INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh modal, jam kerja, tingkat pendidikan, dan penggunaan *e-commerce* terhadap pendapatan Pedagang Batik di Pasar Beringharjo Barat Tahun 2021. Penelitian ini menggunakan metode kuantitatif. Jenis data yang digunakan adalah data primer dan sekunder. Data primer didapatkan dengan metode kuesioner Jumlah populasi Pedagang Batik dalam penelitian ini sebanyak 896 pedagang, kemudian penarikan sampel dengan menggunakan rumus Slovin didapatkan 90 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh positif dan signifikan modal terhadap pendapatan Pedagang Batik di Pasar Beringharjo Barat (2) tidak terdapat pengaruh signifikan jam kerja terhadap pendapatan Pedagang Batik di Pasar Beringharjo Barat (3) terdapat pengaruh positif dan signifikan tingkat pendidikan terhadap pendapatan Pedagang Batik di Pasar Beringharjo Barat dan (4) terdapat pengaruh positif dan signifikan penggunaan *e-commerce* terhadap pendapatan Pedagang Batik di Pasar Beringharjo Barat. Hasil koefisien determinasi R^2 menunjukkan 0,893, artinya bahwa variasi dari variabel modal, jam kerja, tingkat pendidikan dan *e-commerce* mampu menjelaskan 89,3% variasi variabel pendapatan. Sisanya 10,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *E-commerce*, Pendapatan, Modal, Jam Kerja, dan Tingkat Pendidikan

ABSTRACT

This study aims to explain the effect of capital, working hours, education levels, and the use of e-commerce on the income of batik traders in West Beringharjo Market in 2021. This study used quantitative methods. The types of data used are primary and secondary data. The primary data was obtained by the questionnaire method The number of batik traders population in this study was 896 traders, then the withdrawal of samples using the Slovin formula was obtained by 90 respondents. This study analysis methods use multiple linear regression analysis. The results showed that (1) there was a positive and significant influence of capital on the income of batik traders in the western beringharjo market (2) there was no significant influence of working hours on the income of batik traders in the western beringharjo market (3) there was a positive and significant influence on the income of batik traders in the western beringharjo market and (4) there was a positive and significant influence on the income of batik traders in the market. west beringharjo. The results of the R2 determination coefficient showed 0.893, meaning that variations of the variable capital, working hours, education level and e-commerce were able to explain the 89.3% variation in income variables. The remaining 10.7% was explained by other variables not studied in the study.

Key Words: *E-commerce*, Income, Capital, Working Hours, and Education Level