ABSTRAK

ALVINA DAMAYANTI, NPM : 71220311015. **"ANALISIS PENGARUH UPAH MINIMUM PROVINSI, PENGANGGURAN, DAN INFLASI TERHADAP DAYA BELI MASYARAKAT DI SUMATERA UTARA".** Dibimbing oleh Bapak Dr. H. Effendi Sadly, S.E., M.A sebagai pembimbing I dan Bapak M. Sahnan, S.E., M.M sebagai pembimbing II.

Rumusan masalah dalam penelitian ini adalah apakah upah minimum provinsi, pengangguran, dan inflasi berpengaruh terhadap daya beli masyarakat di sumatera Utara baik secara parsial maupun simultan. Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh upah minimum provinsi, pengangguran, dan inflasi terhadap daya beli masyarakat di Sumatera Utara baik secara parsial maupun simultan. Teknik analisis data yag digunakan adalah regresi linear berganda dengan menggunakan pendekatan metode *Ordinary Least Square* (OLS). Hasil penelitian menunjukkan bahwa upah minimum provinsi (UMP) berpengaruh positif dan signifikan terhadap daya beli masyarakat, pengangguran berpengaruh negatif dan signifikan terhadap daya beli masyarakat, inflasi tidak berpengaruh signifikan terhadap daya beli masyarakat, dan secara bersama-sama variabel upah minimum provinsi (UMP), pengangguran, dan inflasi berpengaruh signifikan terhadap daya beli masyarakat. 93,79% daya beli masyarakat (Y) dipengaruhi oleh (X1) upah minimum provinsi, (X2) pengangguran, dan (X3) inflasi serta sisanya sebesar 6,21% dipengaruhi oleh variabel lain diluar model penelitian ini.

Kata Kunci : Upah Minimum Provinsi, Pengangguran, Inflasi, Daya Beli Masyarakat

ABSTRACT

ALVINA DAMAYANTI, Student ID: 71220311015. ***"ANALYSIS OF THE EFFECT OF PROVINCIAL MINIMUM WAGE, UNEMPLOYMENT, AND INFLATION ON PEOPLE'S PURCHASING POWER IN NORTH SUMATRA."*** *Supervised by Dr. H. Effendi Sadly, SE., MA as Supervisor I and Mr. M. Sahnan, SE., MM as Supervisor II.*

The problem formulation in this study is whether the provincial minimum wage, unemployment, and inflation effect people's purchasing power ini North Sumatra, both partially and simultaneously. The purpose of this study is to determine the magnitude of the influence of the provincial minimum wage, unemployment, and inflation on people's purchasing power in North Sumatra, both partially and simultaneously. The data analysis technique used is multiple linear regression with the Ordinary Least Squares (OLS) approach. The results show that the provincial minimum wage (UMP) has a positive and significant effect on purchasing power, unemployment has a negative and significant effect on purchasing power, while inflation does not have a sigificant effect on purchasing power. Simultaneously, the provincial minimum wage, unemployment, and inflation have a significant effect on purchasing power. The coefficient determination indicates that 93.79% of the variation in purchasing power (Y) can be explained by the independent variables, namely provincial minimum wage (X1), unemployment (X2), and inflation (X3), while the remaining 6.21% is explained by other variables outside the model.

Keywoards: Provincial Minimum Wage, Unemployment, Inflation, Purchasing Power