ABSTRAK

Penelitian ini dilatarbelakangi bahwa modal, lama usaha dan jam kerja dapat mempengaruhi pendapatan pedagang kaki lima di area sekitar kantor kelurahan Pucang kota Sidoarjo.Tujuan penelitian ini adalah (1) Untuk mengetahui pengaruh modal usaha terhadap pendapatan pedagang kaki lima sektor informal di area sekitar kantor kelurahan Pucang kota Sidoarjo. (2) Untuk mengetahui pengaruh lama usaha terhadap pendapatan pedagang kaki lima sektor informal di area sekitar kantor kelurahan Pucang kota Sidoarjo. (3) Untuk mengetahui pengaruh jam kerja terhadap pendapatan pedagang kaki lima sektor informal di area sekitar kantor kelurahan Pucang kota Sidoarjo. Penelitian ini merupakan penelitian kuantitatif dan jenis penelitian ini menggunakan metode survey dengan tehnik pengumpulan data menggunakan angket/kuesioner. Populasi dalam penelitian ini adalah pedagang kaki lima di area kantor kelurahan Pucang kota Sidoarjo. Sampel ditentukan dengan sampling jenuh dimana semua anggota populasi dijadikan sampel karena keterbatasan jumlah pedagang kaki lima di area kantor kelurahan Pucang. Teknik analisa data yang digunakan adalah analisis deskriptif, analisis regresi linier berganda dan analisis koefisien determinasi. Hasil penelitian yang dilakukan dengan regresi linier berganda diperoleh nilai F_{hitung} 6,817 dengan tingkat signifikansi 0,001. Berdasarkan hasil tersebut dapat disimpulkan bahwa ketepatan antara model dan data yang didapatkan dari penelitian ini menggambarkan bahwa persamaan regresi linear berganda adalah diterima. Melalui uji t diketahui bahwa variabel modal dan variabel lama usaha tidak berpengaruh secara signifikan terhadap pendapatan pedagang kaki lima, sedangkan variabel jam kerja berpengaruh positif dan signifikan.

Kata kunci : Modal, Lama Usaha, Jam Kerja dan Pendapatan

ABSTRACT

This research is motivated by the fact that capital, length of business and working hours can affect the income of street vendors in the area around the Pucang village office, Sidoarjo city.The purpose of this study was (1) To determine the effect of business capital on the income of street vendors in the informal sector in the area around the Pucang village office, Sidoarjo city. (2) To determine the effect of business time on the income of street vendors in the informal sector in the area around the Pucang village office, Sidoarjo city. (3) To determine the effect of working hours on the income of street vendors in the informal sector in the area around the Pucang village office, Sidoarjo city.This research is a quantitative study and this type of research uses a survey method with data collection techniques using a questionnaire / questionnaire. The population in this study were street vendors in the office area of Pucang village, Sidoarjo city. The sample was determined by saturated sampling where all members of the population were sampled due to the limited number of street vendors in the Pucang village office area. The data analysis technique used is descriptive analysis, multiple linear regression analysis and analysis of the coefficient of determination.The results of research conducted with multiple linear regression obtained the F_{value} is 6.817 with a significance level of 0.001. Based on these results it can be concluded that the accuracy between the model and the data obtained from this study illustrates that the multiple linear regression equation is accepted. Through the t test it is known that the variables of capital and length of business do not have a significant effect on the income of street vendors, while the working hours variable has a positive and significant.

Keywords : Capital, Length of Business, Working Hours and Income