

## **ABSTRACT**

### ***EFFECT OF CAPITAL, LENGTH OF BUSINESS, EDUCATION, AND DIGITAL MARKETING ON THE INCOME OF UMKM AT SUKAREGANG LEATHER INDUSTRY CENTER, GARUT REGENCY***

**By:**

**Salgis Nazifa Aliscaputri**

**NPM 193401064**

**Advisors:**

**Guide I : Fatimah Zahra Nasution**

**Guide II : Jumri**

*This study aims to determine the effect of capital, length of business, education, and digital marketing on the income of MSMEs actors at Sukaregang Leather Industry Center, Garut Regency. This study uses primary data by interviews and questionnaires to MSMEs actors at Sukaregang Leather Industry Center, Garut Regency. The research method used is quantitative method with a descriptive approach using multiple linear regression analysis techniques and hypothesis testing using Eviews 10. The result showed that partially the variables of capital, length of business, and education have a significant positive effect on the income of MSMEs, while the digital marketing variable has a positive but not significant relationship to the income of MSMEs actors. Together, capital, length of business, education, and digital marketing have a significant effect on the income of MSMEs actors. The result of the determination test shows that the R square is 0,831731. This means that capital, length of business, education, and digital marketing are able to explain changes in the income of MSMEs actors at Sukaregang Leather Industry Center, Garut Regency by 83% and the remaining 17% is influenced by other factors outside of this study.*

**Keywords:** *Income, Capital, Length of Business, Education, Digital Marketing.*