

ABSTRAK

Rico Bagus Kurniawan (2022), Pengaruh Motivasi, Inovasi Dan Lokasi Usaha Terhadap Keberhasilan Usaha Pada Usaha Bengkel Motor Di Kecamatan Baturaja Timur. Dibawah bimbingan Bapak **Darman Syafei, S.E., M.Si dan Ibu Dahlia S.E., M.Si**. Skripsi ini membahas tentang Pengaruh Motivasi, Inovasi dan lokasi usaha Terhadap Keberhasilan Usaha Pada Usaha Bengkel Motor Di Kecamatan Baturaja Timur. Populasi dalam penelitian ini adalah 30 orang pelaku usaha Bengkel Motor Di Kecamatan Baturaja Timur. Metode analisis data yang digunakan adalah metode kuantitatif dengan menggunakan alat analisis Regresi Linear Berganda. Hasil analisis menjelaskan t hitung masing-masing variabel Motivasi (X_1) sebesar 2,957, Inovasi (X_2) sebesar 3,932 dan Lokasi sebesar 2,249 lebih besar jika dibandingkan dengan nilai t tabel sebesar 2,01583 menyatakan seluruh variabel berpengaruh signifikan terhadap Keberhasilan Usaha Pada Bengkel Motor Di Kecamatan Baturaja Timur. Secara simultan didapatkan ada pengaruh Motivasi, Inovasi Dan Lokasi Usaha Terhadap Keberhasilan Usaha Pada Usaha Bengkel Motor Di Kecamatan Baturaja Timur Nilai F hitung sebesar 91,594 lebih besar dari F tabel sebesar 3,35 menyatakan bahwa secara bersama-sama Lokasi Usaha dan Inovasi berpengaruh signifikan Terhadap Keberhasilan Usaha Pada Usaha Bengkel Motor di Kecamatan Baturaja Timur. Nilai koefisien determinasi *Adjusted R Square* 0,904. hal ini menunjukkan berarti sumbangan pengaruh motivasi, inovasi dan lokasi usaha terhadap keberhasilan usaha sebesar 90,4% sedangkan sisanya 9,6% dipengaruhi oleh variabel lain diluar penelitian ini yaitu seperti inovasi, kecukupan modal, dan kompetensi. (Noor 2017: 401)

Kata Kunci : Motivasi, Inovasi, Lokasi Usaha ,Keberhasilan Usaha

ABSTRACT

Rico Bagus Kurniawan (2022), The Influence of Motivation, Innovation and Business Location on Business Success in Motorcycle Workshop Businesses in East Baturaja District. This research was under the guidance of **Darman Syafei, S.E., M.Si** and **Dahlia S.E., M.Si**. This research discussed the influence of motivation, innovation and business location on business success at a motorcycle workshop business in East Baturaja district. The population in this study was 30 business actors in the Motor Workshop in East Baturaja District. The data analysis method used was quantitative method using Multiple Linear Regression analysis tool. The results of the analysis explained that the t-count of each Motivation variable (X1) was 2.957, Innovation (X2) was 3.932 and Location was 2.249, which was greater than the t-table value of 2.01583 which stated that all variables had a significant influence on Business Success at Motorcycle Workshops in Indonesia. East Baturaja District. Simultaneously, it was found that there was an influence of motivation, innovation and business location on business success at a motorcycle workshop business in East Baturaja district. The calculated F value of 91.594 was greater than the F table of 3.35 which stated that jointly Business Location and Innovation had a significant influence on success of Motor Workshop Business in East Baturaja District. The value of the coefficient of determination Adjusted R Square was 0.904. this showed that the contribution of motivation, innovation and business location to business success was 90.4% while the remaining 9.6% was influenced by other variables outside this study, namely innovation, capital adequacy, and competence. (Noor 2017: 401)

Keywords: Motivation, Innovation, Business Location, Business Success