

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh modal kerja, jam kerja, lokasi usaha, dan pandemi covid-19 terhadap pendapatan pedagang di Pasar Bantul tahun 2021. Data dalam penelitian ini menggunakan data primer dan sekunder. Pengambilan data primer dilakukan dengan metode kuisisioner. Jumlah populasi dalam penelitian ini sebanyak 1031 pedagang, dengan penarikan sampel menggunakan rumus Slovin menjadi 91 responden. Metode analisis penelitian menggunakan analisis linear berganda. Hasil penelitian menunjukkan bahwa : (1) terdapat pengaruh positif dan signifikan modal kerja terhadap pendapatan pedagang di Pasar Bantul (2) tidak terdapat pengaruh signifikan jam kerja terhadap pendapatan pedagang di Pasar Bantul (3) terdapat pengaruh positif dan signifikan lokasi usaha terhadap pendapatan pedagang di Pasar Bantul (4) terdapat pengaruh negatif dan signifikan pandemi covid-19 terhadap pendapatan pedagang di Pasar Bantul. Koefisien determinasi R² sebesar 0,687 dapat diartikan bahwa sebesar 68,7% variabel pendapatan pedagang di Pasar Bantul dipengaruhi oleh variabel modal kerja, jam kerja, lokasi, dan pandemi covid-19. Sedangkan yang sebesar 31,3% dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: Modal Kerja, Jam Kerja, Lokasi, dan Pandemi Covid-19.

ABSTRACT

This study aims to explain the effect of working capital, working hours, business locations, and the Covid-19 pandemic on the income of traders in Bantul Market 2021. This study used primary and secondary data. Primary data retrieval is carried out by the questionnaire method. The population in the study was 1031 traders, with the retrieval of samples using the Slovin formula to 91 respondents. This study analysis methods use multiple linear analysis. The results showed that: (1) there is a positive and significant effect of working capital on traders' income in The Bantul Market (2) there is no significant effect of working hours on traders' income in The Bantul Market (3) there is a positive and significant effect business location on traders' income in The Bantul Market 4) there is a negative and significant effect of the Covid-19 pandemic on traders' income in the Bantul Market. The R^2 determination coefficient of 0.687 can be interpreted that 68.7% of the variable income of traders in The Bantul Market is affected by the variables of working capital, working hours, bussiness location, and covid-19 pandemic. Whereas the 31.3% was influenced by other variables outside the study.

Keywords: *Working Capital, Working Hours, Location, and the Covid-19 Pandemic.*