ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI TINGGI RENDAHNYAPENDAPATAN PEDAGANG KAKI LIMA

Studi Kasus
Pedagang Kaki Lima
Di Jalan Gejayan dan Jalan Malioboro
Yogyakarta

Yustinus Nugroho Budi santoso
Universitas Sanata Dharma
Yogyakarta
2001

Penelitian ini bertujuan untuk mengetahui (1) apakah faktor modal mempengaruhi tinggi rendahnya pendapatan pedagang kaki lima, (2) apakah faktor lokasi menimbulkan perbedaan pendapatan pedagang kaki lima di lokasi penelitian. Penelitian studi kasus ini dilakukan di Jalan Gejayan dan Jalan Malioboro pada bulan Agustus 2000.

Populasi berjumlah 250 dan sampel sebanyak 25 responden di Jalan Gejayan dan 25 responden di Jalan Malioboro diambil dengan metode *Proporsional Random Sampling*. Metode pengumpulan data dengan wawancara, kuesioner dan observasi. Analisis data menggunakan (1) Regresi Linear Sederhanadan, (2) Korelasi Linear Sederhana. Uji Signifikansi Koefisien Korelasi menggunakan *Student Test* dengan taraf nyata 5% dan (3) *Student Test* dengan taraf nyata 5% untuk menguji perbedaan rata-rata pendapatan antara pedagang kaki lima di Jalan Gejayan dan Jalan Malioboro.

Hasil analisis yang didapatkan adalah: (1) faktor modal mempengaruhi tinggi rendahnya pendapatan pedagang kaki lima di Jalan Gejayan dan Jalan Malioboro ($r^2=45,6\%$), (2) faktor lokasi menimbulkan perbedaan pendapatan antara pedagang kaki lima di Jalan Gejayan dan Jalan Malioboro.

ABSTRACT

THE FACTORS WHICH INFLUENCED THE AMOUNT OF STREET VENDORS' INCOME

A Case Study
On Street Vendors
At Jalan Gejayan and Jalan Malioboro
Yogyakarta

Yustinus Nugroho Budi Santoso
Sanata Dharma University
Yogyakarta
2001

The research was aimed to know (1) whether or not the factor of capital had influenced the amount of street vendors' income, (2) whether or not the factor of place generate the difference on street vendors' income at the research location. This case study was carried out at Jalan Gejayan and Jalan Malioboro on August 2000.

The population of the research consisted of 250 street vendors while the samples were 25 respondents at Jalan Gejayan and 25 respondents at Jalan Malioboro which were taken by proportional random sampling method. The data collecting method used were interview, questionnaire and observations. The data analysis techniques used were (1) simple linear regression and, (2) simple linear correlation. The significant coefficient correlation testing used in this research were student test at 5% and (3) student test at 5% to analyze the average difference among street vendors' income at Jalan Gejayan and Jalan Malioboro.

The analysis result showed that (1) the factor of capital had influenced the amount of street vendors' income at Jalan Gejayan and Jalan Malioboro (r^2=45,6%), (2) the factor of place generate the difference on street vendors' income at Jalan Gejayan and Jalan Malioboro.