

INTISARI

Penelitian ini bertujuan untuk: (1) menganalisis pengaruh modal kerja terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19, (2) menganalisis pengaruh lama usaha terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19, (3) menganalisis pengaruh jam kerja terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19, (4) menganalisis pengaruh digitalisasi pasar terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19, dan (5) menganalisis pengaruh pendidikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19. Jenis penelitian yang digunakan adalah kuantitatif. Data yang digunakan adalah data primer yang dikumpulkan menggunakan kuesioner kepada 79 responden dengan metode *purposive sampling*. Alat analisis yang digunakan adalah regresi linear berganda menggunakan bantuan program *Eviews9*. Hasil penelitian menunjukkan bahwa modal kerja memiliki pengaruh positif dan signifikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19. Lama usaha memiliki pengaruh positif dan signifikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19. Jam kerja memiliki pengaruh positif dan signifikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19. Digitalisasi pasar tidak signifikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19. Pendidikan memiliki pengaruh positif dan signifikan terhadap omzet pedagang pasar kolombo dimasa pandemi covid-19.

Kata Kunci: Omzet, Modal Kerja, Lama Usaha, Jam Kerja, Digitalisasi Pasar, dan Pendidikan

ABSTRACT

This study aims to: (1) analyze the effect of working capital on the total revenue of the Colombo market traders during the covid-19 pandemic, (2) analyze the effect of length of business on the total revenue of the Colombo market traders during the Covid-19 pandemic, (3) analyze the effect of working hours on total revenue of the Colombo market traders during the covid-19 pandemic, (4) analyzing the effect of market digitization on total revenue of the Colombo market traders during the covid-19 pandemic, and (5) analyzing the effect of education on the total revenue of the Colombo market traders during the covid-19 pandemic. The type of research used is quantitative. The data used is primary data collected using a questionnaire to 79 respondents with purposive sampling method. The analytical tool used is multiple linear regression using the Eviews9 program. The results showed that working capital had a positive and significant influence on the total revenue of the Colombo market traders during the covid-19 pandemic. The length of business has a positive and significant influence on the total revenue of the Colombo market traders during the covid-19 pandemic. Working hours have a positive and significant influence on the total revenue of the Colombo market traders during the covid-19 pandemic. Market digitization is not significant to the total revenue of the Colombo market traders during the covid-19 pandemic. Education has a positive and significant influence on the total revenue of the Colombo market traders during the covid-19 pandemic.

Keywords: *Total Revenue, Working Capital, Length of Business, Hours of Work, Market Digitization, and Education.*