The aim of this study is to analyze the factors affecting SME Success in the society of Batam City. The independent variables that were given in this study are knowledge sharing, firm performance, firm characteristics, marketing capabilities, financial resources and the dependent variable used is SME Success.

The research sample was obtained from entrepreneurs in Batam City by distributing questionnaires from October 1st, 2018 until October 31st, 2018. The method used was purposive sampling. Out of the 330 questionnaires distributed, only 277 were used in the analysis. All data were tested using SPSS.

The results show firm performance, financial resources, and marketing capabilities have a positive effect on SME Success, but knowledge sharing and firm performance has no significant effect on SME Success.

Keywords: knowledge sharing, marketing capabilities, financial resources, SME Success