

ABSTRAK

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Program Studi : Kewirausahaan

Judul : Pengaruh volume penjualan, lama usaha dan promosi terhadap pendapatan usaha UMKM fashion muslim di idi rayeuk Kab.Aceh timur

Penelitian ini bertujuan untuk menganalisis pengaruh volume penjualan, lama usaha, dan promosi terhadap pendapatan pelaku usaha UMKM fashion muslim di Idi Rayeuk, Kabupaten Aceh Timur. Sampel penelitian melibatkan 40 responden pelaku UMKM fashion muslim. Data dianalisis menggunakan regresi linier berganda, dan hasil penelitian menunjukkan bahwa variabel volume penjualan (X1) berpengaruh positif dan signifikan, sedangkan lama usaha (X2) dan promosi (X3) tidak memberikan pengaruh signifikan terhadap pendapatan. Dengan demikian, penelitian ini memberikan kontribusi pada upaya peningkatan pendapatan UMKM fashion muslim melalui optimalisasi volume penjualan. Implikasi penelitian ini adalah semakin tinggi volume penjualan yang dicapai pelaku usaha, maka semakin besar peluang peningkatan pendapatan UMKM fashion muslim di Idi Rayeuk, Kabupaten Aceh Timur.

Kata Kunci: Volume penjualan, Lama Usaha, Promosi, Pendapatan Usaha

ABSTRACT

Name : Yana Khaira

Study Program : Entrepreneurship

Title : The Influence of Sales Volume, Business Duration, and Promotion on the Income of Muslim Fashion MSMEs in Idi Rayeuk, East Aceh Regency

This study aims to analyze the influence of sales volume, business duration, and promotion on the income of Muslim fashion MSME entrepreneurs in Idi Rayeuk, East Aceh Regency. The research sample consisted of 40 respondents who are Muslim fashion MSME owners. The data were analyzed using multiple linear regression, and the findings revealed that the sales volume variable (X1) had a positive and significant effect, while business duration (X2) and promotion (X3) did not significantly affect income. Thus, this study contributes to efforts to increase the income of Muslim fashion MSMEs through the optimization of sales volume. The implication of this research is that the higher the sales volume achieved by entrepreneurs, the greater the potential for income growth among Muslim fashion MSMEs in Idi Rayeuk, East Aceh Regency.

Keywords: *Sales Volume, Business Duration, Promotion, Business Income*