

## ***ABSTRACT***

*Micro, Small and Medium Enterprises (MSMEs) are an important part of an economy. MSMEs have a strategic role in the economy. MSME actors occupy the largest share of all people's economic activities. The existence of MSMEs can be a solution to overcome unemployment and generate new jobs. But in other case there are problems in the development of SMEs. MSMEs are still hampered in terms of capital and lack of knowledge about entrepreneurship.*

*This study aims (1) to determine the effect of access to business capital on the performance of SMEs (2) to determine the effect of entrepreneurial knowledge on the performance of SMEs (3) to determine the effect of religiosity on the performance of SMEs.*

*The method used in this study is a qualitative method. The research variables are access to capital, entrepreneurial knowledge and religiosity as independent variables, then performance as the dependent variable. Data collection techniques through questionnaires. The samples taken amounted to 100 respondents using proportional random sampling technique. The analysis tool uses the SPSS Statistics program version 25 which includes validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing.*

*The results showed that access to capital, entrepreneurial knowledge and religiosity had a positive and significant effect on the performance of MSMEs in Demak district, both partially and simultaneously. The R square value of 0.917 indicates that 82 percent of customer satisfaction can be explained by independent variables and the remaining 8 percent is explained by other factors outside the research.*

*Keywords: access to capital, entrepreneurial knowledge, religiosity, performance.*