

ABSTRACT

**ANALYSIS OF THE DETERMINING FACTORS OF REVENUE OF
MEATBALL NOODLE SHOP TRADERS IN TASIKMALAYA REGENCY**

(Case Study of Meatball Noodle Stall Traders in Sukarame District)

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This study aims to determine the effect of price, working capital and working hours partially and together on the income of meatball noodle stall traders. The method used is multiple linear regression. This study used quantitative methods with 32 respondents. The results of this study show that partially the price, working capital and working hours have a significant positive effect, but the price does not have a significant effect. Taken together the independent variables affect the dependent variable so that prices, working capital and working hours have a significant effect on income.

Keywords: price, working capital, working hours, income.

ABSTRAK

ANALISI FAKTOR PENENTU PENDAPATAN PEDAGANG WARUNG MIE BAKSO DI KABUPATEN TASIKMALAYA

(Studi Kasus Pedagang Warung Mie Bakso di Kecamatan Sukarame)

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Penelitian ini bertujuan untuk mengetahui pengaruh harga, modal kerja dan jam kerja secara parsial dan bersama-sama terhadap pendapatan pedagang warung mie bakso. Metode yang digunakan adalah regresi linear berganda. Penelitian ini menggunakan metode kuantitatif dengan responden sebanyak 32 orang. Hasil penelitian ini menunjukkan secara parsial harga, modal kerja dan jam kerja berpengaruh positif signifikan tetapi harga tidak berpengaruh signifikan. Secara bersama-sama variabel bebas berpengaruh terhadap variabel terikat sehingga harga, modal kerja dan jam kerja berpengaruh signifikan terhadap pendapatan.

Kata kunci: harga, modal kerja, jam kerja, pendapatan.