

ABSTRACT

The development of the number of MSMEs in Semarang City still seems to be lagging behind when compared to Surakarta City, Demak Regency and Kebumen Regency. On the other hand, MSMEs in Semarang City are also faced with another problem, namely that the average income of MSME actors is still below the minimum wage standard. The aim of this research is to analyze the influence of perceived selling price, sales volume, wibawa credit, and online sales on the income of MSMEs in Semarang City.

This research uses a quantitative approach with a survey method which involves distributing questionnaires to MSME players to obtain primary data. The sampling method was purposive sampling. A sample of 84 respondents was taken. The independent variables in this study include selling price, sales volume, wibawa credit, and online sales, while the dependent variable is income. The data obtained was processed through multiple linear regression analysis with IBM SPSS Statistic 25 software.

The results showed that the selling price perception, the sales perception, and the online sales variable had a positive and significant effect on revenue perception. Meanwhile, the wibawa credit perception variable had no effect on revenue perception. Based on the results of the coefficient of determination analysis, the independent variable influences the dependent variable by 68.8% and the remainder is influenced by other variables, namely 31.2%.

Keywords: selling price perception, sales volume perception, wibawa credit perception, online sales perception, revenue perception