

## **ABSTRACT**

*The impact of the fire that happened at Banjarsari Market on February 24th, 2018 has changed the economic conditions of the merchant's. The government is trying to relocate merchant's by building emergency markets. The stalls provided in the emergency market are free. A free stall will attract new merchant's to look for profit opportunities. Side of the road, in reality some merchants prefer to leave. On the other hand, the merchants that don't have the resource access can only survive until the new market is finished to construct.*

*This research purpose is to analyze initial capital, the work time, enterprise, education, and location to the income of merchant's at Banjarsari Emergency Market in Pekalongan City. The independent variable are initial capital, the work time, enterprise, education, and location. While the dependent variable is the income Banjarsari Market merchant. This research conduct using survey method to the 95 merchants of Banjarsari Market that occupy the emergency market.*

*This research is using IBM Statistics 23 device. The analysis used is multiple regression model with Ordinary Least Square (OLS) method. The research result note that the independent variable are initial capital, enterprise, and location significantly affect the merchant income of Banjarsari Market. However, the variable work time and education do not significantly affect the income of merchant's at Banjarsari Emergency Market.*

*Keywords : initial capital, the work time, enterprise, education, location, the merchant income, Ordinary Least Square.*