

## **ABSTRACT**

### ***THE INFLUENCE OF CAPITAL, SERVICES, WORKING HOURS, LOCATION AND MANAGEMENT FACTORS ON THE INCOME OF WARUNG KELONTONG IN CIPAINGEUN VILLAGE, SODONGHILIR DISTRICT, TASIKMALAYA REGENCY***

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*This study examines the effect of capital, service, working hours, location and management factors on the income of grocery stalls in Cipaiengeun Village, Sodonghilir District, Tasikmalaya Regency. The purpose of the study was to find (a) the effect of capital on the income of the grocery shop, (b) the effect of service on the income of the grocery shop, (c) the effect of working hours on the income of the grocery shop, (d) the effect of location on the income of the grocery shop, and (e) the influence of management factors on the income of the grocery shop. The sample in this study was a grocery shop located in Cipaiengeun Village, Sodonghilir District, Tasikmalaya Regency, which amounted to 35 grocery stalls. Data analysis used multiple regression analysis. The results of the study using multiple regression analysis showed that capital, service, working hours, location and management factors together had a significant effect on the income of grocery stalls in Cipaiengeun Village, Sodonghilir District, Tasikmalaya Regency.*

*Keywords: capital, service, working hours, location, management factor, income*

## **ABSTRAK**

### **PENGARUH MODAL, PELAYANAN, JAM KERJA, LOKASI DAN FAKTOR MANAJEMEN TERHADAP PENDAPATAN WARUNG KELONTONG DI DESA CIPAINGEUN KECAMATAN SODONGHILIR KABUPATEN TASIKMALAYA**

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Studi ini meneliti pengaruh modal, pelayanan, jam kerja, lokasi dan faktor manajemen terhadap pendapatan warung kelontong di Desa Cipaingeun Kecamatan Sodonghilir Kabupaten Tasikmalaya. Tujuan penelitian adalah untuk menemukan (a) pengaruh modal terhadap pendapatan warung kelontong, (b) pengaruh pelayanan terhadap pendapatan warung kelontong, (c) pengaruh jam kerja terhadap pendapatan warung kelontong, (d) pengaruh lokasi terhadap pendapatan warung kelontong, dan (e) pengaruh faktor manajemen terhadap pendapatan warung kelontong. Sampel dalam penelitian ini adalah warung kelontong yang berada di Desa Cipaingeun Kecamatan Sodonghilir Kabupaten Tasikmalaya yang berjumlah 35 warung kelontong. Analisis data menggunakan analisis regresi berganda. Hasil penelitian dengan analisis regresi berganda menunjukkan bahwa modal, pelayanan, jam kerja, lokasi dan faktor manajemen secara bersama-sama berpengaruh secara signifikan terhadap pendapatan warung kelontong di Desa Cipaingeun Kecamatan Sodonghilir Kabupaten Tasikmalaya.

**Kata Kunci:** modal, pelayanan, jam kerja, lokasi, faktor manajemen, pendapatan