

ABSTRACT

Small Micro and Medium scale enterprises have an important role for the national income increments in Indonesia. Indonesian State Minister for Cooperative and Small and Medium Enterprises published the policy of One Village One Product (OVOP) which shall be applied in every Province and District in order to develop the Small Micro and Medium scale enterprises. In Semarang, Central Java, the OVOP policy shall be implemented in Sulampita sector. Like another business sector enterprises, Sulampita enterprises also facing several problems. The purpose of this study is to determine whether capital, amount of labor, technology and government assistance affect the sulampita entrepreneur's income in the Semarang city. The study using 52 samples with purposive sampling technique.

The analysis method of this research is multiple linear regression using Eviews Software. The dependent variable of this research is income, while there are four independent variables, capital, amount of labor, technology and government assistance. The data that used in this research are primary data and secondary data. Primary data is obtained from interviews guided with questionnaire and secondary data is obtained by some books and literature from variety sources.

The results showed that of the four independent variables in the regression equation, there are three variables that significantly influence the income entrepreneurs sulampita, which is the capital, amount of labor and technology. While government assistance had no significant effect on the income entrepreneurs Sulampita.

Keyword: income, capital, amount of labor, technology and government assistance