

## **Faktor-Faktor Yang Mempengaruhi Pendapatan Pedagang Kuliner di Waterfront City Pontianak**

### **ABSTRACT**

This study aims to examine how the influence of Capital, Working Hours, and Number of Visitors on Culinary Traders' Income in Waterfront City Pontianak. This research uses multiple regression method. The results showed that partially Capital had a positive and significant effect on the income of culinary traders in Waterfront City Pontianak, working hours had a positive and insignificant effect on the income of culinary traders in Waterfront City Pontianak, and the number of visitors had a positive and significant effect on the income of culinary traders in the Waterfront City of Pontianak. Meanwhile, capital, working hours and number of visitors simultaneously have a significant effect on the income of culinary traders in Waterfront City Pontianak

**Keywords : Capital ; Working Hours ; Number of Visitors ; Income.**

### **ABSTRAK**

Penelitian ini bertujuan untuk menguji bagaimana pengaruh Modal, Jam Kerja, dan Jumlah Pengunjung terhadap Pendapatan pedagang kuliner di Waterfront City Pontianak. Penelitian ini menggunakan metode regresi berganda. Hasil penelitian menunjukkan bahwa secara parsial, Modal berpengaruh positif dan signifikan terhadap Pendapatan pedagang kuliner di Waterfront City Pontianak, Jam Kerja berpengaruh positif dan tidak signifikan terhadap Pendapatan pedagang kuliner di Waterfront City Pontianak dan Jumlah Pengunjung berpengaruh positif dan signifikan terhadap Pendapatan pedagang kuliner di Waterfront City Pontianak. Sedangkan secara simultan, Modal, Jam Kerja dan Jumlah Pengunjung berpengaruh signifikan terhadap Pendapatan pedagang kuliner di Waterfront City Pontianak.

**Kata Kunci : Modal ; Jam Kerja ; Jumlah Pengunjung ; Pendapatan.**