

# **ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENDAPATAN PEDAGANG KELAPA DI KABUPATEN PADANG PARIAMAN**

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## **ABSTRAK**

Penelitian ini dilakukan untuk menganalisis dan mengidentifikasi pengaruh Biaya Produksi, Harga, Volume Penjualan dan Lama Usaha terhadap Pendapatan Pedagang di Kabupaten Padang. Penelitian ini menggunakan jenis data primer dan sekunder dengan melihat populasi dan sampel. Metode digunakan pada penelitian ini adalah OLS.

Hasil analisis bahwa Biaya Produksi berhubungan negatif dan berpengaruh signifikan, Harga berhubungan negatif dan berpengaruh signifikan, Volume Penjualan berhubungan positif dan berpengaruh signifikan, Lama Usaha berhubungan positif dan berpengaruh signifikan terhadap Pendapatan Pedagang Kelapa di Kabupaten Padang Pariaman.

***Kata Kunci: Pendapatan Pedagang, Biaya Produksi, Harga, Volume Penjualan Dan Lama Usaha***

**ANALYSIS OF FACTORS AFFECTING INCOME OF COCONUT TRADERS IN  
PADANG PARIAMAN DISTRICT**

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***ABSTRACT***

This research was conducted to analyze and identify the effect of Production Costs, Prices, Sales Volume and Business Time on Merchants' Income in Padang Regency. This study uses primary and secondary data types by looking at the population and sample. The method used in this research is OLS.

The results of the analysis show that Production Costs have a negative and significant effect, Price has a negative and significant effect, Sales Volume has a positive and significant effect, Length of Business is positive and has a significant effect on Coconut Traders Income in Padang Pariaman Regency.

***Keywords: Merchants' Income, Production Costs, Prices, Sales Volume and Business Time***