ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENDAPATAN KELOMPOK USAHA MIKRO, KECIL DAN MENENGAH (UMKM) TOKO KELONTONG PADA MASA PANDEMI *COVID-19* DI KABUPATEN SLEMAN

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Penelitian ini bertujuan untuk mengetahui pengaruh jumlah modal, jumlah tenaga kerja, jumlah pinjaman terhadap pendapatan UMKM toko kelontong pada masa pandemi *Covid-19* di Kabupaten Sleman.

Penelitian ini merupakan penelitian eksplanatif yang dilaksanakan di Condongcatur, Kabupaten Sleman pada 28 September – 10 Oktober 2022. Populasi dalam penelitian ini adalah seluruh pelaku UMKM toko kelontong di Kelurahan Condongcatur, Kecamatan Depok sebanyak 998 responden. Sampel penelitian sebanyak 100 orang dan pengambilan sampel dengan teknik sampling acak sederhana. Teknik pengumpulan data yang digunakan yaitu kuesioner dalam bentuk kertas cetak. Teknik analisis data dengan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) jumlah modal berpengaruh positif terhadap pendapatan kelompok UMKM toko kelontong pada masa pandemi *covid-19* di Kabupaten Sleman; (2) jumlah tenaga kerja tidak berpengaruh terhadap pendapatan kelompok UMKM toko kelontong pada maa pandemi *Covid-19* di Kabupaten Sleman; (3) jumlah pinjaman berpengaruh positif terhadap pendapatan kelompok UMKM toko kelontong pada masa pandemi *Covid-19* di Kabupaten Sleman; dan (4) jumlah modal, jumlah tenaga kerja dan jumlah pinjaman secara bersama-sama berpengaruh terhadap pendapatan kelompok UMKM toko kelontong pada masa *pandemi Covid-19* di Kabupaten Sleman.

Kata kunci: jumlah modal, jumlah tenaga kerja, jumlah pinjaman, pendapatan, UMKM, penelitian eksplanatif, regresi linear berganda.

ABSTRACT

THE FACTORS OF GROCERY STORES GROUP MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) INCOME DURING THE COVID-19 PANDEMIC IN SLEMAN REGENCY

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This research aims to determine the effect of capital, work, and loan amount on MSMEs grocery store income during the Covid-19 pandemic in Sleman Regency.

The explanatory research conducted was in Condongcatur, Sleman Regency in September 28 – October 10, 2022. The research population were all MSMEs actors of grocery stores in Depok district, Condongcatur Village, with as many as 998 respondents. The research sample covered 100 people and was taken using a simple random sampling technique. The data collection technique was a questionnaire in the form of printed paper. The data analysis technique was multiple linear regression.

The result of the data analysis showed that: (1) *the capital amount had positive effect on income of MSMEs grocery stores during the Covid-19 pandemic in Sleman Regency;* (2) *the worker amount did not affect on income of MSMEs grocery stores during the Covid-19 pandemic in Sleman Regency;* (3) *the loan amount had a positive effect on income of MSMEs grocery store during the Covid-19 pandemic in Sleman Regency; and* (4) *the capital amount, the worker amount, and the loan amount together affected SMEs' grocery store income during the Covid-19 pandemic in Sleman Regency.*

Keywords: *capital amount, worker amount, loan amount, income, MSMEs, explanatory research, multiple linear regression.*