

**ABSTRAK**

**HUBUNGAN MODAL USAHA ,  
TINGKAT PENDIDIKAN, DAN PENGALAMAN KERJA,  
DENGAN LABA USAHA PEDAGANG KAKI LIMA DI  
MALIOBORO**

**Studi Kasus**

**Pedagang Kaki Lima di Malioboro Yogyakarta**

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**Universitas Sanata Dharma**

**Yogyakarta**

**2004**

Penelitian ini bertujuan untuk mengetahui hubungan antara: 1) modal usaha dengan laba usaha pedagang kaki lima di Malioboro, 2) tingkat pendidikan dengan laba usaha pedagang kaki lima di Malioboro, 3) pengalaman kerja dengan laba usaha pedagang kaki lima di Malioboro.

Penelitian dilaksanakan di Jln. Malioboro dan Jln. Ahmad Yani Yogyakarta pada bulan Januari 2004. Populasi dalam penelitian ini ada 300 pedagang, dan diambil sampel 75 pedagang kaki lima. Sedangkan teknik pengambilan data yang digunakan adalah kuesioner, wawancara, dan observasi. Data penelitian dianalisis dengan menggunakan teknik Spearman Rank dengan taraf signifikansi  $\alpha = 5\%$

Hasil analisis data menunjukkan bahwa: 1) ada hubungan yang positif dan signifikan antara modal usaha dengan laba usaha pedagang kaki lima di Malioboro dengan  $r_{x1y} = 0,505$ . 2) Ada hubungan yang positif dan signifikan antara tingkat pendidikan dengan laba usaha pedagang kaki lima di Malioboro dengan  $r_{x2y} = 0,244$ . 3) Ada hubungan yang positif dan signifikan antara pengalaman kerja dengan laba usaha pedagang kaki lima di Malioboro dengan  $r_{x3y} = 0,415$ .

**ABSTRACT**

**THE RELATIONSHIP BETWEEN BUSINESS CAPITAL,  
EDUCATIONAL LEVEL, JOB EXPERIENCE, AND  
PROFIT AT “MALIOBORO” STREET VENDORS**

**A Case Study**

**Street Vendors at “ Malioboro Street ”, Yogyakarta**

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**2004**

The objectives of this research were to find out the relationship between: 1) business capital and profit at “Malioboro” street vendors 2) educational level and profit at “Malioboro”street vendors, 3) job experience and operational income at “Malioboro” street vendors.

This research was taken place at. Malioboro street and Ahmad Yani street Yogyakarta on January 2004. The Population at Malioboro street was about 300 merchants, and was taken as samples as many as 75 merchants. The techniques of data collecting used were questionnaire , interviews, and observation. The research data then was analyzed by using Spearman Rank technique with significance level at  $\alpha = 5\%$

The results of data analysis showed that: 1) there was a positive and significant relationship between business capital and profit at “Malioboro” street vendors with  $r_{x1y} = 0,505$ . 2) There was a positive and significant relationship between educational levels and profit at “Malioboro” street vendors with  $r_{x2y} = 0,244$ . 3) There was a positive and significant relationship between job experiences and profit at “Malioboro” street vendors with  $r_{x3y} = 0,415$ .