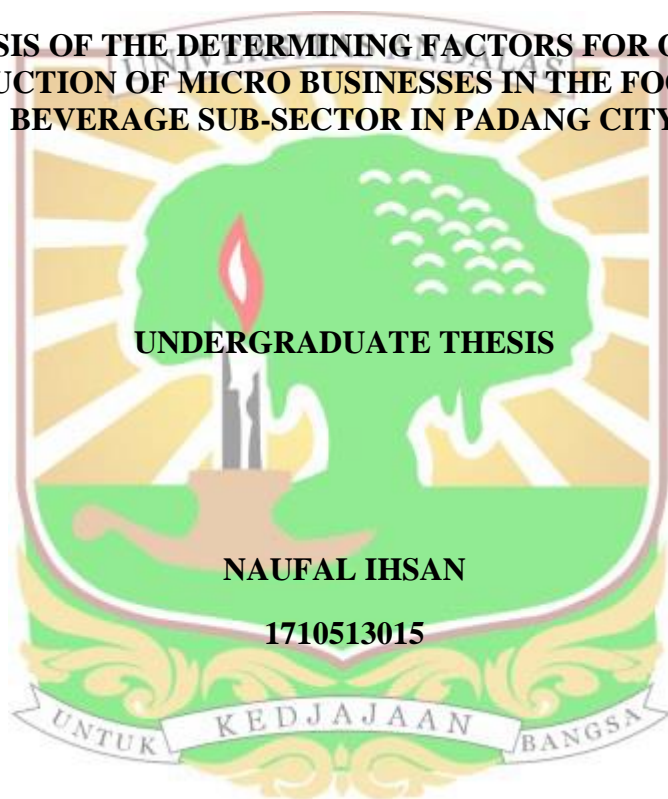




**UNIVERSITAS ANDALAS**

**ANALYSIS OF THE DETERMINING FACTORS FOR OPTIMAL  
PRODUCTION OF MICRO BUSINESSES IN THE FOOD AND  
BEVERAGE SUB-SECTOR IN PADANG CITY**



**FACULTY OF ECONOMICS AND BUSSINESS**

**DEPARTMENT OF ECONOMICS**

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# **Analysis of the Determining Factors for Optimal Production of Micro Businesses in the Food and Beverage Sub-Sector in Padang City**

by

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## **ABSTRACT**

This research discusses the determinants of optimal production of micro businesses in the food and beverage sub-sector in Padang City. This research is a quantitative research. This research was conducted at Padang City. The sample in this research were 112 respondents who were taken through a non-probability sampling design with the accidental sampling method. Data collection methods using questionnaires and interviews. The data analysis used probit regression analysis with a significance level of 10%. The results showed that partially the Price of raw material (X1) has an insignificant effect on the quantity of production in micro business sub sector food and beverage in Padang City. While the labor (X2) has a significant influence on the quantity of production in micro business sub sector food and beverage in Padang City. Working hour (X3) has no significant influence on the quantity of production in micro business sub sector food and beverage in Padang City. Gender (X4) has no significant influence on the quantity of production in micro business sub sector food and beverage in Padang City.

Keywords: Quantity, optimal production, raw material, labor, Working Hours, gender.

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