**ABSTRAK**

**PENGARUH FLUKTUASI HARGA TERHADAP PENDAPATAN PEDAGANG SAYUR MAYUR DI PASAR KEMIRI**

**KOTA MEDAN**

**(STUDI KASUS PASAR KEMIRI DI KOTA MEDAN)**

**ABSTRAK**

 Pada penelitian inibertujuan untuk mengetahui pengaruh dari fluktuasi harga sayur mayur terhadap pendapatan pedagang sayur di Pasar Kemiri Kota.Penelitian ini menunjukan bahwa berbagai pengujian dan analisis data, dari penelitian ini dapat diperoleh beberapa hasildari penelitian mengenai: 1.Seringnya terjadi persaingan antara pedagang hingga menimbulkan fluktuasi harga sayur mayurdi Pasar Kemiri Kota Medan. 2. Seringnya penimbunan stok sayur mayur sehingga harganya turundi Pasar Kemiridi Kota di Medan. 3.Saluran pemasaran sayur mayur yang panjang sehingga harganya naik di Pasar Kemiri Kota Medan .4.Keterbatasan/kelangkaan stok membuat harga sayur mayur melambung tinggidi Pasar Kemiri di Kota Medan. Penelitian ini bertujuan untuk 1.Untuk mengetahui adanya pengaruh fluktuasi harga terhadap pendapatan pedagang sayur mayur di Pasar Kemiri Kota di Kota Medan.2.Untuk mengetahui seberapa besar pengaruh fluktuasi harga terhadap pendapatan pedagang sayur mayur di Pasar Kemiridi Kota Medan 3.Untuk mengetahui bagaimanapengaruh fluktuasi harga terhadap pendapatan pedagang sayur mayur di Pasar Kemiri diKota Medan.Berdasarkan uji regresi linier sederhana, maka diperoleh persamaan nilai konstanta sebesar (a) 63.561 dan (b) sebesar 0.150, sehingga diperoleh persamaan regresi linier sederhana Y =63.561 + 0.150 X + e, dimana Fluktuasi mempunyai pengaruh yang signifikan terhadap variabel pada pedagang sayur mayur pasar kemiri Di Kota Medan.

**Kata Kunci : Fluktuasi harga sayur mayur dan Pendapatan.**

**THE EFFECT OF PRICE FLUCTUATION ON INCOME OF VEGETABLE TRADERS IN TRADITIONAL**

**MARKETS MEDAN CITY**

**(CASE STUDY OF THE KEMIRI MARKET IN MEDAN CITY)**

***ABSTRACT***

 *The objective of this research was to determine the effect of fluctuations in vegetable prices on the income of vegetable traders at Pasar Kemiri Kota. This research showed that various testing and data analysis, from this research can be obtained some results from research namely: 1.There is often competition between traders to cause fluctuations in the price of vegetables in the Market Kemiri Medan. 2. The frequent stockpiling of vegetables has resulted in lower prices at the Kemiri Market in the City of Medan. 3. The marketing channel for vegetables is long so that the price goes up at the Kemiri Market in Medan City. 4. The limited/scarcity of stock makes the price of vegetables soar at the Kemiri Market in Medan City. The objective of the research was to 1. Determine the effect of price fluctuations on the income of vegetable traders at Pasar Kemiri Kota in Medan City. 2. Find out how big the effect of price fluctuations on the income of vegetable traders at Kemiri Market in Medan City. 3. Find out how the effect of price fluctuations on the income of vegetable traders at Kemiri Market in Medan City. Based on a simple linear regression test, the constant value equation was (a) 63,561 and (b) is 0.150, so that a simple linear regression equation was obtained Y = 63,561 + 0.150 X + e, where fluctuations have a significant effect on variables in vegetable traders. Kemiri market in Medan city.*

***Keywords : Vegetable price fluctuations and income.***