ABSTRACT

Social capital owned by a company can provide a competitive advantage. Social capital theory discusses how the social relationships that an organization has can affect its resources and performance. This study aims to determine the effect of social capital on productivity in Garut Regency.

The method used in this research is quantitative with descriptive research type. Sampling using purposive sampling technique with the number of respondents as many as 100 people. The data analysis technique used descriptive analysis, classical assumption test and simple linear regression analysis.

The results of simple linear regression analysis of social capital variables have a positive effect on productivity in Garut Regency. The results of the coefficient of determination test show that social capital variables affect consumer satisfaction by 30%, while the remaining 70% is influenced by variables not examined in this study.

It can be concluded that all social capital variables have an influence of 30%, while the remaining 70% are explained or influenced by other variables that are not studied, so it is better for further research it is recommended to conduct research using variables that have not been studied in this study such as venture capital, credit people's business, income and others.

Keywords*: Social Capital, Productivity and MSMEs.*