

ABSTRACT

This study aims to analyze the influence of venture capital, education levels, working hours, and long effort to earnings hawkers (street vendors) in Salatiga. The data taken is the primary data using questionnaire respondents by the number of samples taken by 100 respondents. Sampling using proportional random sampling method.

Analysis tools used include test reliability, test validity, test assumptions, including classic normality test, heteroskedastisitas test, multikolonieritas test, and multiple regression analysis.

The results showed that the capital variable is significant at 5% with a coefficient α Rp. 21.251,706 street vendors on income with a significance level of 0.22. Education variable is significant at 5% with a coefficient α Rp. 1.630.016 to income street vendors with a significance level of 0.038. Variable working hours is significant at 5% with a coefficient α Rp. 8.116 street vendors on income with a significance level of 0.000. Variables significant at the α long effort of 5% with a coefficient Rp.21.949, 674 street vendors on income with a significance level of 0.000.

Keywords : Capital, Education, Hours of Work, Old Business and Revenue Traders Five Feet.