

ABSTRACT

Kendal Industrial Estate (KIK) is the largest industrial center development in Central Java. The small food processing industry sector in Kendal Regency is the main sector that continues to be developed. One of them is the Pindang Processed Small Industry in Tanjungsari Village, Rowosari District, Kendal Regency. Tanjungsari village is the largest producer of processed pindang. The number of fish is abundant but the average yield is still lower. This study aims to determine the variables of labor, business capital, raw materials, and length of business on pindang production in Tanjungsari Village, Rowosari District, Kendal Regency.

This research is quantitative. The population in this study was 453 business owners. The sample used is 82 business units using probability sampling techniques. The data used are primary data based on the questionnaire. The analytical method used is Ordinary Least Square (OLS) using SPSS.

The results of this study indicate that there is a positive and significant effect of labor, capital, raw materials, and length of effort on pindang production in Tanjungsari Village, Rowosari District, Kendal Regency. The independent variables jointly affect the production of pindang in Tanjungsari Village, Rowosari District, Kendal Regency by 90.5 percent. The labor variable is the dominant variable affecting the pindang production, while the capital variable is the less influential variable in the pindang production.

Keywords : Pindang Production, Labor, Capital, Raw Materials, Lenght of Effort