

RINGKASAN

DENDRI AFFRIAN SHUHENDRA. Faktor-faktor yang Memengaruhi Pendapatan Usaha Tamban Salai di Kecamatan Singkep Pesisir Kabupaten Lingga. Dibimbing oleh FITRIA ULFAH dan KHAIRUL HAFSAR.

Usaha tamban salai merupakan salah satu usaha mikro berbasis perikanan yang berkembang di Kecamatan Singkep Pesisir, Kabupaten Lingga, dan berperan penting dalam menunjang perekonomian masyarakat pesisir. Penelitian bertujuan untuk mengetahui pendapatan usaha tamban salai dan pengaruh bahan baku, upah tenaga kerja, lama usaha, serta biaya investasi usaha terhadap pendapatan usaha tersebut. Penelitian dilaksanakan pada bulan Januari-Februari 2025 dengan menggunakan metode kuantitatif terhadap seluruh responden tamban salai yang berjumlah 13 responden. Pengumpulan data dilakukan melalui observasi, wawancara, dan studi literatur. Analisis data meliputi perhitungan pendapatan menggunakan rumus total penerimaan dikurangi total biaya serta analisis regresi linear berganda dengan bantuan perangkat lunak *SPSS versi 26*. Hasil penelitian menunjukkan bahwa rata-rata pendapatan usaha tamban salai di Kecamatan Singkep Pesisir sebesar Rp108.952.076,92/tahun. Hasil uji simultan menunjukkan bahwa seluruh variabel independen secara bersama-sama berpengaruh positif terhadap pendapatan usaha tamban salai. Namun, hasil uji parsial menunjukkan bahwa variabel bahan baku (X_1) bernilai positif dan berpengaruh secara signifikan terhadap pendapatan usaha (Y), sedangkan variabel upah tenaga kerja (X_2) bernilai negatif dan tidak memiliki pengaruh secara signifikan terhadap pendapatan (Y), lama usaha (X_3) bernilai positif dan tidak memiliki pengaruh secara signifikan terhadap pendapatan (Y), dan biaya investasi usaha (X_4) bernilai negatif dan tidak berpengaruh signifikan. Hasil uji secara parsial (uji t) menunjukkan bahwa variabel yang memiliki pengaruh positif secara signifikan terhadap pendapatan (Y) adalah variabel bahan baku (X_1).

Kata kunci: Bahan Baku, Biaya Investasi, Lama Usaha, Upah Tenaga Kerja, Pendapatan.

SUMMARY

DENDRI AFFRIAN SHUHENDRA. Factors Affecting the Income of Smoked Tamban Fish Enterprises in Singkep Pesisir District, Lingga Regency. Supervised by FITRIA ULFAH and KHAIRUL HAFSAR.

The tamban salai business is one of the fishery-based micro-enterprises that has developed in Singkep Pesisir District, Lingga Regency, and plays an important role in supporting the economy of coastal communities. This study aimed to determine the income of the tamban salai business and to analyze the effect of labor wages, raw materials, business duration, and investment costs on business income. The study was conducted from January to February 2025 using a quantitative method involving all tamban salai business owners, totaling 13 respondents. Data were collected through observation, interviews, and literature studies. Data analysis included income calculation using the formula of total revenue minus total cost and multiple linear regression analysis with the assistance of SPSS version 26 software. The results showed that the average income of the tamban salai business in Singkep Pesisir District was IDR 108,952,076.92 per year. The simultaneous test results indicated that all independent variables collectively had a positive effect on the income of the tamban salai business. However, the partial test results showed that the raw material variable (X_1) had a positive and significant effect on business income (Y), while the labor wage variable (X_2) had a negative and insignificant effect on income (Y), the business duration variable (X_3) had a positive but insignificant effect on income (Y), and the investment cost variable (X_4) had a negative and insignificant effect on income (Y). The partial test (t-test) further revealed that the variable with a positive and significant influence on income (Y) was the raw material variable (X_1).

Keywords: Raw Materials, Investment Costs, Business Duration, Labor Wages, Income.