ABSTRACT

The COVID-19 pandemic has had an impact on declining income, including the income of SMEs. This study aims to analyze the factors that influence the perception of income changes during covid-19 on SMEs in the Sragen Regency.

The data collected in this research was conducted by distributing questionnaires to business actors in Sragen Regency and studying documentation to obtain the information needed in the research. The data analysis method in this study uses multiple linear regression analysis with a sample of 90.

The results of this study can be explained that the perception of the workforce and the length of business before and after Covid-19 do not affect the perception of business income, while the perception of the use of technology and the choice of business location have a positive and significant effect on the business income received. This study proves that the perception of technology use and the choice of business location are variables that can influence the perception of changes in income during the Covid-19 condition.

Keywords: Covid-19, SMEs, Decreased Income

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