



UNIVERSITAS ANDALAS

**ANALYSIS OF CREATIVE ECONOMIC FOR COFFEE SHOP IN
PADANG CITY, BUKITTINGGI CITY, AND PAYAKUMBUH CITY**

UNDERGRADUATE THESIS

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ABSTRACT

This research aims to find out how much the influence of age, level of education, level of price, length of business, initial capital, employee and working hours have on the income level of creative economy for coffee shops in Padang city, Bukittinggi city, and Payakumbuh city, using multiple linear regression. The subjects in the research were the owners of the coffee shops in Padang city, Bukittinggi city and Payakumbuh city. Data collection was carried out using primary data in the form of questionnaires and interviews of 26 coffee shops. The test results show that age, level of education, level of price, length of business, initial capital, employee and working hours have a positive and significant effect on the range of micro to small level coffee shops. Partially, it is known that age, level of education, level of price, length of business, initial capital, employee and working hours have no significant effect on the range of small to middle level coffee shops.

Keyword: Creative Economy, Coffee Shop, Income, Age, Level of Price, Level of Education, Length of Business, Initial Capital, Employee, Working Hours.

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