

ABSTRACT

The purpose of this research was to test the influences of company characteristic, entrepreneurship behavior and bank relationship toward company performance. The usage of these variables was able to solve the arising problem within UKM Batik Pekalongan.

The samples of this research consisted of a 124 managers on UKM Batik Pekalongan. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption was also performed including normality test, multicollinearity test, and heteroscedasticity test.

The result of the analysis showed that company characteristic, entrepreneurship behavior and bank relationship contributes an positive influence, which is significant to company performance. The empirical result indicated that to increase company performance of UKM Batik Pekalongan, management need to pay attention on factors like company characteristic, entrepreneurship behavior and bank relationship, because that is the factors that effect high or low level of company performance.

Key Words : company characteristic, entrepreneurship behavior and bank relationship, and company performance