

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a very important function and role economic development in economic development in the city of Semarang, especially MSMEs managed by creating young people. This study aims to analyze the factors that influence MSMEs with the study of Convection Young Entrepreneurs in Semarang City. The research method used is multiple linear regression using the SPSS 24 application. The research data used is primary data with cross section data. The number of research respondents was 87 respondents with the sampling method using purposive sampling. The independent variable used in this study is human capital, capital and social capital with the dependent variable namely trust in business.

The results showed that human capital, social capital had a significant effect on business success. Capital has an indirect effect on business. Thus convection entrepreneurs with greater access to human capital and social capital will be realized.

Keywords: Human capital, capital, social capital, business success.

