

**ANALYSIS OF FAKTORS AFFECTING THE INCOME OF
CLOTH TRADERS IN THE CLOTHING MARKET
TEGALGUBUG CIREBON REGENCY**

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ABSTRACT

This study aims to determine and analyze the influence of business competition, the using of social media, the covid 19 pandemic and kiosk location on the income of traders in the Tegalbug clothing market. This study uses primary data with a population of 2000 traders, then take a sample of 100 respondents. The method of collecting data by means of survey and using questionnaires. Analysis of the data used is multiple linear regression. The results of this study indicate that the using of social media and kiosk location have the effect on the income of traders, then the covid-19 pandemic and business competition haven't effect on the income of traders.

Keywords : *Income, Business Competition, Using social media, Covid -19 Pandemic, Kiosk Location.*