

## **ABSTRACT**

### ***THE EFFECT OF BUSINESS CAPITAL, PRODUCT QUALITY, SERVICE QUALITY, AND LENGTH OF BUSINESS ON THE INCOME OF SOUVENIR TRADERS AT THE PAMIJAHAN PILGRIMAGE TOURIST LOCATION***

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*This study aims to determine the effect of business capital, product quality, service quality, and length of business partially and simultaneously on the income of souvenir traders at the Pamijahan pilgrimage tourism site. Hypotesis testing using t-statistic and f-statistic test. This research uses quantitative descriptive method with primary data type. The result showed that: (1) Partially, business capital, product quality, and length of business have a significant positive effect, while service quality had a significant negative effect on the income of souvenir traders at the Pamijahan pilgrimage tourism site. (2) Collectively, business capital, product quality, service quality, and length of business have a significant effect on the income of souvenir traders at the Pamijahan pilgrimage tourism site.*

***Keywords:*** *Income, Business Capital, Product Quality, Service Quality, and Length of Business*

## **ABSTRAK**

### **PENGARUH MODAL USAHA, KUALITAS PRODUK, KUALITAS LAYANAN, DAN LAMA USAHA TERHADAP PENDAPATAN PEDAGANG SUVENIR DI LOKASI WISATA ZIARAH PAMIJAHAN**

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Penelitian ini bertujuan untuk mengetahui pengaruh modal usaha, kualitas produk, kualitas layanan, dan lama usaha secara parsial dan simultan terhadap pendapatan pedagang souvenir di lokasi wisata ziarah Pamijahan. Pengujian hipotesis menggunakan uji t-statistik dan uji F-statistik. Penelitian ini menggunakan metode deskriptif kuantitatif dengan jenis data primer. Hasil penelitian ini menunjukkan bahwa: (1) Secara parsial modal usaha, kualitas produk dan lama usaha berpengaruh positif signifikan, sedangkan kualitas layanan berpengaruh negatif signifikan terhadap pendapatan pedagang souvenir di lokasi wisata ziarah Pamijahan. (2) Secara bersama-sama modal usaha, kualitas produk, kualitas layanan, dan lama usaha berpengaruh signifikan terhadap pendapatan pedagang souvenir di lokasi wisata ziarah Pamijahan.

**Kata kunci:** Pendapatan, Modal Usaha, Kualitas Produk, Kualitas Layanan, dan Lama Usaha.