ABSTRACT

Kanndri tourism village is managed by the Pokdarwis (tourism conscious group) Pandanaran. the aims of Pokdarwis Pandanaran is to improve society welfare in the tourism village area. The success of the economic development in the tourism village is the main purpose. therefore, there needs to analyze about increasing society income in the tourism village. The objective of this study is to analyze the factors that increase entrepreneur's income in the kandri tourism village.This research uses Ordinary Least Square multiple linear regression method . The research data is primary data with cross section data type. The number of respondents were 79 businessman in the kandri village tourism village. Those sampel determine based on the Slovin formula. The sampling method uses purposive sampling. The independent variables in this study are Age, Length of Education, Capital, Bulk Work Time, Location Distance of Business Type and the dependent variable is the income of businessman in the kandri tourism village.The results of the study concluded that the age, length of education, and Location Distance of Business Type has not significant effect on the income of businessman in the Kandri Tourism Village. While the capital, type of business, and working time or working hours of businessman in the candri tourism village area has positive significant effect on the income of in the Kandri Tourism Village.

Keywords ; income, production function, businessman, tourism village