ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy by creating jobs, balancing income distribution, and supporting national stability. Their contribution is particularly evident in urban areas, where MSMEs serve as drivers of local economic growth. The sustainability of MSMEs, however, depends on both internal capabilities and external environmental support.

Despite their potential, MSME income often encounters challenges related to market management, product competitiveness, marketing strategies, and area revitalization. These factors can affect MSMEs' ability to sustain sales, attract customers, and adapt to evolving market conditions. Therefore, understanding which of these factors most significantly influence MSME income is crucial for both business owners and policymakers.

This study employs a quantitative survey method using questionnaires and interviews with MSMEs operating at Ngarsopuro Night Market. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results indicate that market management, products, and marketing strategies significantly boost MSME income, while area revitalization has no significant impact. Among all variables, product stands out as the most influential factor, emphasizing the importance of product development and innovation in sustaining MSME growth.

Keywords : MSMEs, Revenue, and Night Market