

# ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI TINGKAT KEBERHASILAN USAHA

(Studi pada Warung “Nasi Kucing” di Kabupaten Jepara)

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## **Abstract**

*Research concerning success level of small industry have manies conducted. But research with specific and different object remain to be done relevant. Question of research is how capital, amount of labor, education level, experience, and number of hours work influence to success level of “warung nasi kucing” in Kab. Jepara, either through parsial and also simultan. Variable success level mount measured quantitatively with daily net profit, capital measured with working capital, education level consist of SD, SMP, SMA and PT, experience measured with periodic storey. Population of research are entire owner of “warung nasi kucing” in Kab. Jepara. sampling technique with sampling cluster while amount of taken sampel counted 97 responder. Data type used obtained primary data. collecting with questioner accompanied by interview. Analysis technique used doubled linear regression with classic assumption (multicolliniarity, heteroskedastisity and normality). Conclusion of research were number of hours and capital have an effect on positive and signifikan to success level. While three other variable were amount of labour, education level and experience not have an effect.*

*Keywords: success level, capital, labor, education and experience*

## **Abstrak**

Penelitian mengenai tingkat keberhasilan usaha kecil memang telah banyak dilakukan. Namun penelitian dengan objek yang berbeda dan spesifik tetap relevan dilakukan. Pertanyaan masalah yang diajukan adalah bagaimana pengaruh modal, jumlah tenaga kerja, tingkat pendidikan, pengalaman, dan jumlah jam kerja terhadap tingkat keberhasilan usaha warung nasi kucing di Kab. Jepara, baik secara parsial maupun simultan. Variabel tingkat keberhasilan usaha diukur secara kuantitatif dengan laba bersih harian, modal diukur dengan modal kerja, tingkat pendidikan terdiri dari SD, SMP, SMA dan PT, pengalaman diukur dengan lama berusaha. Populasi pada