

ABSTRACT

THE IMPACT AREA OF INTEGRATED AGRO-INDUSTRY BUSINESS AGAINST SMALL BUSINESSES AND COMMUNITIES IN THE REGION KECAMATAN PESISIR SELATAN KABUPATEN PESISIR BARAT

By

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Agro-industry is the main raw material industry of agricultural products, the Full concept began to supplying raw materials to production for the process agricultural products to another form that have high selling value. The purpose of this study was to determine impact of the integrated agro-industry business area against small businesses and communities that include aspects of the capital, turnover and income. The sample of this study is 250 agro-industry businesses located in Kecamatan Pesisir Selatan. The method used in this study is Wilcoxon Test, Sign Test and Paired Sample T-Test. The data used is primary data are data that is taken from the agro-industry entrepreneurs in the Kecamatan Pesisir Selatan.

The results showed that there is a difference between value before and after the introduction of integrated agro-industry business area. In the aspect of capital has increased by 16.19%, for the aspects of turnover has increased by 25.80% and for the aspects of income has increased by 41.59%. The results of testing be obtained with the use Wilcoxon test value Z arithmetic for the capital variables -6957, turnover variables -7010 and income variables -7116 (Z arithmetic < 1.96), the sign test value is obtained Asymp.Sig test (2-tailed) in the variable capital, turnover and income of ($0.000 < 0.05$) and paired samples t-test is obtained the t value of -12 413 variable capital, the turnover variable amounted to -16 482 and variable income of -16 561 (t arithmetic < 1.977), which indicates that there is a difference in the average capital, turnover and income between before and after the area integrated agro-industry businesses.

Keywords: *Wilcoxon Test, Sign Test, Paired Sample T-Test, Agro-Industry.*