**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
PENDAPATAN PEDAGANG DI PASAR TRADISIONAL
BINTAN CENTER KOTA TANJUNGPINANG**

INTISARI

Pendapatan pedagang dapat dipengaruhioleh banyak faktor. Penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang dapat mempengaruhi pendapatan pedagang di pasar tradisional Bintan Center. Terdapat dua metode yang digunakan dalam penelitian ini yaitu kualitatif dan kuantitatif. Teknik pengambilan sampel analisis kualitatif dilakukan secara purposive dan snowball sedangkan teknik pengambilan sampel kuantitatif dilakukan dengan random sampling sebanyak 63 responden. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi dan studi pustaka. Dalam penelitian ini dilakukan uji keabsahan data yang meliputi uji credibility (validitas internal), transferability (validitas eksternal), depenability (reliabilitas) dan confirmability (obyektifitas). Variabel yang digunakan dalam penelitian ini meliputi modal awal (X1), lama usaha (X2), jam kerja (X3), kondisi tempat berdagang (X4), lokasi berdagang (X5) dan pendapatan pedagang (Y).

Hasil penelitian diketahui bahwa modal awal berdagang, lama usaha, jam kerja, kondisi tempat berdagang, dan lokasi berdagang secara simultan berpengaruh terhadap pendapatan pedagang di pasar tradisional Bintan Center. Modal berdagang, lama usaha, jam kerja, kondisi tempat berdagang dan lokasi berdagang memiliki kontribusi sebesar 48,6% terhadap pendapatan pedagang Pasar Bintan Tanjung Pinang, sedangkan sisanya 51,4% dijelaskan oleh variabel-variabel lain yang tidak dijelaskan dalam penelitian ini seperti misalnya jenis barang dagangan, minat pembeli, jenis kelamin dan lain sebagainya.

Kata Kunci: Modal Awal, Lama Usaha, Jam Kerja, Kondisi Tempat Berdagang, Lokasi Berdagang dan Pendapatan.

THE ANALYSIS OF FACTORS THAT INFLUENCE THE SELLERS' INCOME IN THE TRADISIONAL MARKETS OF BINTAN CENTER IN TANJUNGPINANG CITY

ABSTRACT

Trader income can be influenced by many factors. This research aims to find out what factors can influence the income of traders in the Bintan Center traditional market. There are two methods used in this research, qualitative and quantitative. The qualitative analysis sampling technique was done by purposive and snowball while the quantitative sampling technique was carried out by random sampling of 63 respondents. Data collection techniques are done through observation, interviews, documentation and literature study. In this study, the data validity test was carried out which included tests of credibility (internal validity), transferability (external validity), depenability (reliability) and confirmability (objectivity). The variables used in this study include initial capital (X1), length of business (X2), hours of work (X3), conditions of the place of trade (X4), location of trade (X5) and income of traders (Y).

The results of the study note that the initial capital of trading, business hours, hours of work, conditions of trading places, and location of trading simultaneously affect the income of traders in the Bintan Center traditional market. Trading capital, business hours, working hours, trading conditions and trading location have contributed 48.6% to the trader income of the Bintan Tanjung Pinang Market, while the remaining 51.4% is explained by other variables not explained in this study such as type of merchandise, buyer interest, gender and so on.

Keywords: Initial Capital, Length of Business, Hours of Work, Conditions of the Place of Trade, Location of Trade and Income.