ABSTRACT

Regional development involves important economic aspects, with the tourism sector making a significant contribution to income and economic growth. In Central Java Province, Semarang as the capital utilizes tourism and SMEs to boost the economy. This study focuses on the bicycle rental SMEs in Simpang Lima, Semarang, which have not been extensively researched, thus filling a gap in the tourism SME literature. This research aims to determine the effect of capital, time allocation, labor, business duration, and number of bicycles on the income of bicycle rental SMEs in Simpang Lima, Semarang. The study uses multiple linear regression analysis or Ordinary Least Squares with a logarithmic approach. The results show that, partially, the variables of capital, time allocation, and number of bicycles have a positive and significant impact on the income of bicycle rental SMEs in Simpang Lima, Semarang, while labor and business duration do not have a significant partial effect on SME income. Simultaneously, the variables of capital, time allocation, labor, business duration, and number of bicycles positively affect SME income.

Keywords: SME Income, Capital, Time Allocation, Business Duration, Number of Bicycles.

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