

ABSTRACT

Information technology in the current era of globalization continues to experience rapid and complex developments over the past few years that will affect several fields of life, one of which is in the business world, for the digital world itself will be predicted to be a major pawn for the activities of modern society, including activities or activities for business ventures. From many business concepts in the development of the use of e-business technology into the spotlight, this business is still relatively new and will continue to expand widely over time. E-commerce has a considerable influence on the business world, especially in the process of improving marketing.

The purpose of this study was to determine what factors influence income and how the solution scenarios to increase e-commerce-based merchant income in the city of Semarang, Central Java. This research uses qualitative and quantitative methods. The sampling method of this study used snowball sampling for respondents who were interviewed and obtained 11 respondents and processed with atlas software, then continued with the accidental sampling method and found 96 respondents and processed using multiple linear regression analysis, This study uses a sample of online traders in Semarang. The results of this study are venture capital, business duration and e-commerce media have a positive and significant effect on the income of e-commerce based traders in the city of Semarang, while the education level variable does not affect the income of e-commerce-based traders in the city of Semarang.

Keywords : venture capital, education level, length of business, e-commerce