

ABSTRAK

Skripsi dengan judul “Analisis Jalur Lama Usaha dan Modal Kerja dengan Mediasi Pendapatan terhadap Efisiensi Usaha Pedagang di Pasar Karangtalun Kalidawir Kabupaten Tulungagung”, penelitian ini ditulis oleh Kiki Yuliana Dewi, Jurusan Ekonomi Syariah, NIM. 1742143142. Dosen pembimbing Sri Eka Astutiningsih, SE.,MM.

Penelitian ini dilatarbelakangi karena Pasar Karangtalun Kalidawir Kabupaten Tulungagung merupakan pasar terbesar didaerah Kalidawir dengan kondisi lokasi yang tidak terlalu besar tetapi memiliki banyak pengunjung dan pedagang. Rumusan masalah dalam penelitian ini yaitu 1. Adakah pengaruh secara langsung lama usaha terhadap pendapatan pedagang di pasar Karangtalun? 2. Adakah pengaruh secara langsung modal kerja terhadap pendapatan pedagang di pasar Karangtalun? 3. Adakah pengaruh secara langsung pendapatan terhadap efisiensi usaha pedagang di pasar Karangtalun? 4. Adakah pengaruh secara langsung lama usaha terhadap efisiensi usaha pedagang di pasar Karangtalun? 5. Adakah pengaruh secara langsung modal kerja terhadap efisiensi usaha pedagang di pasar Karangtalun? 6. Adakah pengaruh secara tidak langsung lama usaha terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun? 7. Adakah pengaruh secara tidak langsung modal kerja terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun?

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara langsung 1. Lama usaha terhadap pendapatan pedagang di pasar Karangtalun. 2. Modal kerja terhadap pendapatan pedagang di pasar Karangtalun. 3. Pendapatan terhadap efisiensi usaha pedagang di pasar Karangtalun. 4. Lama usaha terhadap efisiensi usaha pedagang di pasar Karangtalun. 5. Modal kerja terhadap efisiensi usaha pedagang di pasar Karangtalun, serta pengaruh secara tidak langsung 6. Lama usaha terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun. 7. Modal kerja terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun.

Penelitian ini menggunakan metode pendekatan kuantitatif dengan jenis penelitian asosiatif dan teknik analisis data yang digunakan adalah analisis jalur. Hasil penelitian menunjukkan bahwa 1. Lama usaha berpengaruh langsung terhadap pendapatan pedagang di pasar Karangtalun. 2. Modal kerja berpengaruh langsung terhadap pendapatan pedagang di pasar Karangtalun. 3. Pendapatan berpengaruh langsung terhadap efisiensi usaha pedagang di pasar Karangtalun. 4. Lama usaha berpengaruh langsung terhadap efisiensi usaha pedagang di pasar Karangtalun. 5. Modal kerja berpengaruh langsung terhadap efisiensi usaha pedagang di pasar Karangtalun. 6. Lama usaha tidak berpengaruh secara tidak langsung terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun. 7. Modal kerja tidak berpengaruh secara tidak langsung terhadap efisiensi usaha melalui pendapatan pedagang di pasar Karangtalun.

Kata Kunci : *Lama Usaha, Modal Kerja, Pendapatan, Efisiensi Usaha.*

ABSTRACT

A thesis with a title “Analysis Path Long Business and Working Capital with Mediating Income to Business Efficiency Traders in the Karangtalun Market Kalidawir Tulungagung District”, this study written by Kiki Yuliana Dewi, of the department of syariah economic, to increase .1742143142. Supervising lecturer Sri Eka Astutiningsih, SE.,MM.

This research is based on as the Karangtalun Market Kalidawir Tulungagung District because is the biggest market in a Kalidawir the location not too large but having many visitors and traders .The formulation problems in research is 1. Is there any direct effect long business to income of the traders Karangtalun Market? 2. Is there any direct effect working capital to income of the traders Karangtalun Market? 3. Is there any direct effect income to business efficiency of the traders Karangtalun Market? 4. Is there any direct effect long business to business efficiency of the traders Karangtalun Market? 5. Is there any direct effect working capital to business efficiency of the traders karangtalun ? 6. Is there any influence indirectly long business to business efficiency through income of the traders Karangtalun Market? 7. Is there any influence indirectly working capital to business efficiency through income traders Karangtalun Market?

The purpose of this research is to find influence directly 1. Long business to income of the traders Karangtalun. 2. Working capital ro income of the traders Karangtalun. 3. Income to business efficiency of the traders Karangtalun. 4. Long business to business efficiency of the traders Karangtalun. 5. Working capital to business efficiency of the traders Karangtalun , and influence indirectly 6. Long business to business efficiency through income of the traders Karangtalun. 7. Working capital to business efficiency through income of the traders Karangtalun.

This research uses the method the quantitative approach with the kind of research associative and techniques analysis the data used was the analysis path. The research results show that 1. Long business directly influence to income traders in the Karangtalun Market. 2. Working capital directly influence to income traders in the Karangtalun Market. 3. Income directly influence to business efficiency traders in the Karangtalun Market. 4. Long business directly influence to business efficiency traders in the Karangtalun Market. 5. Working capital directly influence to business efficiency traders in the Karangtalun Market. 6. Long business influential indirectly to business efficiency through income traders in the Karangtalun Market. 7. Working capital influential indirectly to business efficiency through income traders in the Karangtalun Market.

Keyword : *Long Business, Working Capital, Income, Business Efficiency.*