

## ABSTRAK

### **Analisis Faktor-Faktor yang Memengaruhi Pendapatan Industri Kecil dan Menengah Alas Kaki di Kecamatan Mangkubumi Kota Tasikmalaya**

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Tujuan penelitian ini untuk mengetahui pengaruh modal kerja, lama usaha dan metode penjualan terhadap pendapatan industri kecil dan menengah alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya. Model penelitian yang digunakan adalah model analisis regresi linear berganda. Uji hipotesis menggunakan uji parsial (uji t) dan uji bersama-sama (uji F) dengan jenis data *cross section*. Hasil penelitian ini adalah modal kerja dan metode penjualan secara parsial berpengaruh positif signifikan terhadap pendapatan perajin alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya, sedangkan lama usaha secara parsial berpengaruh positif dan tidak signifikan terhadap pendapatan perajin alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya. Secara bersama-sama modal kerja, lama usaha, dan metode penjualan berpengaruh positif dan signifikan terhadap pendapatan perajin alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya.

Kata Kunci: modal kerja, lama usaha, metode penjualan, pendapatan alas kaki

***ABSTRACT***

**Analysis of Factors Influencing the Income of Small and Medium  
Footwear Industry in Mangkubumi District, Tasikmalaya City**

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The purpose of this research is to determine the influence of working capital, business duration, and sales methods on the income of small and medium footwear industries in the Mangkubumi Subdistrict of Tasikmalaya City. The research model employed is the multiple linear regression analysis model. Hypothesis testing is conducted using partial tests (t-test) and overall tests (F-test) with cross-sectional data. The results of this study indicate that working capital and sales methods individually have a significant positive effect on the income of footwear craftsmen in the Mangkubumi Subdistrict of Tasikmalaya City. On the other hand, business duration individually has a positive but not significant effect on the income of footwear craftsmen in the Mangkubumi Subdistrict of Tasikmalaya City. Collectively, working capital, business duration, and sales methods have a positive and significant impact on the income of footwear craftsmen in the Mangkubumi Subdistrict of Tasikmalaya City.

Keywords: working capital, business duration, sales method, footwear income.