

The Influence of the Distribution Process, Productivity and Income of Micro, Small and Medium Enterprises To Distribution People's Business Credit (Kredit Usaha Rakyat)

Yohana ^{1*}, Hapzi Ali ²

^{1*} Student of Magister Management Program , Open University (Universitas Terbuka), Indonesia, email: yohanasibuea2022@gmail.com

² Lecturer , Faculty of Economics, Bhayangkara University, Greater Jakarta, Jakarta, Indonesia, email: hapzi.ali@gmail.com



Abstract – The aim of this research are 1) Analyze the factors that influence Micro , Small and Medium Enterprises (MSMEs) Submit People's Business Credit. 2) Formulate development ideas business For development marketing based on analysis internal environment and environment external company at PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta. 3) Make a plan development marketing at PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta based non- financial aspects and aspects financial .. Research methods used is method qualitative and method quantitative . Qualitative method with do observation direct as well as interview For study non- financial aspects covers market and marketing aspects , aspects organization and management, aspects source Power humans, and aspects collaboration. Quantitative method use analysis appropriateness effort on aspects financial . With data sources divided into two, namely, primary secondary data sources. Data collection methods include observation and questionnaires. After the data is summarized, it is then discussion and conclusions are drawn. Based on objectives , results and discussion so conclusion article This is For formulate hypothesis For research Next , namely : 1) Price has an influence on Purchasing Decisions ; 2) Reviews Online Consumers are influential on Purchasing Decisions ; and 3) Trust Consumer influential on Purchasing Decisions.

Keywords – Credit, Income, Banking, Micro Small And Medium Enterprises, Business Strategy.

I. INTRODUCTION

Micro , Small and Medium Enterprises (MSMEs) up to moment This Still is one the most superior sector that can be sustain sector Indonesian economy . According to Bank Indonesia, MSMEs have role strategic in build the Indonesian economy , namely The number of MSMEs units is large and found in every area sector economy create field work , absorb power work , as well as MSMEs have ability For process material standard local and create product goods and services that are urgently needed public wide with affordable price . The more The increase in Micro, Small and Medium Enterprises (MSMEs) provides potency the more development source Power humans in Indonesia. According to data from the Ministry of Cooperatives and Small and Medium Enterprises , currently This MSME actors have reach figure 60 million . Amount the predicted will Keep going increase along with progress technology . The problems most encountered in MSMEs are: capital limitations . If reviewed to behind , a lot MSMEs are having difficulties get additional capital from institution finance consequence many requirements that have not been met.

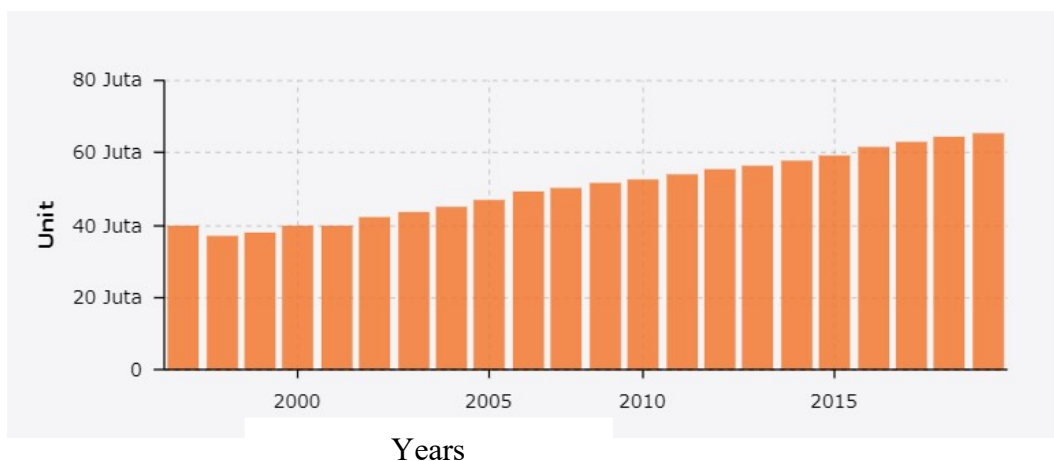


Figure 1. Number of Micro, Small and Medium Enterprises (MSMEs) in Indonesia 2000-2015

Perpetrator business scale micro , small , medium and cooperative occupy part biggest from all over activity Indonesian people's economy. Starting from farmers , fishermen , livestock breeders , miners , craftsmen , traders and providers various services . The number of MSMEs in 2019 was recorded reached 65.466 million business units . Amount power work involved in MSMEs reached 119.563 million people in 2019 with increasing every the year.

PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta do good service _ with following the existing developing market trends carried out by other companies . With increasing the MSMEs distribution target of PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta must do service more in a way professional in MSMEs distribution . People 's Business Credit is a government program in strive enhancement access financing to Micro , Small and Business Enterprises Medium (MSME) with method lending to dealers that is institution finance . The MSMEs program aims strengthen capital business in frame acceleration development and empowerment of MSMEs.

Government publish Instructions President Number 6 of 2007 as well inaugurated the KUR program on November 5 2007 regarding Policy Acceleration Real Sector Development and Empowerment of MSMEs. Financing sourced from funds for working capital needs as well as investment to MSME actors , business entities , groups businesses that have business productive and feasible However Not yet own collateral addition or feasible however not yet bankable.

Apart from that , effort increase financing for business micro , in 2015 the government lower ethnic group KUR interest from by 12% to 9% and reduced return to 7% in 2018. Decline ethnic group the KUR interest indicated For makes it easier expansion access financing with ethnic group flower low . Recorded amounting to IDR 313.89 trillion KUR has been distributed from 2015 until 2018. As for the amount debtor amounting to 13.3 million debtor .

Efforts to can achieve the KUR distribution target of PT Bank BRI (Persero) Tbk, Pasar Minggu Branch Office , Jakarta . do with method extensive marketing strategy improvements with expand the market and do proper marketing Because Still many MSMEs do not take part in the KUR program. Marketing strategy will carried out by PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta with know the factors that influence MSMEs in Submit People's Business Credit towards Fulfillment of Distribution Targets Credit at Bank BRI Pasar Minggu Branch Office , Jakarta.

BRI Bank was founded since in 1895 and is the largest bank in Indonesia. As for the types The credit offered by BRI is: credit business and credit programs. Credit business divided on credit medium and credit retail commercial . Program credits are split on credit vehicle motorized (KKB), credit ownership house (mortgage), credit people's business, credit endure food and energy (KKP-E) and partnership program credit build environment (PKBL Credit). The results of KUR achievement for December 2017 are achievement realization of MSMEs for highest is BRI with amount Out standing reached IDR 61,567,311 million for credit micro and Rp. 7,900,280.74 Million for Retail MSMEs.

Based on this description, the aim of writing this article are :

1. Analyze the factors that influence MSMEs Submit People's Business Credit.

2. Formulate development ideas business For development marketing based on analysis internal environment and environment external company at PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta.
3. Make a plan development marketing at PT Bank BRI (Persero) Tbk Pasar Minggu Branch Office , Jakarta based non- financial aspects and aspects financial .

II. METHOD

Research methods used is method qualitative and method quantitative . Qualitative method with do observation direct as well as interview For study non- financial aspects covers market and marketing aspects , aspects organization and management , aspects source Power humans, and aspects collaboration. Quantitative method use analysis appropriateness effort on aspects financial .

Study will carried out at Bank Rakyat Indonesia (Persero) Tbk, Pasar Minggu Branch Office , Jakarta, was selected purposively because is one of the BRI banks that provides service MSMEs distribution to MSMEs in the DKI Jakarta area .

Collection and Data Analysis Techniques in research This uses two types of data, namely primary data and secondary data . Primary data is data obtained in a way direct with do activity interviews and discussions with party management and employees , as well involved in a way direct in activity operational company PT Bank Rakyat Indonesia (Persero) Tbk during activity research . Primary data was obtained with do discussion with employees orderly as the People's Business Credit division . Secondary data is the data obtained through studies literature company , study agency internet literature related , like Ministry Cooperatives and Small and Medium Enterprises ,

Data type Description Source Primary Performance data collection company , People's Business Credit , Total KUR debtors of the company PT Bank Rakyat Indonesia (Persero) Tbk . Interviews and discussions through sources and observations directly at PT Bank BRI (Persero) Tbk namely on the Parties Management and Division in section People's Business Credit . Secondary Number of MSMEs in Indonesia, history and development company , Aspect resource company Number of KUR user data .

