

## ABSTRAK

Andri Agustian, 2022: Akses Modal, Jam Kerja, Pengalaman Dan Lokasi Mempengaruhi Pengembangan Usaha Pedagang Kaki Lima.

Dosen Pembimbing: Akhirman, S.Sos.,M.M dan Abdul Jalal, S.E, M.Si

Penelitian ini bertujuan untuk mengetahui pengaruh Akses Modal, Jam Kerja, Pengalaman dan Lokasi terhadap Pengembangan Usaha Pedagang Kaki Lima Lima (Studi Kasus Dikawasan Taman Tepi Laut Kota Tanjungpinang). Populasi dalam penelitian ini adalah 105 Pedagang Kaki Lima. Jumlah sampel yang diambil oleh peneliti adalah 51 responden. Adapun teknik pengambilan sampel yaitu dengan metode *proportional stratified random sampling*. Jenis penelitian ini adalah penelitian kuantitatif. Pada kuesioner dilakukan *test* validitas dan realibilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan koefisien determinasi ( $R^2$ ). Penelitian dilakukan dengan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial variabel Akses Modal ( $X_1$ ), Jam Kerja ( $X_2$ ), Pengalaman ( $X_3$ ) dan Lokasi ( $X_4$ ) berpengaruh signifikan terhadap Pengembangan Usaha (Y). Hasil uji F diperoleh nilai  $F_{hitung}$  10,376 dengan nilai  $F_{tabel}$  2,807 mengidentifikasi bahwa variabel Akses Modal ( $X_1$ ), Jam Kerja ( $X_2$ ), Pengalaman ( $X_3$ ) dan Lokasi ( $X_4$ ) secara simultan berpengaruh signifikan terhadap variabel Pengembangan Usaha (Y). Berdasarkan uji koefisien determinasi, sekitar 42,9% variabel Pengembangan Usaha (Y) dipengaruhi oleh Akses Modal ( $X_1$ ), Jam Kerja ( $X_2$ ), Pengalaman ( $X_3$ ) dan Lokasi ( $X_4$ ). Sisanya 57,1% dipengaruhi oleh faktor lainnya yang tidak bisa dijelaskan dalam penelitian ini.

**Kata Kunci :** Pengembangan Usaha, Akses Modal, Jam Kerja, Pengalaman, Lokasi

## ABSTRACT

*Andri Agustian, 2022: Access to Capital, Working Hours, Experience and Location Affect the Development of Street Vendors.*

*Lectures: Akhirman, S.Sos.,M.M and Abdul Jalal, S.E, M.Si*

*Street vendors generally have a goal to make a profit, to try to expand their business from time to time. Therefore, it becomes a must to look further at what important factors can affect the development of a street vendor business. This study aims to determine the effect of access to capital, working hours, experience and location on the development of street vendors (Case Study in the Seaside Park area of Tanjungpinang City). The population in this study were 105 street vendors. The number of samples taken by the researchers were 51 respondents. The sampling technique is the proportional stratified random sampling method. This type of research is quantitative research. In the questionnaire, validity and reliability tests were carried out. Data analysis using multiple linear regression analysis, including *t* test, *F* test and coefficient of determination (*R*<sup>2</sup>). The research was conducted using SPSS version 26. The results showed that partially the variables of Access to Capital (*X*<sub>1</sub>), Hours of Work (*X*<sub>2</sub>), Experience (*X*<sub>3</sub>) and Location (*X*<sub>4</sub>) had a significant effect on Business Development (*Y*). The results of the *F* test obtained that the *F*count 10.376 with a *F*table value of 2.807 identifies that the variables of Capital Access (*X*<sub>1</sub>), Working Hours (*X*<sub>2</sub>), Experience (*X*<sub>3</sub>) and Location (*X*<sub>4</sub>) simultaneously have a significant effect on the Business Development variable (*Y*). Based on the coefficient of determination test, about 42.9% of the Business Development variable (*Y*) is influenced by Capital Access (*X*<sub>1</sub>), Working Hours (*X*<sub>2</sub>), Experience (*X*<sub>3</sub>) and Location (*X*<sub>4</sub>). The remaining 57.1% is influenced by other factors that cannot be explained in this study.*

**Keyword:** *Business Development, Access to Capital, Working Hours, Experience, Location*