

The Role Of Sharia Banking Towards Development Of Micro, Small And Medium Enterprises (MSMEs) in Yogyakarta

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Abstract

Purpose: This study aims to analyze the role of Islamic banking on the development of micro, small and medium enterprises (MSMEs) capital in Yogyakarta.

Methodology: This test uses primary data obtained from the distribution of questionnaires with analysis tools using SPSS 20 software. The sampling method in this study used purposive sampling where 100 samples were selected according to the research criteria. In this study using the sample criteria with microfinance customers in Islamic banking in Yogyakarta. The data analysis technique in this test is multiple regression analysis.

Results: the results obtained in this test show that the variables of assistance, accessibility, and financing products have a positive and significant effect on capital development. However, the service variable does not have a positive and significant effect on MSMEs capital development in Yogyakarta. Thus, in order for the Islamic bank to improve service and customer satisfaction, it is necessary to increase financing, assistance, and accessibility. Even though in this study the service variable has no significant effect, the related bank also needs to pay attention to service quality

Keywords: Capital Development, Mentoring, Services, Accessibility, and Financing Products.

INTRODUCTION

One of the efforts of banks in developing the people's economy is by understanding people's behavior in order to meet financing needs. One of the consumer behaviors that must be understood by banks is behavior in determining the choice of banks by micro, small and medium business owners (MSMEs). In this case, banks must know what aspects are considered by consumers in determining the choice of a bank.

Paul Peter and Jerry C. Olson provide a definition of customer behavior as a consumer bank (consumer behavior), namely the dynamic interaction between influence and cognition, behavior and events around us, that is, where people make exchange aspects in their lives (Sumarni, 2002). Meanwhile, according to Alex S. Nitisemito, customer behavior is a science that tries to study the behavior of customers as consumers of banks in the sense of their actions to buy a banking product or service (Natisemito, 1997).

Thus, as a financial intermediary, banks must be able to interact and understand the way each customer chooses, experiences and evaluates the services provided. Understanding consumer behavior will trigger a positive impact on banks, because each bank will try to complement and improve performance in providing products that are in accordance with the needs and expectations of consumers. Due to economic rights aim to ensure the satisfaction of basic human needs (Jackbeth, 2002), banks have a role to provide satisfaction (*red*: economic rights) in fulfilling capital to carry out the main activities of the community.

Success in the banking industry can be seen from the way banks maintain interactions with customers and understand customer needs. For banks, micro, small and medium enterprises

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(MSMEs) are a potential market. Because this company in the long run will need funding to grow and survive. However, the MSME sector is also confronted with various problems that hamper the distribution of the potential size of MSME in helping the economy. One problem that is still happening today is the problem of limited capital owned by business actors which is followed by the difficulty of accessing capital sources (Sholhuddin, 2013).

In this case, Islamic banks as intermediaries also need to understand the behavior of micro, small and medium entrepreneurs (MSMEs) as part of efforts to capture market opportunities. Thus, Islamic banking needs to complement and improve performance in providing products that are in accordance with the needs and expectations of consumers (Parasurahman and Berry, 1985).

In this regard, there are several factors that should receive attention from Islamic banking, such as financing products, accessibility, services, assistance and capital development (Ratnawati, 2005; Haryati, 2010; Rofiani, 2009; Maesaroh, 2010; Kara, 2013; Rini, 2017). These factors are considered by consumers in choosing Islamic banking. On the other hand, weak capital is an internal factor that is a problem in every business, micro, small and medium enterprises (MSMEs). This can also be seen from the support given by the government through the regulation of law No. 20 of 2008 explained that, constraints experienced by entrepreneurs, micro, small and medium enterprises consist of obstacles that are internal and external that are included in terms of capital. Bank Indonesia also has a similar regulation, no. 14/22 / PBI / 2012 which explains that, Bank Indonesia continues to encourage the role of banks in increasing the provision of MSME loans or financing in the context of meeting the aspects of micro and medium business capital.

