

## **ABSTRACT**

### **FACTORS THAT AFFECT THE INCOME OF THE LESEHAN FOOD STALLS BUSINESS IN SITU GEDE TASIKMALAYA CITY**

**By:**  
**Rika**  
**NPM. 183401023**

**Mentors:**  
**Ade Komaludin**  
**Aso Sukarso**

*The purpose of this research was to know: (a) the effect of working capital, length of business, number of visitors, and ownership of capital partially on the income of the lesehan food stalls business. (b) the effect of working capital, length of business, number of visitors, and ownership of capital simultaneously on the income of the lesehan food stalls business. The research method used is a quantitative method with a descriptive approach. The data is primary data. The research uses saturated sampling of 30 respondents. The analysis used in this research is multiple linear regression analysis with classical assumption test and hypothesis test. The results of this research indicate that: (a) partially working capital, number of visitors, and ownership of capital have a positive effect and significant effect on the income of the lesehan food stalls business, while the length of business has a non-positive effect and non-significant effect on the income of the lesehan food stalls business. (b) simultaneously working capital, length of business, number of visitors, and ownership of capital have significant effect on the income of the lesehan food stalls business.*

*Keywords: income, working capital, length of business, number of visitors, and capital ownership.*