

## ABSTRACT

### ***ANALYSIS OF FACTORS AFFECTING THE INCOME OF SMALL AND MEDIUM MICOR BUSINESS ACTORS (MSME) IN 2023 (Snack Food processing sector in Tasikmalaya City)***

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*This study aims to determine the effect of capital, education level, technology, length of business, marketing location, and entrepreneurial attitude on the income of MSME players in the processed snack food sector in Tasikmalaya City. This research uses primary data by means of interviews and questionnaires to MSME actors in the Sukaregang Leather Industry Center, Garut Regency. The results of this study indicate that partially the variables of capital, education level, marketing location, and entrepreneurial attitude have a significant positive effect on the income of MSME players, while the technology variable has a negative and insignificant relationship and the length of business variable has a positive but insignificant relationship with the income of MSME players. Together, capital, education level, technology, length of business, marketing location and entrepreneurial attitude have a significant effect on the income of MSME actors. The determination test results show that the R square value is 0.788094. This means that capital, education level, technology, length of business, marketing location and entrepreneurial attitude are able to explain changes in the income of MSME players in the processed snack food sector in Tasikmlaya City by 78% and the remaining 22% is influenced by other factors outside this study*

***Keywords:*** *Income, Capital, Level of Education, Technology, Length of Business, Marketing Location, Entrepreneur*