

ABSTRACT

East Bekasi District has the largest number of Micro, Small and Medium Enterprises (MSMEs) accompanied by the Bekasi City Cooperatives and MSMEs. The food and beverage sector is the largest group compared to others. MSME actors face capital difficulties and sales that have not been maximized. However, this kind of business is widely carried out considering the convenience and promising market potential. This study aims to determine the variables of capital, labor, raw materials, length of business, and location on the income of MSME actors assisted by the Cooperatives and MSMEs in Bekasi City.

This research is a quantitative research. The population in this study were food and beverage MSMEs assisted by the Bekasi City Cooperatives and MSMEs as many as 145 MSME actors. The sample used was 60 business actors using simple random sampling technique. The analytical method used is Ordinary Least Square (OLS) using SPSS.

The results of this study indicate a positive and significant effect of capital, labor, raw materials, length of business, and location on the income of MSME actors. The independent variables jointly affect the income of food and beverage MSME actors by 69.7 percent. Capital is the most influential variable on income.

Keywords: Income, Capital, Labor, Raw Materials, Length of Business, Business Location.