

**PENGARUH LAMA USAHA DAN JAM KERJA TERHADAP
PENDAPATAN PEDAGANG DI PASAR SERIRIT**

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ABSTRAK

Penelitian ini memiliki tujuan menguji pengaruh lama usaha dan jam kerja baik dengan individual dan bersamaan terhadap pendapatan pedagang di Pasar Seririt. Jenis studi ini termasuk studi kuantitatif kausal. Jumlah sampel yang dipergunakan yakni 86 informan. Teknik pengambilan sampelnya mempergunakan teknik non probability sampling sampel jenuh menjadikan seluruh populasi menjadi sampel. Metode untuk mengumpulkan datanya mempergunakan kuisioner. Teknik analisis data yang dipergunakan yakni analisis regresi linear berganda, pengujian hipotesisnya dilaksanakan melalui uji hipotesis t dan uji hipotesis F. Temuan inipun membuktikan bahwasanya: (1) tersedia pengaruh positif dan signifikan dengan parsial dari lama usaha bagi pendapatan pedagang di Pasar Seririt yang dibuktikan melalui perolehan t-hitung variabel X1 sebanyak $3,701 > \text{nilai } t \text{ tabel } 1,987$ serta nilai signifikansinya $0,000 < 0,05$ (2) tersedia pengaruh positif dan signifikan dengan parsial dari jam kerja bagi pendapatan pedagang di Pasar Seririt yang diperlihatkan melalui perolehan t-hitung variabel X2 sebanyak $5,325 > \text{nilai } t \text{ tabel } 1,987$ serta nilai signifikansinya $0,000 < 0,05$ (3) tersedia pengaruh signifikan dengan bersamaan dari lama usaha dan jam kerja bagi pendapatan pedagang di Pasar Seririt yang dibuktikan melalui perolehan F-hitung variabel X1 dan X2 sebanyak $19,352 > \text{nilai } F \text{ tabel } 3,10$ dan nilai signifikansi $0,000 < 0,05$.

Kata kunci: Lama Usaha, Jam Kerja dan Pendapatan.

ABSTRACT

This study aims to examine the effect of length of business and working hours both individually and simultaneously on the income of traders in Seririt Market. This type of study includes a causal quantitative study. The number of samples used is 86 informants. The sampling technique uses a non-probability sampling technique to saturate the entire population as a sample. The method for collecting data is using a questionnaire. The data analysis technique used is multiple linear regression analysis, the hypothesis testing is carried out through hypothesis testing t and hypothesis F testing. These findings also prove that: (1) there is a positive and significant effect with partial length of business for the income of traders in Seririt Market which is proven through the t -count variable X_1 is $3.701 >$ the t -table value is 1.987 and the significance value is $0.000 < 0.05$ (2) there is a positive and significant effect with partial working hours for the income of traders in Seririt Market which is shown through the acquisition of t -count variable X_2 of $5.325 >$ t table value of 1.987 and a significance value of $0.000 < 0.05$ (3) there is a significant simultaneous effect of length of business and working hours on the income of traders in Seririt Market as evidenced by obtaining F -count variables X_1 and X_2 as much as $19.352 >$ F value table 3.10 and a significance value of $0.000 < 0.05$.

Keywords: *Length of Business, Working Hours and Income.*

