# ANALYSIS OF FACTORS AFFECTING SHOE TRADERS IN CIBADUYUT VILLAGE, BANDUNG CITY

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## ABSTRACT

Trader income can be determined by many factors. This study aims to determine what factors influence the income of shoe traders in the Cibaduyut Village, Bandung City.

This research uses descriptive research type with quantitative approach. This research was conducted in Cibaduyut Village, Bandung City with a population of 148 traders. The sample in this study were 60 respondents taken through the Proportionate Stratified Random Sampling technique. While the method of collecting data using questionnaires and interviews. Variables used include price (P), number of shoes sold (Q), length of business (LU), hours of work (JK), and sales mechanism (DMP). Analysis of the data used is multiple linear regression (OLS) with a significance level of 10%.

The results of this study indicate that partially the variables that significantly affect the income of shoe traders in Cibaduyut include price (P), number of shoes sold (Q), length of business (LU), and sales mechanism (DMP). While the working hours variable (JK) partially does not significantly influence the income of shoe traders in Cibaduyut. Furthermore, the price variable, the number of shoes sold, length of business, hours of work and sales mechanism together significantly influence the income of shoe traders in Cibaduyut. The influence is 99.6% and the remaining 0.4% is explained by other variables outside this study.

*Keywords: Revenue, Price, Quantity, Length of Business, Working Hours, Sales Mechanism*