

The Effect of Business Capital, Business Location and Marketing Strategy on the Income of Bandung Cloth Screen Printing MSMEs in Lamongan, Muhammad Shofiyul Hadi, Ali Muhajir, S.E., M.M., Ana Fitriyatul Bilgies, S.E., M.M., 2024, Management Study Program, Faculty of Economics, Darul 'Ulum Islamic University Lamongan.

ABSTRACT

This study aims to determine the effect of business capital, business location and marketing strategy partially or simultaneously on the income of UMKM Sablon Cloth Bandung in Lamongan. This research was conducted in Kadung Rembung Village, Sukodad District, Lamongan Regency. This study uses a quantitative method with a population of 900 consumers from January 2024 to April 2024, with a sample of 90 respondents. The sampling technique used Random Sampling and data was obtained from distributing questionnaires. The analysis methods used include questionnaire tests, classical assumption tests, hypothesis tests, multiple linear regression, and coefficient of determination (R^2), which were processed using SPSS version 25. The results of the analysis show that business capital partially has a positive effect on income in the Sablon Cloth Bandung Business as evidenced by $T_{count} -2.964 > T_{table} 1.66277$. The business location variable partially has a positive effect on income in the Sablon Cloth Bandung Business as evidenced by $T_{count} -3.031 > T_{table} 1.66277$. The marketing strategy variable partially has a positive effect on income in the Bandung Cloth Screen Printing Business, as evidenced by $T_{count} 11.744 > T_{table} 1.66277$. The business capital, business location and marketing strategy variables simultaneously have a positive effect on income in the Bandung Cloth Screen Printing Business, as evidenced by $F_{count} 73.444 > F_{table} 2.71$. And the Adjusted R Square value is 0.719 or 71.9%.

Keywords: Business Capital, Business Location, Marketing Strategy and Income.

Pengaruh Modal Usaha, Lokasi Usaha dan Strategi Pemasaran terhadap Pendapatan UMKM Sablon Cloth Bandung di Lamongan, Muhammad Shofiyul Hadi, Ali Muhajir, S.E., M.M., Ana Fitriyatul Bilgies, S.E., M.M., 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh modal usaha, Lokasi usaha dan strategi pemasaran secara parsial maupun simultan terhadap pendapatan UMKM Sablon Cloth Bandung di Lamongan. Penelitian ini dilakukan di Desa Kadung Rembung, Kecamatan Sukodad, Kabupaten Lamongan. Penelitian ini menggunakan metode kuantitatif dengan populasi berjumlah 900 Konsumen dari bulan Januari 2024 sampai bulan April 2024, dengan sampel sebanyak 90 responden. Teknik pengambilan sampel menggunakan Random Sampling dan data diperoleh dari penyebaran kuesioner. Metode analisis yang digunakan meliputi uji kuesioner, uji asumsi klasik, uji hipotesis, regresi linier berganda, dan koefisien determinasi (R^2), yang diolah menggunakan SPSS versi 25. Hasil analisis menunjukkan bahwa modal usaha secara parsial berpengaruh positif terhadap pendapatan pada Usaha Sablon Cloth Bandung dibuktikan dengan $T_{hitung} -2,964 > T_{tabel} 1,66277$. Variabel Lokasi usaha secara parsial berpengaruh positif terhadap pendapatan pada Usaha Sablon Cloth Bandung dibuktikan dengan $T_{hitung} -3,031 > T_{tabel} 1,66277$. Variabel strategi pemasaran secara parsial berpengaruh positif terhadap pendapatan pada Usaha Sablon Cloth Bandung dibuktikan dengan $T_{hitung} 11,744 > T_{tabel} 1,66277$. Variabel modal usaha, Lokasi usaha dan strategi pemasaran secara simultan berpengaruh positif terhadap pendapatan pada Usaha Sablon Cloth Bandung dibuktikan dengan $F_{hitung} 73,444 > F_{tabel} 2,71$. Dan hasil nilai *Adjusted R Square* sebesar 0,719 atau 71,9%.

Kata Kunci: Modal Usaha, Lokasi Usaha, Strategi Pemasaran dan Pendapatan.