

ABSTRAK

M Fikri Mutazakki (2022), Pengaruh Lokasi Usaha dan Inovasi Terhadap Keberhasilan Usaha Pada Usaha Kuliner Pecel Lele di Kecamatan Baturaja Timur. Dibawah bimbingan Bapak **Ali Akbar, S.E., M.Si dan Ibu Tati Herlina, S.E., M.Si.** Skripsi ini membahas tentang Pengaruh Lokasi Usaha dan Inovasi Terhadap Keberhasilan Usaha Pada Usaha Kuliner Pecel Lele di Kecamatan Baturaja Timur. Populasi dalam penelitian ini adalah 31 orang pelaku usaha pecel lele 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 Lokasi Usaha (X_1) sebesar 3,154 dan Inovasi (X_2) sebesar 3,932 lebih besar jika dibandingkan dengan nilai t tabel sebesar 2,04841 menyatakan seluruh variabel berpengaruh signifikan terhadap Keberhasilan Usaha Pada Usaha Kuliner Pecel Lele di Kecamatan Baturaja Timur. Secara simultan didapatkan ada pengaruh Lokasi Usaha dan Inovasi terhadap Keberhasilan Usaha Pada Usaha Kuliner Pecel Lele di Kecamatan Baturaja Timur. Nilai F hitung sebesar 56,975 lebih besar dari F tabel sebesar 3,34 menyatakan bahwa secara bersama-sama Lokasi Usaha dan Inovasi berpengaruh signifikan Terhadap Keberhasilan Usaha Pada Usaha Kuliner Pecel Lele di Kecamatan Baturaja Timur. Nilai koefisien determinasi (R^2) sebesar 0,803. hal ini menunjukkan berarti sumbangan pengaruh lokasi usaha dan inovasi terhadap keberhasilan usaha sebesar 80,3% sedangkan sisanya 19,7% dipengaruhi oleh variabel lain diluar penelitian ini yaitu seperti motivasi, kompetensi dan sebagainya (Noor . 2017:401).

Kata Kunci : Lokasi Usaha, Inovasi, Keberhasilan Usaha

ABSTRACT

M Fikri Mutazakki (2022), The Influence of Business Location and Innovation on Business Success in Catfish Pecel Culinary Business in East Baturaja District. Under the guidance of **Ali Akbar, S.E., M.Si** and **Tati Herlina, S.E., M.Si**. This research discussed the Influence of Business Location and Innovation on Business Success in Catfish Pecel Culinary Business in East Baturaja District. The population in this study was 31 businessmen of catfish pecel 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 Business Location variable (X1) is 3.154 and Innovation (X2) was 3.932 which was greater than the t-table value of 2.04841 which stated that all variables had a significant influence on Business Success in Catfish Pecel Culinary Business in the District of East Baturaja. Simultaneously, it was found that there was an influence of Business Location and Innovation on Business Success in Catfish Pecel Culinary Business in East Baturaja District. The calculated F value of 56.975 was greater than the F table of 3.34 which stated that together Business Location and Innovation had a significant influence on Business Success in the Catfish Pecel Culinary Business in East Baturaja District. The value of the coefficient of determination (R²) was 0.803. this showed that the contribution of the influence of business location and innovation to business success was 80.3% while the remaining 19.7% was influenced by other variables outside this study, namely motivation, competence and so on (Noor. 2017:401).

Keywords: Business Location, Innovation, Business Success