

ABSTRACT

PHYSICAL AND SPIRITUAL FACTORS AS DETERMINANTS OF BUSINESS SUCCESS (SURVEY ON STREET VENDORS AT SIMPANG MARKET, TASEK MALAYA REGENCY)

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This study aims to determine: (1) how is the business capital, working hours, length of business, spiritual intelligence, and business success (income of street vendors) at Simpang Market Tasikmalaya Regency, (2) the effect of working capital, working hours, length of business, and spiritual intelligence partially on business success (income of street vendors) at Simpang Market Tasikmalaya Regency, and (3) the effect of working capital, working hours, length of business, and spiritual intelligence together on business success (income of street vendors) at Simpang Market Tasikmalaya Regency. By using multiple regression analysis the results show that: (1) the average income of street vendors at the Simpang Market Tasikmalaya Regency is IDR 2,151,000.00, the average working capital of street vendors at Simpang Regency is IDR 2,042,000.00, the average working hours of street vendors at Simpang Market Tasikmalaya Regency is 11 hours, the average length of business for street vendors at Simpang Tasikmalaya Regency is 129 months, and students' perceptions (responses) of spiritual intelligence variables in the very good category. (2) partially business capital, working hours, length of business, and spiritual intelligence have a positive relationship and have a significant effect on business success (income of street vendors) at Simpang Market Tasikmalaya Regency. (3) simultaneously business capital, working hours, length of business, and spiritual intelligence have a positive and significant effect on business success (income of street vendors) at Simpang Market Tasikmalaya Regency.

Keywords: business capital, working hours, length of business, spiritual intelligence, and business success (income of street vendors).