ABSTRACT

Factors Determining Street Vendors' Income in Tasikmalaya City
(Survey on Street Vendors on the pedestrian street of Cihideung Street)

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This study aims to determine the effect of working capital, working hours, turnover, and business duration on the income of street vendors on Cihideung Street. The study was conducted on street vendors on the Cihideung Street pedestrian area. This research is a descriptive quantitative study by sampling using purposive sampling. The sample size was set at 70 street vendors on the Cihideung pedestrian street. The data collection technique used a questionnaire with the analysis method used was multiple linear regression. The results of the study showed that working capital, working hours, turnover, and business duration partially had a positive and significant effect on the income of street vendors on the Cihideung pedestrian street. Working capital, working hours, turnover, and business duration jointly influenced the income of street vendors on the Cihideung pedestrian street.

Keywords   :   working capital, working hours, turnover, length of business and income

ABSTRAK

FAKTOR PENENTU PENDAPATAN PEDAGANG KAKI LIMA DI KOTA TASIKMALAYA
(Survei Pada Pedagang Kaki Lima di Pedestrian Jalan Cihideung)

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Penelitian ini bertujuan untuk mengetahui pengaruh modal kerja, jam kerja, omzet dan lama usaha terhadap pendapatan Pedagang Kaki Lima di Pedestrian Jalan Cihideung. Studi dilakukan pada Pedagang Kaki Lima di pedestrian Jalan Cihideung. Penelitian yang dilakukan termasuk dalam penelitian kuantitatif deskriptif dengan pengambilan sampel menggunakan *purposive sampling*, besar sampel ditetapkan sebanyak 70 merupakan Pedagang Kaki Lima di pedestrian jalan Cihideung. Teknik pengumpulan data menggunakan kuesioner dengan metode analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan modal kerja, jam kerja, omzet dan lama usaha secara parsial berpengaruh positif dan signifikan terhadap pendapatan Kaki Lima di Pedestrian Jalan Cihideung. Modal kerja, jam kerja, omzet, dan lama usaha secara bersama-sama berpengaruh terhadap pendapatan Pedagang Kaki Lima di Pedestrian Jalan Cihideung.

Kata kunci   :   modal kerja, jam kerja, omzet, lama usaha dan pendapatan