

ABSTRACT

Working Capital, Labor, and E-commerce on the Income of Seblak MSMEs in Cihideung District Tasikmalaya City

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This study aims to analyze working capital, labor, and e-commerce on the income of MSMEs seblak in Cihideung District, Tasikmalaya City. By analyzing: (a) How do working capital, labor, and e-commerce partially influence the income of Seblak MSMEs in Cihideung District, Tasikmalaya City, (b) How do working capital, labor, and e-commerce influence income together Seblak UMKM in Cihideung District, Tasikmalaya City. and (c) What is the income elasticity of seblak traders on working capital, labor, and e-commerce in Cihideung District, Tasikmalaya City. The results of this study indicate that: (a) Partially, working capital, labor, and e-commerce have a significant positive effect on income, (b) Taken together, working capital, labor, and e-commerce have a significant positive effect on income, (c) The elasticity of income to working capital and labor is inelastic, while the elasticity of income to e-commerce is elastic.

Keywords: *Working Capital, Labor, E-commerce, and Income.*

ABSTRAK

Pengaruh Modal Kerja, Tenaga Kerja, dan *E-commerce* terhadap Pendapatan UMKM Seblak di Kecamatan Cihideung Kota Tasikmalaya

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Penelitian ini bertujuan untuk menganalisis modal kerja, tenaga kerja, dan *e-commerce* terhadap pendapatan UMKM seblak di Kecamatan Cihideung Kota Tasikmalaya. Dengan menganalisis (a) Bagaimana pengaruh modal kerja, tenaga kerja, dan *e-commerce* secara parsial terhadap pendapatan UMKM seblak di Kecamatan Cihideung Kota Tasikmalaya, (b) Bagaimana pengaruh modal kerja, tenaga kerja, dan *e-commerce* secara bersama-sama terhadap pendapatan UMKM seblak di Kecamatan Cihideung Kota Tasikmalaya. dan (c) Bagaimana elastisitas pendapatan pedagang seblak terhadap modal kerja, tenaga kerja, dan *e-commerce* di Kecamatan Cihideung Kota Tasikmalaya. Hasil penelitian ini menunjukkan bahwa: (a) Secara parsial modal kerja, tenaga kerja, dan *e-commerce* berpengaruh positif signifikan terhadap pendapatan, (b) Secara bersama-sama modal kerja, tenaga kerja, dan *e-commerce* berpengaruh positif signifikan terhadap pendapatan, (c) Elastisitas pendapatan terhadap modal kerja dan tenaga kerja bersifat inelastis, sedangkan elastisitas pendapatan terhadap *e-commerce* bersifat elastis.

Kata kunci: Modal Kerja, Tenaga Kerja, *E-commerce*, dan Pendapatan.