

ABSTRACT

This study aims to analyze the influence of capital, marketing promotion, and education on the income of fashion MSMEs in Semarang City that use Shopee, Lazada, and Tokopedia.

The research method used is quantitative with data collection through questionnaires distributed to 100 fashion MSME players in Semarang City. Data analysis was conducted using multiple linear regression with SPSS version 29.0 software.

The results showed that capital and marketing promotion had a significant effect on MSME income, while education did not have a significant effect. Simultaneously, the variables of capital, marketing promotion, and education have a significant effect with an R Square value of 80.8%.

Keywords: Capital, Marketing Promotion, Education, Fashion MSME Income, Online Marketplace

