ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a major role in improving the national and regional economies. In an effort to develop MSMEs, the local government enforces the formation of clusters which will have an effect on increasing the number of sales and income received by MSME actors. In Wonosobo Regency, the cluster that has been widely developed and has become a major source of income for the region is the Carica MSMEs cluster. However, as the main cluster in Wonosobo Regency, the Carica MSMEs cluster has several problems like other MSMEs. The purpose of this study was to determine and analyze the influence of capital, labor, business location, and online marketing on the income of business actors in the Carica MSMEs Cluster in Wonosobo Regency.

This research is a type of quantitative research. The sample used in this study were 75 respondents using total sampling technique. The data used are primary data obtained through interviews and questionnaires. The data analysis technique used in this study is multiple linear regression analysis using the IBM SPSS 23 application with income as the dependent variable and four independent variables, namely capital, labor, business location, and online marketing.

The results of this study indicate that there is a positive and significant effect of the variables of capital, labor, and business location on the income of business actors in the Carica MSMEs Cluster in Wonosobo Regency with a significance value of 5.445, 5.500 and 5.845 for each variable. While online marketing has no positive and significant effect on the income of business actors in the Carica MSMEs Cluster in Wonosobo Regency with a significance value of -1.130. The independent variables jointly affect the income of business actors in the Carica MSMEs Cluster in Wonosobo Regency. The most dominant variable in influencing the income of business actors in the Carica MSMEs Cluster in Wonosobo Regency is the business location variable.

Keywords: SMEs Income, Capital, Labor, Business Location, Online Marketing