

ABSTRACT

This study explains the analysis of the influence of capital, labor and business duration on the income of UMMEs in the tumpi chips home industry in Lerep Village, Semarang Regency. This study aims to provide a deeper understanding of the factors that contribute to the income of tumpi chips business actors in Lerep Village.

The method used in data collection is using primary data. This study used a population of 55 respondents. The data collection method is carried out through an interview process and distributing questionnaires. The analysis tool used is multiple linear regression with income as the dependent variable and three independent variables, namely capital (Rp), labor (people) and length of business (years).

Based on the results of the study, it can be seen that the variables of capital, labor and business duration have a positive and significant effect both individually (partially) and jointly (simultaneously) on the income of MSMEs in the tumpi chips home industry in Lerep Village. Of the three variables, the most dominant influence on the amount of MSME income is the labor variable.

Keywords: MSMEs, Income, Capital, Labor, Length of Business