analisis regresi linier berganda dengan menggunakan SPSS 25 dan analisis pendapatan. Hasil penelitian menyimpulkan bahwa tingkat pendapatan rata-rata yang diperoleh pedagang sayuran cabai merah di pasar tradisional Lubuk Pakam adalah sebesar Rp. 652.857,14 /hari, kemudian hasil analisis regresi linier berganda terdapat pengaruh yang signifikan variabel modal dan variabel kepemilikan tempat usaha terhadap variabel pendapatan pedagang sayuran cabai merah di pasar tradisional Lubuk Pakam, Kabupaten Deli Serdang. Sedangkan variable lama usaha, dan jam kerja tidak terdapat pengaruh yang signifikan terhadap variabel pendapatan pedagang sayuran cabai merah di pasar tradisional Lubuk Pakam, Kabupaten Deli Serdang

Kata Kunci : Cabai Merah, Pendapatan, Pasar Tradisional, Regresi Linier

ABSTRACT

ALBERT SETIAWAN GULO, NPM: 71200712003. FACTORS INFLUENCING VEGETABLE (*Capsicum annum L.*) VENDOR INCOME IN TRADITIONAL MARKETS (Case Study: Lubuk Pakam Traditional Market, Lubuk Pakam District, Deli Serdang Regency). Under the guidance of Mr. Dr .M. Ilham Riyadh, S.P., M.Si. as the chair of the advisory committee and Mrs. Hj. Henny Pratiwi, S.P., M.M. as a member of the advisory committee.

This study aims to determine the income of red chili traders and the factors that influence their income in traditional markets in Lubuk Pakam District. The research location was selected purposively. The sample in this study was 30 red chili vegetable traders in traditional markets in Lubuk Pakam District. Field research was conducted from September 2025 to October 2025.

The method used was multiple linear regression analysis using SPSS 25 and income analysis. The results concluded that the average income earned by red chili vegetable vendors in the Lubuk Pakam traditional market was Rp.652.857,14 per day. The multiple linear regression analysis also showed a significant influence of capital and business ownership on the income of red chili vegetable vendors in the Lubuk Pakam traditional market, Deli Serdang Regency. Meanwhile, the variables of business length and working hours did not significantly influence the income of red chili vegetable vendors in the Lubuk Pakam traditional market, Deli Serdang Regency.

Keywords: Red Chili, Income, Traditional Market, Linear Regression.