

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) sectors have an important role in economic development. In general, the problems faced by MSMEs in Semarang are business problem, where micro and small traders do not have sufficient capital to run and manage their business activities. The Semarang City Government, through the Office of Cooperatives and Micro Businesses, has provided Wibawa Credit or Credit Wirausaha Bangkit Jadi Juwara. Wibawa Credit is provided with low interest and without collateral. The large opportunity of the distribution of Wibawa Credit certainly also enlarges the opportunity of returning loans that are not smooth or bad credit.

The aim of this research is to analyze the factors that influence the smoothness return of Wibawa Credit financing to micro, small and medium enterprises (MSMEs) in Semarang. This research used nonprobability sampling with the Slovin calculation. The primary data was collected by using questionnaire collection method towards 88 respondents who received microcredit from Wibawa Credit that is provided by Semarang City Government. The respondents consist of 44 respondents representing smooth repayment loans and 44 respondents representing the sub-population that were not smooth in repaying loans. The analytical method used in this research is binary logistic regression.

The result showed that variables of age, level of education, and family size are insignificantly in influencing the smoothness return of Wibawa kredit. Variabel business experience is a significantly and positive influence the smoothness return of Wibawa kredit, while variabel turnover and the loan amount are significantly and negative influence the smoothness return of Wibawa kredit.