

***THE INFLUENCE OF BUSINESS CAPITAL, BUSINESS EXPERIENCE,  
AND ENTREPRENEURIAL ATTITUDE ON THE TRADERS' INCOME OF  
BABAT MARKET***

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***ABSTRACT***

*The trade sector plays a vital role in boosting the economy of Lamongan Regency. Trade, markets serve as essential platforms for direct transactions between buyers and sellers. Babat Market needs to understand the importance of business capital, business experience, and entrepreneurial attitude to increase income in a business. This study aims to determine the influence of business capital, business experience, and entrepreneurial attitude on the traders' income of Babat Market. The sampling technique in this study used purposive sampling. The data collection technique was obtained from the distribution of questionnaires to 85 trades in Babat Market who have stalls. The analysis tool in this study used the multiple linear regression analysis method. The partial results showed that business capital and entrepreneurial attitude had a positive and significant effect on the traders' income of Babat Marke, while business experience did not have a positive and significant effect on the income traders of Babat Market. Then, the results of the study simultaneously showed that business capital, business experience, and entrepreneurial attitude had a positive and significant effect on the traders' income of Babat Market.*

***Keywords:*** *Business Capital, Business Experience, Entrepreneurial Attitude, Income*

# **PENGARUH MODAL USAHA, PENGALAMAN USAHA, DAN SIKAP KEWIRAUSAHAAN TERHADAP PENDAPATAN PEDAGANG PASAR BABAT**

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## **ABSTRAK**

Sektor perdagangan berperan penting dalam meningkatkan perekonomian di Kabupaten Lamongan. Perdagangan, pasar berperan penting sebagai tempat transaksi jual beli secara langsung antara penjual dan pembeli. Pasar Babat perlu memahami pentingnya modal usaha, pengalaman usaha, dan sikap kewirausahaan agar dapat meningkatkan pendapatan dalam suatu usaha. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh modal usaha, pengalaman usaha, dan sikap kewirausahaan terhadap pendapatan pedagang Pasar Babat. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Teknik pengumpulan data diperoleh dari penyebaran kuesioner kepada 85 pedagang Pasar Babat yang memiliki kios. Alat analisis dalam penelitian ini menggunakan metode analisis regresi linier berganda. Hasil penelitian secara parsial menunjukkan bahwa modal usaha dan sikap kewirausahaan berpengaruh positif dan signifikan terhadap pendapatan pedagang Pasar Babat, sedangkan pengalaman usaha tidak berpengaruh positif dan signifikan terhadap pendapatan pedagang Pasar Babat. Kemudian, hasil penelitian secara simultan menunjukkan bahwa modal usaha, pengalaman usaha, dan sikap kewirausahaan berpengaruh positif dan signifikan terhadap pendapatan pedagang Pasar Babat.

**Kata kunci:** Modal Usaha, Pengalaman Usaha, Sikap Kewirausahaan, Pendapatan