

ABSTRAK

**KONTRIBUSI HARGA BAHAN BAKU, UPAH TENAGA KERJA DAN
PENGUNAAN TEKNOLOGI TERHADAP HASIL PRODUKSI BATA
MERAH DI KABUPATEN CILACAP**

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Penelitian ini bertujuan untuk mengetahui kontribusi: harga bahan baku bata merah, upah tenaga kerja, penggunaan teknologi terhadap hasil produksi bata merah di Kabupaten Cilacap.

Penelitian dilaksanakan di Desa Penggalang, Kecamatan Adipala, Kabupaten Cilacap pada bulan maret 2012. Data dikumpulkan dengan menggunakan metode observasi, kuisisioner, dan dokumentasi. Populasi penelitian adalah 110 pengrajin bata merah. Jumlah sampel dalam penelitian ini adalah 83 pengrajin bata merah yang diambil dengan menggunakan rumus Krijicie dan Morgan. Kemudian dilakukan uji asumsi klasik, uji hipotesis, uji F, regresi linear berganda, dan uji t dengan menggunakan *software SPSS versi 17.00*.

Hasil pengujian menunjukkan bahwa: (1) harga bahan baku berkontribusi signifikan terhadap hasil produksi bata merah; (2) upah tenaga kerja berkontribusi signifikan terhadap hasil produksi bata merah; (3) penggunaan teknologi berkontribusi signifikan terhadap hasil produksi bata merah. Besarnya R^2 sebesar 0,805 artinya 80,5 % produksi bata merah dijelaskan oleh harga bahan baku, upah tenaga kerja, dan penggunaan teknologi sedangkan 18,7 % dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian.

ABSTRACT

**THE CONTRIBUTION OF RAW MATERIAL PRICES, WAGES AND
THE APPLICATION OF TECHNOLOGY IN PRODUCING RED BRICK
IN THE DISTRICT OF CILACAP**

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This study aims to determine the contribution: red brick raw material prices, labor wages, the application of technology for producing of red brick in Cilacap.

The study was conducted in Penggalang village, Adipala Sub-district, Cilacap District in March 2012. Data collected by using the method of observation, questionnaires, and documentation. The population of this study were 110 craftsmen of red brick. The number of samples were 83 craftsmen of red brick which were taken by Krijicie's and Morgan's formula. Then they were tested by the classic assumption test, hypothesis test, F test, multiple linear regression, and the t test using *SPSS software version 17.00*.

The results show that: (1) raw material prices contributed significantly to the production of red brick, (2) labor wages contributes significantly to the production of red brick, (3) the application of technology contributes significantly to the production of red brick. The amount of R^2 0.805 means 80.5% of the red brick production is explained by the price of raw materials, labor, and the application of technology, while 18.7% is explained by other variables which are not included in the research model.