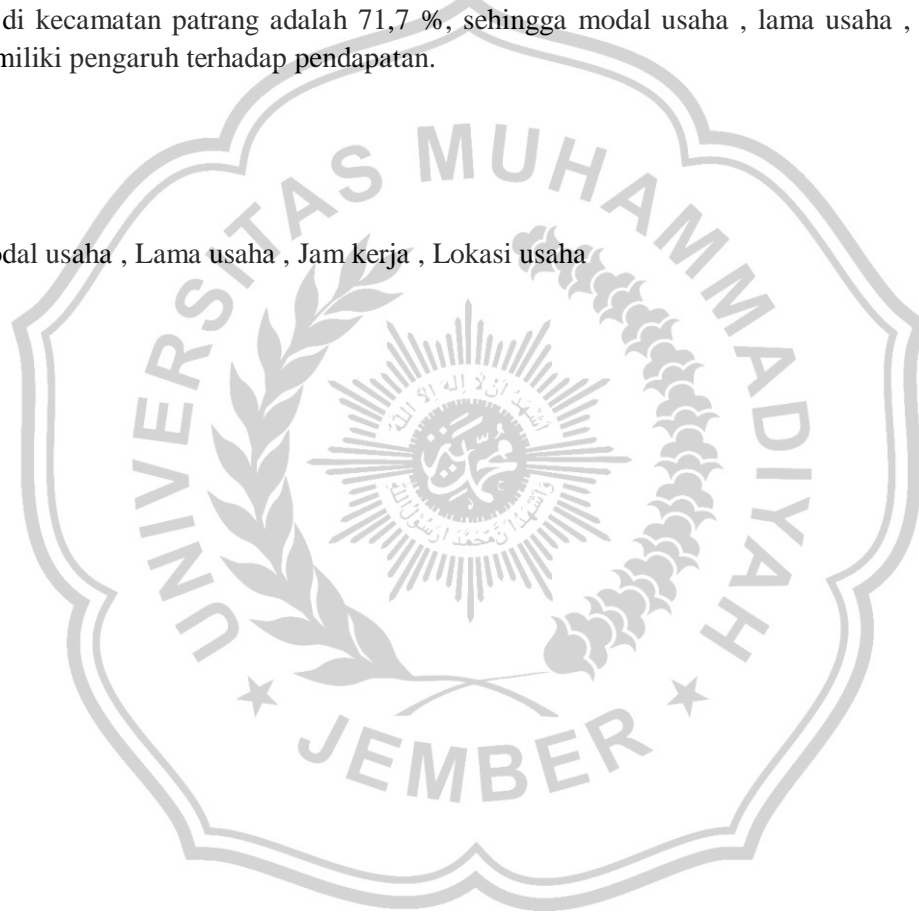# ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh pendapatan terhadap toko tradisional di kecamatan patrang kabupaten jember. Jenis penelitian ini bersifat deskriptif kuantitatif. Dan populasi dalam penelitian ini adalah pemilik toko tradisional di kecamatan patrang kabupaten jember , kemudian di ambil sampel menggunakan jumlah ariabel yang diteliti sebanyak empat variabel bebas dam satu variabel terikat , sehingga keseluruhan indikator adalah 12 indikator, maka jumlah penelitian ini sebanyak 120 responden. Teknik pengumpulan data qusioner. Teknik analisis yang digunakan adalah uji instrumen, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis, dan koefisien determinasi dengan taraf signifikan 5% menggunakan program SPSS for Windows Version 23. Hasil penelitian menunjukan besar nya pengaruh modal usaha , lama usaha , jam kerja , lokasi usaha terhadap pendapatan toko tradisional di kecamatan patrang adalah 71,7 %, sehingga modal usaha , lama usaha , jam kerja , lokasi usaha memiliki pengaruh terhadap pendapatan.

Kata Kunci : Modal usaha , Lama usaha , Jam kerja , Lokasi usaha

ABSTRACT

This study aims to determine how much influence income has on traditional shops in Patrang District, Jember Regency. This type of research is descriptive quantitative. And the population in this study were traditional shop owners in Patrang sub-district, Jember district, then samples were taken using the number of variables studied as many as four independent variables and one dependent variable, so that the overall indicators were 12 indicators, so the number of this study was 120 respondents. Questionnaire data collection techniques. The analysis technique used is a test instrument, classical assumption test, multiple regression analysis, hypothesis testing, and a coefficient of determination with a significant level of 5% using the SPSS for Windows Version 23 program. The results showed that the influence of business capital, length of business, working hours, location business on the income of traditional shops in Patrang District is 71.7%, so that business capital, length of business, working hours, business location have an influence on income.

Keywords: Business capital, length of business, hours of work, location of business