MULYADI

MULYADI (2022). Pengaruh Variasi Produk Dan Sistem Pembayaran Terhadap Pendapatan Panglong Kayu Di Kecamatan Muaradua. Dibimbing oleh ibu Nazipawati, S.E., M.Si selaku pembimbing I dan bapak Angga Wibowo Gultom, S.M.B., M.Si selaku pembimbing II.

Penelitian ini bertujuan untuk mengetahui pengaruh variasi produk dan sistem pembayaran terhadap pendapatan Panglong Kayu di Kecamatan Muaradua. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner. Jumlah populasi sebanyak 15 usaha panglong kayu. Teknik analisis data yang digunakan adalah Regresi Linier Berganda. Berdasarkan hasil olah data didapatkan bahwa secara simultan F_{hitung} 22.530>F_{tabel} 3.89 maka H_o ditolak dan H_a diterima, artinya Ada pengaruh yang signifikan variasi produk dan sistem pembayaran Terhadap Pendapatan Panglong Kayu Di Kecamatan Muaradua. Secara parsial variabel variasi produk t-hitung (3.029) > t-tabel (2.17881) maka Ho ditolak dan Ha diterima. Artinya bahwa ada pengaruh yang signifikan variasi produk Terhadap Pendapatan Panglong Kayu Di Kecamatan Muaradua. Sedangkan variabel sistem pembayaran t-hitung (3.426) > t-tabel (2.17881) maka Ho ditolak dan Ha diterima. Artinya bahwa Ada pengaruh yang signifikan Sistem pembayaran Terhadap Pendapatan Panglong Kayu Di Kecamatan Muaradua. koefisien determinasi (R^2) yang diperoleh sebesar 0.790. Hal ini menunjukkan berarti sumbangan pengaruh variasi produk dan sistem pembayaran terhadap pendapatan sebesar 79% sedangkan sisanya 21% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini seperti modal usaha dan lokasi (Artanam, 2015:46).

Kata Kunci: Variasi Produk, Sistem Pembayaran Dan Pendapatan

ABSTRACT

MULYADI (2022). The Influence of Product Variation and Payment System on Wood Workshop Income in Muaradua District. Under the guidance of Nazipawati, S.E., M.Si and Angga Wibowo Gultom, S.M.B., M.Si.

This study aimed to determine the influence of product variation and payment system on Wood Workshop income in Muaradua District. The data collection technique used in this research was through the distribution of questionnaires. The total population was 15 Wood Workshop businesses. The data analysis technique used was Multiple Linear Regression. Based on the results of data processing, it was obtained that simultaneously F count 22.530> F table 3.89 so Ho was rejected and Ha was accepted, which meant there was a significant influence of product variation and payment system on Wood Workshop income in Muaradua District. Partially, the product variation variable t-count (3.029)> t-table (2.17881) so Ho was rejected and Ha was accepted. This meant that there was a significant influence of product variation on Wood Workshop income in Muaradua District. Meanwhile, the payment system variable t-count (3.426)> t-table (2.17881) so Ho was rejected and Ha was accepted. This meant that there is a significant influence of payment system on Wood Workshop income in Muaradua District. The coefficient of determination ($R2$) obtained was 0.790. This meant that the contribution of the influence of product variation and payment system on income was 79%, while the remaining 21% was influenced by other variables not included in this research model such as capital and location (Artanam, 2015:46).

Keywords: Product Variation, Payment System, and Income