

ABSTRACT

Wonosobo Regency is one of the main tourist destinations in Central Java. The size of the tourism potential in Wonosobo is then used by the local community as a livelihood. This study aims to analyze the factors that influence the income of tourism businesses in Wonosobo Regency.

The sampling technique in this study used the cluster sampling method, while the data source was the primary data type with a questionnaire as an instrument. The questionnaire was given to 85 respondents then the data were analyzed by multiple linear regression analysis using SPSS version 24 for Windows.

Based on the results of the study, in the first model there were 3 research variables that had a positive and significant effect on income, namely the variables of age, education, and business expenses. Other variables have a positive but not significant effect on income, which is the dependent variable of family members, while 3 other variables of work time, tourist visitors, and social media have a negative and not significant effect on income. Then in the second model the income variable has a positive and significant influence on consumption.

Keywords: dependents of family members, business expenses, total work time, business income, household consumption