

ABSTRAK

Skripsi dengan judul “Pengaruh Labelisasi Halal, Persepsi Modal Usaha, Persepsi Jam Kerja, dan Persepsi Volume Penjualan terhadap Persepsi Pendapatan Usaha Mikro, Kecil, dan Menengah (UMKM) Sektor Makanan Halal di Kabupaten Tulungagung” ini ditulis oleh Sri Wahyu Nengsih, NIM. 126402213235, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Wahyu Dwi Warsitasari, M.Pd.

Kata kunci: labelisasi halal, persepsi modal usaha, persepsi jam kerja, persepsi volume penjualan, persepsi pendapatan

Penelitian ini dilatar belakangi oleh pendapatan yang diperoleh oleh pelaku usaha UMKM yang setiap bulannya cenderung tidak stabil karena dipengaruhi oleh banyak sedikitnya konsumen. Terdapat beberapa faktor yang mempengaruhi pelaku UMKM dalam meningkatkan pendapatan usaha yaitu diantaranya labelisasi halal, modal usaha, jam kerja, dan volume penjualan. Penelitian ini bertujuan untuk 1) mengetahui apakah labelisasi halal, persepsi modal usaha, persepsi jam kerja, dan persepsi volume penjualan berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 2) mengetahui apakah labelisasi halal berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 3) mengetahui apakah persepsi modal usaha berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 4) mengetahui apakah persepsi jam kerja berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 5) mengetahui apakah persepsi volume penjualan berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Dalam penelitian ini data diperoleh dari hasil kuesioner yang ditunjukkan kepada pelaku UMKM sektor makanan halal di Kabupaten Tulungagung yang berjumlah 98 responden. Data yang diperoleh dianalisis menggunakan regresi linier berganda dengan pengujian hipotesis uji parsial (t) dan uji simultan (f). penelitian ini menggunakan *software SPSS* versi 25.

Hasil penelitian ini menunjukkan bahwa 1) variabel labelisasi halal, persepsi modal usaha, persepsi jam kerja, dan persepsi volume penjualan secara simultan berpengaruh positif dan signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 2) variabel labelisasi halal tidak berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 3) variabel persepsi modal usaha tidak berpengaruh signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 4) variabel persepsi jam kerja berpengaruh positif dan signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung, 5) variabel persepsi volume penjualan berpengaruh positif dan signifikan terhadap persepsi pendapatan UMKM sektor makanan halal di Kabupaten Tulungagung.

ABSTRACT

Thesis with the title “The Effect of Halal Labeling, Perception of Business Capital, Perception of Working Hours, and Perception of Sales Volume on the Perception of Income of Micro, Small and Medium Enterprises (MSMEs) in the Halal Food Sector in Tulungagung Regency” was written by Sri Wahyu Nengsih, NIM. 126402213235, Department of Sharia Economics, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung with the supervisor Wahyu Dwi Warsitasari, M.Pd.

Keywords: *halal labeling, perception of business capital, perception of working hours, perception of sales volume, perception of income*

This research is motivated by the income earned by MSME business actors which tends to be unstable every month because it is influenced by the number of consumers. There are several factors that influence MSME actors in increasing business income, including halal labeling, business capital, working hours, and sales volume. This study aims to 1) determine whether halal labeling, perceived business capital, perceived working hours, and perceived sales volume have a significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 2) determine whether halal labeling has a significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 3) determine whether perceived business capital has a significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 4) determine whether perceived working hours have a significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 5) determine whether perceived sales volume has a significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency

This research uses a quantitative approach with an associative research type. In this study, the data were obtained from the results of a questionnaire shown to MSME players in the halal food sector in Tulungagung Regency, totaling 98 respondents. The data obtained was analyzed using multiple linear regression with partial test hypothesis testing (t) and simultaneous test (f). this research uses SPSS software version 25.

The results of this study indicate that 1) the halal labeling variable, perceived business capital, perceived working hours, and perceived sales volume simultaneously have a positive and significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 2) the halal labeling variable has no significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 3) the perceived business capital variable has no significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 4) the perceived working hours variable has a positive and significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency, 5) the perceived sales volume variable has a positive and significant effect on the perceived income of MSMEs in the halal food sector in Tulungagung Regency.