Method used in analyze study This that is use Structural Equation Modeling (SEM) analysis with choose several variables that will be analyzed at least 1 independent variable and 2 variables dependent namely 1. Giving People's Business Credit (A) is a priority program government in supports MSMEs in the form of policy giving credit or working capital and investment financing to debtor individual (individual), business entity or group productive and viable business . 2. Development business after Applying for KUR (B) & (C) is something abilities possessed by the perpetrator business through exists financing by institutions finance For continuity his business that . And choose MSMEs as source credit will be used .

Retrieval technique use stratified random sampling method (Grouping). stratified random sampling is technique used when population have members / elements that do not homogeneous and stratified in a way proportional (Sugiono 2010) Variable in study can identified as following : Variable dependents used is variable MSME income and productivity BRI KUR recipients at Pasar Minggu Branch Office . Whereas Variable independent which is variable Effectiveness distribution of BRI Bank KUR at Pasar Minggu Branch Office .

III. RESULTS AND DISCUSSION

Factors that Influence the Development of MSMEs in BRI KUR (SEM) Credit:

According to the requirements for BRI KUR distribution in 2023 and the influence of MSME development, several variables and factors that influence them are obtained.

- **KUR distribution**
 - Debtor identity (Education, age)
 - Type of business
 - Length of business
 - Financial history

- **MSME productivity**
 - Increased MSME output
 - Product completeness
 - The production flow runs in balance
- **MSME income**
 - Increased revenue
 - Healthy profitability ratios
 - Balanced spending.

Table 1. Factor Analysis and Influence Scale

No	Factor	Influenced Scale								
		1	2	3	4	5	6	7	8	9
1. KUR distribution										
1.	Debtor identity									
2.	Type of business									
3.	Length of business									
4.	Financial history									
2. MSME productivity										
1.	Increased MSME output									
2.	Product completeness									
3.	The production flow runs in balance									
3. MSME income										
1.	Increased revenue									
2.	Healthy profitability ratios									
3.	Balanced spending									

SEM Model

Framework Conceptual Study

Based on formulation problems , discussion and research relevant , then process it frame conceptual article show in figure 2 below this .

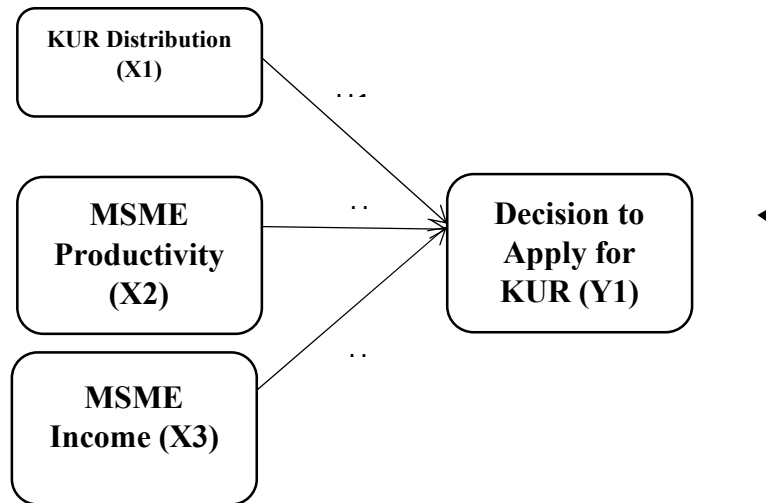


Figure 2 : Framework Conceptual

Based on picture framework conceptually above , then : KUR distribution , MSME productivity, MSME income have an influence regarding the decision to apply for KUR. Apart from three exogenous variables that influence Purchase Decisions , still Lots variable else , so more carry on can be described as following :

