

ABSTRACT

ANALYSIS OF DETERMINANTS PRODUCTIVITY OF FEMALE VEGETABLE SELLER IN THE KOPINDO'S MARKET METRO CITY

By

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This research aimed to analyze the effect of the husband's income, age, and the amount of family burden on productivity of female vegetable seller in the Kopindo's market Metro city. Productivity in this research was measured by comparing the seller's income with the local minimum wage (UMR) of Metro city. This research uses primary data obtained from questionnaires and interviews to 54 respondents. Collecting data used slovin formula and collecting technique data used random sampling. The method of analysis used binary logistic regression. The results of this research showed the variable husband's income not significant effect for productivity, while the factors of productivity were the ages and the amount of family burden. is significant.

Keywords : Productivity, The Husband's Income, Age and The amount of family
burden