

ABSTRACT

The Wonosari “Indah” Smoked Fish Center is one of the quite famous centers, located in Wonosari Village, Bonang District, Demak Regency. This smoked fish center can produce up to 2-4 quintals per day. In 2022, this center received the Anugerah Pesona Indonesia (API) award in the shopping tourism destination category. However, there is a problem of income disparity between business actors due to differences in business scale. After being examined, the problem stems from four main problems, namely capital, labor, technology, and e-commerce.

This study aims to analyze and determine how the variables of capital, labor, technology, and e-commerce affect the income of the Wonosari “Indah” Smoked Fish Center business actors. This study uses a quantitative method. The data collection technique is through questionnaires and interviews with a population of 76 business owners, which are then processed using the IBM SPSS 25 application.

The results of this study indicate that all Capital, Labor, Technology, and e-commerce variables have a positive and significant effect on the income variable. Meanwhile, the variable with the greatest influence comes from the Labor variable, while the smallest influence comes from the Technology variable. The four variables can simultaneously explain 79.1% of the income variable.

Keywords: Capital; Labor; Technology; E-commerce; MSMEs Income; Wonosari “Indah” Smoked Fish Center