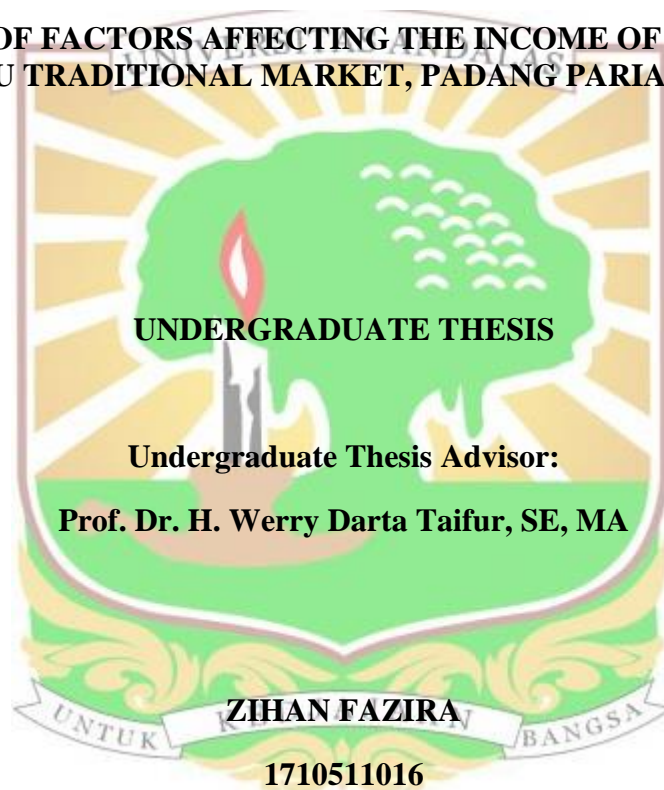**UNIVERSITAS ANDALAS**

ANALYSIS OF FACTORS AFFECTING THE INCOME OF TRADERS IN SUNGAI LIMAU TRADITIONAL MARKET, PADANG PARIAMAN REGENCY

UNDERGRADUATE THESIS

Undergraduate Thesis Advisor:

Prof. Dr. H. Werry Darta Taifur, SE, MA

ZIHAN FAZIRA

1710511016

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF ECONOMICS

PADANG

2024

Analysis of Factors Affecting the Income of Traders in Sungai Limau Traditional Market, Padang Pariaman Regency

by

ZIHAN FAZIRA
1710511016

Submitted to the Department of Economics on July 31st, 2024 in partial fulfilment of the requirements in achieving a Bachelor of Economics degrees

ABSTRACT

The economic development of a country or region cannot be separated from the economic activities of the community. The role of the community in economic development, especially through trade, is very important. Trade has a strategic role in the regional and national economy, especially in term of labor absorption and contribution to regional income. Everyone engages in trading activities to earn income, because income is very important to support the life of a family and used to meet the needs of daily life. This research determines the factors that affect the income of traders in Sungai Limau Traditional Market. This research is a quantitative research. This research was conducted at Sungai Limau Traditional Market with a population of 390 traders. The sample in this research were 80 respondents who were taken through the proportionate stratified random sampling technique. Data collection methods using questionnaires and interviews. The data analysis used is multiple linear regression (OLS) with a significance level of 5%. The results showed that partially the capital variable (X1) significantly affected the income of Sungai Limau Traditional Market traders. While the variable length of business (X2) and working hours (X3) partially has no significant effect on the income of Sungai Limau Traditional Market traders. Furthermore, the variables of capital, length of business, and working hours simultaneously have a significant effect on the income of Sungai Limau Traditional Market traders. The effect was 98.51% and the remaining 1.49% was explained by other variables.

Keywords: Income, Capital, Length of Business, Working Hours, Traditional Market

Thesis Advisor: Prof. Dr. H. Werry Darta Taifur, SE., MA