

## ***ABSTRACT***

**MEIRANI DAMASTITI**, *Factors Analysis that influence the business of profit coconut shell craft (Case study on Chumplung Adji small industrial business in Kecamatan Pajangan Kabupaten Bantul). The advisers by JUARINI and VANDRIAS DEWANTORO. These aims analysis are (1) analyze the influence of input prices (coconut shell price, rattan price, wood price, bamboo price, glue and employment price) and output price weighted against profit (2) analyse the sales volume trend and (3) analyze the total cost to percentration. Implementation method used the case study and location determination method used purposive method. Methods of data analysis used multiple linear regression analysis to find out the trend in sales volume used three types the trend method. (Linear trend method, quadratic trend method and simple exponential trend method). Then, the both of three methods chosen the best results and to calculate the percentage of profit used the profit rate. The results showed that the factors that influence advantage are coconut shell price, rattan price, wood price, bamboo price, employment price and weighted output price. The sales volume trend of Chumplung Adji coconut shell craft is not increased but tend to fluctuate. Percentage of coconut shell handicraft industry profits month period January 2012 - June 2014 amounted to three point nineteen percent.*

*Keywords : Profit, Input Price, Weight Output Price, Sales Volume Trend, Profit Percentage*