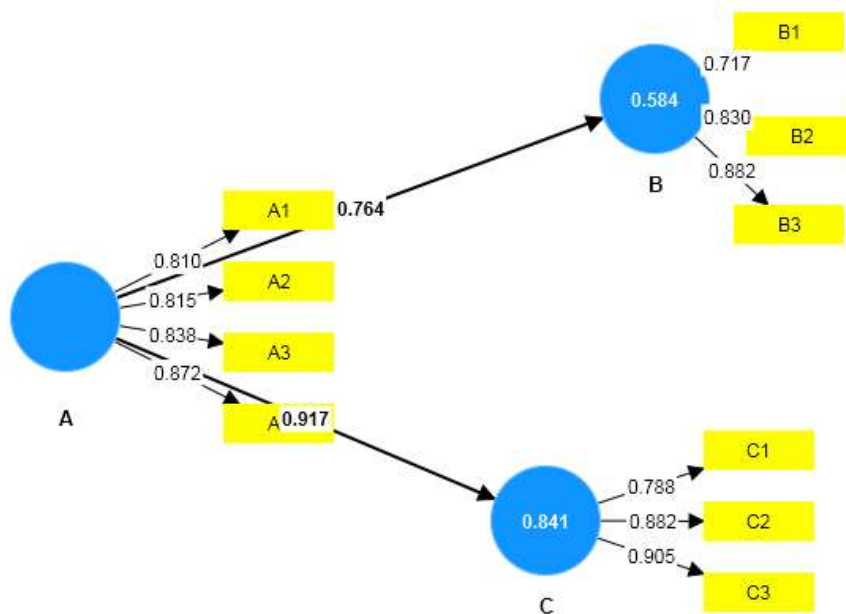


Figure 3. SEM Conceptual Framework

Table 2. Latent Constructs , Indicators and Variables SEM analysis

Latent construct	Indicator	Variable
<i>KUR distribution</i>	Identity debtor	A ₁
	Type of business	A ₂
	Length of business	A ₃
	History finance	A ₄
<i>MSME productivity</i>	Increased MSME output	B ₁
	Completeness product	B ₂
	Production flow walk balanced	B ₃
<i>MSME income</i>	Enhancement income	C ₁
	Ratio profitability Healthy	C ₂
	Expenditure balanced	C ₃

SEM Calculations & Interpretation

- Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	The average variance is extracted (AVE)
A	0.854	0.853	0.901	0.696
B	0.747	0.801	0.853	0.660
C	0.822	0.826	0.895	0.739

From calculations using the SMART-PLS application, the AVE value for all variables is >0.5, so it can be concluded that all indicators are valid in forming variables. Apart from that, Cronbach's Alpha and CR were also obtained which had values >0.6. It can be concluded that all variables meet validity and reliability in variable measurement.

It can be concluded that the data used is considered valid in this research.

- Goodness of fit

It can be seen that the R-Square values for variables B and C are 0.584 and 0.841 respectively. This illustrates that the KUR distribution variable contributes to explaining the MSME Productivity variable by 58.4%, while the other 41.6% is explained by other variables outside the model. Apart from that, the KUR Distribution variable is able to explain the MSME Income variable by 84.1%, while the remaining 15.9% is explained by other variables outside the model.

	R-square	Adjusted R-square
B	0.584	0.579
C	0.841	0.839

IV. CONCLUSION

Based on the results of the analysis and discussion as previously described, the conclusion that can be made is that the effectiveness of KUR distribution at BRI Bank, Pasar Minggu Branch Office using 4 indicators from the KUR distribution variables, namely type of business, length of business, debtor identity and financial history has a positive and significant effect on MSME productivity at the Pasar Minggu Branch Office and has a positive effect on MSME income growth.

From the calculation results, it can be seen that the data used is considered valid in this research. It can also be concluded that the distribution of BRI KUR at the Pasar Minggu Branch Office played a very active role in increasing productivity by 58.4% while increasing income by 84.1%. Where this can be a reflection, the existence of KUR can help develop MSMEs significantly.

Based on objectives , results and discussion so conclusion article This is For formulate hypothesis For research Next , namely : 1) Price has an influence on Purchasing Decisions ; 2) Reviews Online Consumers are influential on Purchasing Decisions ; and 3) Trust Consumer influential on Purchasing Decisions.

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