

**ABSTRACT**

**REVENUE ANALYSIS OF CAR FREE DAY'S STREET VENDOR IN GARUT REGION**

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*This study aims to determine: (a) the effect of working capital on the revenue of Car Free Day's street vendor in Garut Region; (b) the effect of length of business on the revenue of Car Free Day's street vendor in Garut Region;. The method used is the OLS method with multiple linear regression and hypothesis testing using partial test (t test) and test simultaneous (F test). The results showed that: (a) partially working capital had a positive significant effect, and length of business had a positive significant effect on the revenue of Car Free Day's street vendor in Garut Region; (b) simultaneously working capital and length of business have a significant effect on revenue of Car Free Day's street vendor in Garut Region.*

*Keywords: Street Vendor , Revenue, Working Capital, and length of business*

## **ABSTRAK**

### **ANALISIS PENERIMAAN PEDAGANG KAKI LIMA *CAR FREE DAY* DI KABUPATEN GARUT**

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Penelitian ini bertujuan untuk mengetahui: (a) pengaruh dari modal kerja, dan terhadap penerimaan pedagang kaki lima *Car Free Day* di Kabupaten Garut; (b) pengaruh lama usaha terhadap penerimaan pedagang kaki lima *Car Free Day* di Kabupaten Garut. Metode yang digunakan yakni metode OLS dengan regresi linier berganda serta uji hipotesis dengan menggunakan uji parsial (uji t) dan uji bersama-sama (uji F). Hasil penelitian menunjukkan bahwa: (a) secara parsial modal kerja berpengaruh positif dan signifikan, sama halnya lama usaha juga berpengaruh positif dan signifikan terhadap penerimaan pedagangkaki lima *Car Free Day*; (b) secara bersama-sama modal kerja dan lama usaha berpengaruh signifikan terhadap penerimaan pedagang kaki lima *Car Free Day*.

**Kata Kunci:** Pedagang Kaki Lima, Penerimaan, Modal Kerja dan Lama Usaha

