

## Abstract

Title : "Analysis of Factors Affecting Revenue Traders Groceries "(A Case On Groceries In The Market Traders Pananjung Pangandaran district).  
Author : Tyas Sasetyowati (0807113).  
Supervisor : Dr. Ikaputera Waspada, MM.  
Susanti Kurniawati, S.Pd., M.Si.

This research is motivated by a decrease in earned income traders Pananjung Market District groceries in Pangandaran. This study was conducted to determine the effect of capital, entrepreneurship and competitive behavior against income trader groceries. As the research object in this study is the capital, entrepreneurial behavior, competition as the independent variable (X) and groceries merchant revenue as the dependent variable (Y).

The research method that I use is that a descriptive analytic methods in researching the status of human groups, an object, a set of conditions, a system of thought, or a class of events in the present. Questionnaire used in this study as a data collection tool. While the analysis of the data used is multiple linear regression with the help of Eviews 7.0 program. This study has a population of 44 people. Because the population is less than 100 then all the traders in this study or the subject of the study population.

Partial results of the study showed that capital, entrepreneurship and competition behaviors significantly influence income merchants groceries. Then simultaneously capital, entrepreneurship and competition behaviors significantly influence the income of traders Pananjung Market District groceries in Pangandaran. Through the coefficient of determination ( $R^2$ ), it is known that the three independent variables that affect or contribute 84.25% of the rise and fall of income as the dependent variable.

Keywords: Capital, Entrepreneurship Behavior, Competition and Income.