

ABSTRACT

Micro's Enterprises are always present in the country's economics, because it have a role in supporting the regional and national economy. In Semarang, the problems faced by the Micro Enterprises is the problem of capital, which are Micro-entrepreneurs do not have sufficient working capital to run the business.

This research is trying to know differences in the development of the Micro Enterprises as a member of Business Multipurpose Cooperative (KSU) Artha Sukses before and after getting credite assistance from Business Multipurpose Cooperative (KSU) Artha Success in terms of capital, labor, sales turnover, and profit. The object is this research are 70 Micro Enterprises which get a creidte credit from KSU Artha Success in Semarang. The methods analysis include validity, reliability test, and Wilcoxon sign rank test statistic.

Based on the results of Wilcoxon sign rank statistical test,obtained venture capital in the variable p-value of 0.000 ($0.000 < 0,05$). It means there is a significant increase in venture capital variable that is equal to 144.23%. In labor variables obtained p-value of 0.000 ($0.000 < 0,05$). It means that there is significant improvement in the labor variable that is equal to 12.5%. In sales turnover variables obtained p-value of 0.000 ($0.000 < 0,05$) it means there is a significant increase in variable sales turnover of 123.83%. On variable profits obtained p-values of 0.000 ($0.000 < 0,05$). It means that there is a significant increase in variable profit is equal to 133.11%.

Keywords: Micro Enterprises, KSU Artha Sukses, Business Capital, Labor, Sales Turnover, Profit.