

INTISARI

Penelitian ini bertujuan untuk; (1) menganalisis pengaruh modal terhadap keuntungan pengusaha batik di Desa Jarum, Kecamatan Bayat, Kabupaten Klaten, (2) menganalisis pengaruh biaya tenaga kerja terhadap keuntungan pengusaha batik di Desa Jarum, Kecamatan Bayat, Kabupaten Klaten, (3) menganalisis biaya bahan baku terhadap keuntungan pengusaha batik di Desa Jarum, Kecamatan Bayat, Kabupaten Klaten. Jenis penelitian kuantitatif dengan jenis data *cross section* dengan regresi linear berganda. Data yang digunakan data primer bersumber dari pengusaha-pengusaha batik dan pemerintah desa atau Kelompok Sadar Wisata (POKDARWIS) di Desa Jarum secara langsung, diperoleh melalui observasi, wawancara, kuesioner, dan dokumentasi.

Berdasarkan hasil analisis diketahui modal berpengaruh positif dan signifikan terhadap keuntungan, biaya tenaga kerja berpengaruh positif dan signifikan terhadap keuntungan, biaya bahan baku berpengaruh positif signifikan terhadap keuntungan. Hasil penelitian menunjukkan bahwa modal, tenaga kerja, dan bahan baku berperan penting terhadap keuntungan sehingga perlu investasi modal, pelatihan manajemen, serta penelitian lanjutan dengan variabel tambahan.

Kata kunci: keuntungan, modal, biaya tenaga kerja, teknologi, IKM

ABSTRACT

This study aims to: (1) analyze the effect of capital on the profits of batik entrepreneurs in Jarum Village, Bayat District, Klaten Regency; (2) analyze the effect of labor costs on the profits of batik entrepreneurs in Jarum Village, Bayat District, Klaten Regency; (3) analyze the effects of raw material costs on the profits of batik entrepreneurs in Jarum Village, Bayat District, Klaten Regency. This quantitative research used cross-sectional data with multiple linear regression. The primary data used were sourced directly from batik entrepreneurs and the village government or Tourism Awareness Group (POKDARWIS) in Jarum Village, obtained through observation, interviews, questionnaires, and documentation.

The analysis revealed a positive and significant effect on profits. Labor costs had a positive and significant effect on profits. Raw material costs had a positive and significant effect. The results indicate that capital, labor, dan raw material play a significant role in profits, necessitating capital investment, technology utilization, management training, and further research with additional variables.

Keywords: profit, capital, labor costs, technology, SMEs