

ABSTRAK

HUBUNGAN ANTARA BESARNYA MODAL USAHA DAN KESULITAN PEMASARAN DENGAN TINGKAT PENDAPATAN PENGUSAHA

Studi Kasus:

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Penelitian ini bertujuan untuk mengetahui: (1) hubungan antara besarnya modal usaha dengan tingkat pendapatan pengusaha, dan (2) hubungan antara kesulitan pemasaran dengan tingkat pendapatan pengusaha.

Penelitian ini dilaksanakan pada bulan Mei sampai bulan Juli 2007 di Sentra Industri Kerajinan Bambu Brajan, Sendangagung, Minggir, Sleman. Subjek penelitian adalah seluruh pengusaha di sentra industri tersebut yang jumlahnya sebanyak 35 pengusaha. Teknik pengumpulan data yang digunakan: (1) kuesioner, (2) wawancara, (3) dokumentasi, dan (4) observasi. Teknik analisis data yang digunakan adalah korelasi Spearman Rank.

Hasil penelitian menunjukkan: (1) ada hubungan yang positif dan signifikan antara besarnya modal usaha dengan tingkat pendapatan pengusaha ($\rho = 0,903$; $p = 0,000 < \alpha = 0,05$), dan (2) ada hubungan yang negatif dan signifikan antara kesulitan pemasaran dengan tingkat pendapatan pengusaha ($\rho = -0,987$; $p = 0,000 < \alpha = 0,05$).

ABSTRACT

THE CORRELATION BETWEEN THE AMOUNT OF BUSINESS CAPITAL AND THE MARKETING DIFFICULTIES AND THE LEVEL OF BUSINESSMEN'S INCOME

A Case Study at
Bamboo-Craft Industrial Center in Brajan, Sendangagung, Minggir, Sleman.

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This research aims to find out: (1) the correlation between the amount of business capital and the level of income of the businessmen, and (2) the correlation between the difficulties of marketing and the level of income of the businessmen.

This research was conducted in May-July 2007 in Bamboo-Craft Industrial Center in Brajan, Sendangagung, Minggir, Sleman. The subjects of the research were the 35 entrepreneurs in the Industrial Center. The techniques used to gather the data were: (1) questionnaire, (2) interview, (3) documentation, and (4) observation. The data analysis technique applied was the Spearman Rank Correlations.

The result of the research shows: (1) there is a positive and significant correlation between the amount of business capital and the level of income of the businessmen ($\rho = 0,903$; $p = 0,000 < \alpha = 0,05$), and (2) there is a negative and significant correlation between the marketing difficulties and the level income of the businessmen ($\rho = -0,987$; $p = 0,000 < \alpha = 0,05$).