

## **ABSTRACT**

### **ANALYSIS OF FACTORS AFFECTING INCOME HAWKER A FOOD STALL IN Z.A. PAGAR ALAM STREET METRO CITY**

**By**

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This study aims to determine and analyze the influence of variables capital, working hours, long business and variation in the menu on the income hawker food stalls in Z.A. Pagar Alam Street, Metro City. In this study, using primary data through questionnaires and interviews by respondents are as many as 52 hawkers. The analysis method used in this study method of linear regression analysis (OLS).

The results of this study indicate that the variable capital, the old business, and menu variation and significant positive effect on revenues merchant vendors. While the variable labor hours distance between the merchant does not significantly affect the revenue hawker food stalls in Z.A. Pagar Alam Street, Metro City.

**Keywords** : Income, Venture Capital, Working Hours, Long Business and Variation Menu