

## ABSTRAK

**Linda Hayani : 1711001. Pengaruh Modal Usaha dan Pengalaman Bisnis Terhadap Keberhasilan Usaha *Online Shop* di Kota Baturaja.** Skripsi S1 Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Baturaja. dibawah bimbingan Noviansyah, S.E., M.Si sebagai pembimbing I dan Titie Syahnaz Natalia, S.H., M.H sebagai pembimbing II.

Penelitian ini membahas tentang pengaruh modal usaha dan pengalaman bisnis terhadap keberhasilan usaha *online shop* di kota Baturaja. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner *online*. Jumlah sampel penelitian ini sebanyak 58 pelaku *online shop*.

Metode analisis yang digunakan adalah regresi linear berganda. Secara parsial Modal Usaha ( $X_1$ ) berpengaruh secara signifikan terhadap Keberhasilan Usaha (Y) Terhadap Keberhasilan Usaha Online Shop di Kota Baturaja dan Pengalaman Bisnis ( $X_2$ ) berpengaruh signifikan terhadap Keberhasilan Usaha (Y) Terhadap Keberhasilan Usaha Online Shop di Kota Baturaja. Secara simultan Modal Usaha ( $X_1$ ) dan Pengalaman Usaha ( $X_2$ ) berpengaruh secara signifikan terhadap Keberhasilan Usaha (Y) terhadap Keberhasilan Usaha (Y) Terhadap Keberhasilan Usaha Online Shop di Kota Baturaja. Koefisien determinasi (*R Square*) sebesar 0,916 hal ini berarti sumbangan pengaruh variabel Modal Usaha ( $X_1$ ) dan Pengalaman Usaha ( $X_2$ ) terhadap Keberhasilan Usaha (Y) Online Shop di Kota Baturaja sebesar 0,916 atau 91,6% sedangkan sisanya sebesar 8,4% dipengaruhi atau dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini seperti promosi penjualan, pengetahuan wirausaha, kreatifitas dan inovasi.

Kata Kunci : Modal Usaha, Pengalaman Bisnis, Keberhasilan Usaha.

## **ABSTRACT**

**Linda Hayani. 1711001.** *The Influence of Business Capital and Business Experience on the Success of Online Shop Business in Baturaja City Undergraduate Thesis Management Study Program, Faculty of Economics and Business, Baturaja University. under the guidance of Noviansyah, S.E., M.Si as supervisor I and Titie Syahnaz Natalia, S.H., M.H as mentor II.*

*This study discusses the effect of business capital and business experience on the success of online shop businesses in the city of Baturaja. The data collection technique used in this study was through the distribution of online questionnaires. The number of samples of this study were 58 online shop actors.*

*The analytical method used is multiple linear regression. Partially, Business Capital (X1) has a significant effect on Business Success (Y) on Online Shop Business Success in the City of Baturaja and Business Experience (X2) has a significant effect on Business Success (Y) on the Success of Online Shop Business in the City of Baturaja. Simultaneously, Business Capital (X1) and Business Experience (X2) have a significant effect on Business Success (Y) on Business Success (Y) on the Success of Online Shop Business in Baturaja City. The coefficient of determination (R Square) is 0.916, this means that the influence of the variable Business Capital (X1) and Business Experience (X2) on the Business Success (Y) of the Online Shop in Baturaja City is 0.916 or 91.6%, while the rest is 8.4%. influenced or explained by other variables not included in this research model such as sales promotion, entrepreneurial knowledge, creativity and innovation.*

*Keywords: Business Capital, Business Experience, Business Success*