

ABSTRACT

COMPARATIVE ANALYSIS OF INCOME SOUVENIR SELLER AND THE FACTORS THAT INFLUENCE THEM IN THE PULAU CANGKIR RELIGIOUS TOURISM AREA, TANGERANG DISTRICT

(CASE STUDY BEFORE AND AFTER COVID-19)

By:

Muhammad Ryan Fauzan Madani

NPM. 173401037

Advisor:

Iis Surgawati

Jumri

The Covid pandemic has become one of the problems that Indonesia has faced and is still feeling its impact today. Many sectors have been disrupted, including the tourism sector which has been affected. The impact of the Covid-19 pandemic has made several tourist places not operate due to the government's policy to overcome the covid-19 virus. This has caused businesspeople, one of them is souvenir sellers who sell the item in the pilgrimage tourism area of Pulau Mug, Tangerang Regency. The purpose of this study was to obtain information on the effect of working capital, working hours, and length of business on the income of souvenir seller. The research method used is the quantitative method. The analysis used in this study is multiple linear regression and income difference test with hypothesis testing using t-test and f-test. The results of this study show that before the Covid pandemic working capital was significant to revenue, but after the Covid pandemic, working capital and length of business were seen to be significant to the income of souvenir traders in the pilgrimage tourism area of Pulau Mug, Tangerang Regency.

Keywords: Covid Pandemic, Business Capital, Working Hours, Length of Business, Trader Income