

## Faktor-faktor yang mempengaruhi pendapatan pedagang rujak simpang jodoh pasar tujuh tembung / Mei Hotma Mariati Munte

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### Abstrak

Revenue is the net receipt someone, either in cash or in kind. Revenue also called income of a citizen is the proceeds of the factors of production are owned in the production sector. And this production sector to buy the factors of production are used as an input to the production process with the prices prevailing in the market of production factors.

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The level of income received by a person in selling depends on the location of the business (access, visibility, traffic, parking, competition, and government regulation) and the time to sell. The business location is one very important factor in the marketing mix (marketing mix). Selection of the exact location will result in a more successful outlets than other outlets located in a less strategic, despite selling the same products and also has the characteristics of the same seller. The time to sell is the amount of hours spent on start selling until the finish at specific hours of the day.

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Total population as well as a sample of 30 vendors, but returned questionnaires is 22 questionnaires. By using the descriptive method in analyzing the data collected showed that the business location and time effect on income trader selling salad Simpang Tujuh Tembung dating market. The business location strongly influence revenues and selling time has influence with the criteria of being on income.