

ABSTRACT

This research aims to analyze the effect of capital, number of workers, and raw materials on the income received by business actors of enting-enting gepuk in Salatiga city. Based on the theory by Cobb-Douglas that capital and labor can affect the amount of production output of a business actor. The size of the production output will affect the income received by business actors. Enting-enting gepuk is one of the Salatiga culinary heritage that has existed since 1929, so this micro-business has the potential to grow in the future.

This research was conducted by survey method and saturation sampling technique to business actors of enting-enting gepuk in Salatiga city. This research uses data collection methods through questionnaires and interviews from a sample of 44 respondents or the entire population. The data were processed and analyzed using the OLS (Ordinary Least Squares) multiple linear regression analysis method in program SPSS (Statistical Package for Social Science) version 21.

The results of this research indicate that capital, labor, and raw materials have a positive and significant effect on the income of business actors of enting-enting gepuk in Salatiga city. Labor have higher influence than capital and raw materials. If all of these variables are larger, it will increase the income of business actors of enting-enting gepuk in Salatiga city.

Keywords : Capital, income, labor, raw materials

