INTISARI

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel modal usaha, lama usaha, pendidikan, jam kerja terhadap pendapatan pedagang kaki lima sepanjang pantai selatan di Kabupaten Bantul. Jenis penelitian ini merupakan penelitian kuantitatif yaitu suatu penelitian yang bertujuan untuk memperoleh pembuktian dari sebuah hipotesis. Dalam penelitian ini sampel yang digunakan berjumlah 127 responden yang dipilih dengan menggunakan *random sampling*. Metode analisis yang digunakan adalah metode analisis regresi liniear berganda.

Berdasrakan analisis yang telah dilakukan diperoleh hasil bahwa variabel modal usaha, lama usaha, pendidikan, jam kerja berpengaruh signifikan dan positif terhadap pendapatan pedagang kaki lima sepanjang pantai selatan di Kabupaten Bantul.

Kata Kunci: pendapatan, modal, lama usaha, pendidikan, jam kerja

ABSTRACT

This research is aimed at investigating the how significance the influences of the working capital, the working period, the level of education, and the working hours variabels towards the income of street hawkers along the south coast in the Regency of Bantul. This research is a quantitative research, which is a research that has the aim to find the evidence from a hypothesis. The sample of this research is 127 respondents which were chosen by random sampling. The analysis method used in this research was double liniear regression analysis method.

Based on the analysis, which has been done, the result shows that the variabels of the working capital, the working period, the level of education, and the working hours significantly and positively influence the income of street hawkers along the south coast in the Regency of Bantul

Key words: income, working capital, working period, education, working hour