

ABSTRACT

This study explains the analysis of the influence of capital, labor, education and e-commerce on the income of culinary MSMEs in Semarang City. This study aims to analyze the influence of capital, labor, education and e-commerce on the income of culinary MSMEs in Semarang City.

This study uses a quantitative method with a survey and interviews with 100 culinary MSME actors. Data were collected through questionnaires and analyzed using multiple linear regression techniques to determine the significant influence of each independent variable. The variables tested include capital, labor, education and e-commerce as independent variables, with income as the dependent variable.

The results of the study show that partially, capital, labor, education and e-commerce have a positive and significant influence on the income of culinary MSMEs. Simultaneously, these independent variables explain the variation in MSME income by 71.3%, with the rest influenced by other factors outside the model. This finding emphasizes the importance of optimizing these four factors in increasing the competitiveness and income of culinary MSMEs in Semarang.

Keywords: MSME Income, Capital, Workforce, Education, E-Commerce