ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have an important role to supporting the regional and national economy. There are many with the characteristics of low-income, Micro, Small and Medium Enterprises (MSMEs) have difficulty to develop their business. The most fundamental obstacles encountered in the development of MSMEs in Indonesia is limited capital and difficulty of accessing capital sources.

This research discuss the micro credit for micro enterprises by Wahana Artha Nugraha Cooperative in Semarang. The purpose of this study is to analyze the development of Micro Enterprises as well as the difference between before and after obtaining micro-credit the Wahana Artha Nugraha Cooperative in Semarang which include capital, the turnover of sales, profit, and working hours.

This research was done to 70 micro enterprises who received micro credit from Wahana Artha Nugraha Cooperative in Semarang. Data analysis in this study using validity and reliability test, descriptive analysis, the Wilcoxon sign rank test and multiple liniear regression analysis (Ordinary Least Square).

The results showed that the micro credit from Wahana Artha Nugraha Cooperative Semarang can help the Micro Enterprises to increase capital, the turnover of sales, profit, and working hours. The capital increased by 56,65%, sales turnover increased by 26,27%, increase in turnover accompanied profit increased by 46,67%, and the number of working hours also increased by 2,46% after obtaining micro credit from Wahana Artha Nugraha Cooperative in Semarang.

The results of regression analysis showed that capital have significant positive effect to profit and turnover of sales while working hours have not effect and insignificant because most of Micro Enterprises do not changed the working hours after obtaining micro credit from Wahana Artha Nugraha Cooperative.

Keywords : Micro Enterprises, Micro Credit, Capital, Sales Turnover, Profit, Working Hours