

ABSTRACT

**ANALYSIS OF FACTORS AFFECTING ACCEPTANCE OF THE
FOOTWEAR INDUSTRY (Case Study of the Footwear Industry in
Mangkabumi District, Tasikmalaya City)**

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The small and medium industry sector in Mangkubumi District is very developed, one of which is the footwear industry sector which is able to absorb labor and open up business fields. The purpose of this study was to analyze the effect of capital, labor and raw materials on the acceptance of the footwear industry in Maangkubumi District, Tasikmalaya City with multiple linear regression techniques ols data. The results of the study show that together capital, labor and raw materials have a significant effect on the acceptance of the footwear industry in Mangkubumi District, Tasikmalaya City. Partially, capital, labor and raw materials have a positive and significant effect on the acceptance of the footwear industry in Mangkubumi District, Tasikmalaya City.

Keywords: Capital, Labor, Raw Materials, and Revenue.

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGRUHI PENERIMAAN INDUSTRI ALAS KAKI

(Studi Kasus Industri Alas Kaki di Kecamatan Mangkubumi Kota Tasikmalaya)

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Sektor industri kecil dan menengah di Kecamatan Mangkubumi sangat berkembang salah satunya pada sektor industri alas kaki yang mampu menyerap tenaga kerja dan membuka lapangan usaha. Tujuan penelitian ini untuk menganalisis pengaruh modal, tenaga kerja dan bahan baku terhadap penerimaan industri alas kaki di Kecamatan Maangkubumi Kota Tasikmalaya dengan teknik regresi linier berganda data ols. Hasil penelitian menunjukkan secara bersama-sama bahwa modal, tenaga kerja dan bahan baku berpengaruh signifikan terhadap penerimaan industri alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya. Secara parsial modal, tenaga kerja dan bahan baku memiliki hubungan positif berpengaruh signifikan terhadap penerimaan industri alas kaki di Kecamatan Mangkubumi Kota Tasikmalaya.

Kata Kunci: Modal, Tenaga Kerja, Bahan Baku, dan Penerimaan.