

ABSTRACT

THE INFLUENCE OF WORKING CAPITAL, WORKING HOURS, PRODUCT DESIGN, AND ONLINE MARKETING ON THE PROFIT OF THE WOVEN BAG HANDICRAFT INDUSTRY IN RAJAPOLAH SUB-DISTRICT

By:

**Rifa Zikiyyatul Awwaliyyah
NPM. 213401512**

Supervisor I : Iis Surgawati

Supervisor II : Ignatia Bintang Filia Dei Susilo

This study aims to analyze and measure the effect of working capital, working hours, product design and online marketing on the profit of the woven bag craft industry in Rajapolah District in 2025 both partially and together. The data used in this study are primary data obtained from woven bag craftsmen in Rajapolah District. The research method used is descriptive quantitative type and uses Ordinary Least Square (OLS) analysis technique. The results of this study indicate that: partially (1) working capital has a significant negative effect, (2) working hours have a significant positive effect, (3) product design has a significant positive effect (4) online marketing has a significant positive effect and (5) together, working capital, working hours, product design and online marketing have a significant effect on the profit of the woven bag craft industry in Rajapolah District, Tasikmalaya Regency.

Keywords: Working Capital, Working Hours, Product Design, Online Marketing, Profit.

ABSTRAK

PENGARUH MODAL KERJA, JAM KERJA, DESAIN PRODUK, DAN PEMASARAN *ONLINE* TERHADAP PROFIT INDUSTRI KERAJINAN ANYAMAN TAS DI KECAMATAN RAJAPOLAH

Oleh:

**Rifa Zikiyyatul Awwaliyyah
NPM. 213401512**

Pembimbing:

Pembimbing I : Iis Surgawati

Pembimbing II : Ignatia Bintang Filia Dei Susilo

Penelitian ini bertujuan untuk menganalisis serta mengukur pengaruh modal kerja, jam kerja, desain produk dan pemasaran online terhadap profit industri kerajinan anyaman tas di Kecamatan Rajapolah tahun 2025 baik secara parsial maupun secara bersama-sama. Data yang digunakan dalam penelitian ini merupakan data primer yang didapatkan dari pengrajin anyaman tas di Kecamatan Rajapolah. Metode penelitian yang digunakan berjenis kuantitatif deskriptif serta menggunakan teknik *analisis Ordinary Least Square* (OLS). Hasil penelitian ini menunjukkan bahwa: secara parsial (1) Modal kerja berpengaruh negatif signifikan, (2) Jam Kerja berpengaruh positif signifikan, (3) Desain Produk berpengaruh positif signifikan (4) Pemasaran Online berpengaruh positif signifikan dan (5) secara bersama-sama, Modal Kerja, Jam Kerja, Desain Produk dan Pemasaran Online berpengaruh signifikan terhadap profit industri kerajinan anyaman tas di Kecamatan Rajapolah Kabupaten Tasikmalaya.

Kata kunci: Modal Kerja, Jam Kerja, Desain Produk, Pemasaran Online, Profit.