

INTISARI

Penelitian ini dilakukan untuk mengidentifikasi pengaruh jumlah tenaga kerja, jumlah jam kerja, jumlah modal usaha, dan lamanya usaha terhadap tingkat pendapatan pedagang pasar. Dengan mempergunakan pedagang pasar Brosot yang berlokasi di jalan raya Brosot, Brosot, Galur, Kulon Progo sebagai subyek penelitian, responden diminta untuk menjawab daftar pertanyaan yang melalui open kuesioner.

Hasil penelitian menyimpulkan bahwa : (1) Jumlah tenaga kerja tidak berpengaruh secara signifikan terhadap tingkat pendapatan pedagang pasar tradisional. (2) Jumlah jam kerja tidak berpengaruh secara signifikan terhadap tingkat pendapatan pedagang pasar tradisional. (3) Jumlah modal usaha berpengaruh secara signifikan terhadap tingkat pendapatan pedagang pasar tradisional. (4) Lamanya usaha tidak berpengaruh secara signifikan terhadap tingkat pendapatan pedagang pasar tradisional. (5) Jumlah tenaga kerja, jumlah jam kerja, jumlah modal usaha, lamanya usaha secara serentak berpengaruh signifikan terhadap tingkat pendapatan pedagang pasar tradisional.

ABSTRAK

This researchs conducted to identify the influence the labour, the member of house work, capital employed and duration of effort to level of earning of market merchant. By utilizing the Brosot market merchant which have location in Brosot street Brosot, Galur, Kulon Progo as the subjek research, responden asked to reply the wuestion which is passing open quisioner.

Result of research conclude that : (1) Labour amount not have a significant effect to level of tradisional market merchant earnings. (2) Number of hours of job not have a significant effect to level of tradisional market merchant earnings. (3) Sum the capital employed have earnings a significant effect to level of tradisional market merchant. (4) Effort duration not have a significant effect to level of the tradisional merchant earnings. (5) Sum the labour, the number of the hours / time work, capital employed amount, duration of effort at a time have a significant effect to the level of tradisional market merchant earnings.