

ABSTRACT

The trader's profit is one of parameter for assessing the trader's welfare and is a determinant of the sustainability of a business, where if the profit is positive then the business actor will continue his business activities and or expand his business, if the profit experiences a break event point (BEP) then the business actor will continue to survive, and if the profit is negatif then the business actor will close his business. This study aims to determine the effect of initial capital, education, working hours and business location on the profit of traders at the Pasar Induk Weleri and to find out whether there is a difference in profit before and after the market fire disaster.

The method used is multiple linear regression to determine the effect of initial capital, education, working hours and business location on the profit of traders, and the Wilcoxon test method to determine whether there is a difference in the profit of traders before and after the Market fire disaster. The independent variables used in this study consisted of initial capital, education, working hours, and business location. The dependent variable used in this study was the profit of traders. In testing the difference in profit used interrelated variables, namely the profit of traders before the market fire and after the market fire.

The results of this study note that the variables of initial capital and business location have a partial and significant positive effect on trader profit. The education variable has a partial and insignificant positive effect on trader profit. The variable working hours has a partial negatif effect and is not significant. The variables of initial capital, education, working hours and business location effect the profit of traders simultaneously. In the wilcoxon tests, its result is there is difference in the profit of traders before and after the market fire, the significance value is 0.000, so this result is significant and the largest sum rank value is in the negatif rank with a mean rank value of 41.07 meaning that there is a decrease in average profit of 40.07 % after the Weleri Central Market fire.

Keywords: Merchant profit, Business Capital, Education, Working Hours, and Business Location