Even so, the micro and medium business sector (MSMEs) is in a good track record in various regions, making it possible to make Indonesia a country with a great opportunity for the development (MSMEs) of micro small and medium enterprises. And at the same time also be a captive market of financing from Islamic banking. This statement is reinforced by Kussudyarsana's research (2010) which concluded that small and medium enterprises (MSMEs) in Surakarta have a tendency to use Islamic bank products.

D.I Province of Yogyakarta became an area that was considered to have the potential for the development of MSMEs. For example, Hariyati Research (2010) explains that DIY is suitable as an MSME development area with several underlying reasons including: the area is only around 3,185.8 kilometers with a population of about 3.5 million people (compared to Central Java with a population of around 35 million more) . On the other hand, the growth of Islamic sharia in Yogyakarta is a pretty good percentage. Based on OJK data in June (2018) of 15.73%, the growth of Islamic banking assets and when compared with Central Java is only 10.73%. OJK (2018) released a report that in 2018 industrially, the growth of Islamic banking increased by 37 percent more than in 2017 which was only 20 percent.

Research on the development and financing of Islamic Banks for MSMEs and other sectors has been widely carried out including research by Rini (2017) which concluded that Islamic banks still have very little contribution and product socialization to the existence of MSMEs, especially MSME Batik Laweyan. The factors that cause the lack of public interest is that Islamic banks are considered complicated in the procedure, the term product is still foreign, Islamic banks lack trust in the community. But on the other hand, Islamic banks also have relatively contributed to the development of MSMEs, as a result of Haryati's research (2010). Related to Rini's (2017) and Haryati (2010) research, Kara (2013) in her research also concluded that Islamic banking financing allocated for MSMEs in Makassar City experienced a fluctuating increase, but its contribution in increasing micro, small and medium enterprises was not optimal.

The novelty this research is emphasizing the factors that cause the interest of customers satisfaction, especially the MSMEs sector in choosing Islamic banking. The determinants such as service quality, assistance, accessibility and financing products has a role not only limited to the empowerment of the MSME sector, but can also be a promotional medium for Islamic banks.

THEORITICAL REVIEW

Micro, Small and Medium Enterprises (MSMEs)

Article 1 of Law number 20 of 2008 concerning SMEs, defines micro businesses as productive businesses that fulfill the criteria for micro business as stipulated in the law. Whereas small businesses are productive economic businesses that are independent and are carried out by individuals or business entities that are not subsidiaries or non-branch companies that are owned, controlled, or become a direct or indirect part of medium-sized businesses or large businesses that meet business criteria small as referred to in the law (Bank Indonesia, 2015). According to Article 6 of Law No.20 of 2008 concerning MSME criteria in the form of capital are as follows:

- a. Micro businesses are productive businesses owned by individuals or individual business entities with a total wealth of up to Rp. 50 million rupiah with income of up to Rp. 300 million annually.
- b. Small business is a productive business that is independent and is carried out by individuals not a subsidiary or not a branch of the company that is owned, controlled or become a part, either directly or indirectly from a medium or large business with a business value of between Rp 50 million to IDR 500 million with a total income of around IDR 300 million to IDR 2.5 billion annually.
- c. A medium-sized business is a productive business that stands alone, carried out by individuals who are not a subsidiary or are not a branch of the company that is owned, controlled or become a part, either directly or indirectly from a medium-sized business or large business whose business value is between Rp. 500 million rupiahs up to 10 billion rupiahs with annual revenues ranging from Rp 2.5 to 50 billion rupiahs.

According to Tambunan (2002) the development of MSMEs in Indonesia is inseparable from various kinds of problems. The problems faced by small and medium entrepreneurs such as limited capital either work or investment, good quality raw materials are difficult to obtain, limited technology, good quality human resources, market information, and marketing success.

Accessibility

Banks try to provide a method of channeling funds, namely with formal funding as access for MSMEs in applying for formal credit. However, the low access of small industries to formal credit institutions causes the tendency to depend on financing their business from their own capital or other sources such as family, relatives, intermediary traders, even loan sharks. This family funding is an alternative chosen by MSMEs because, besides the difficulty of formal credit the risk obtained from family funding is smaller than the formal funding. generally in family funding no conditions are given which can reduce risk (Joyakin, 2006)

Service

Service quality is an important factor for the success of banks as a service company today. Personal et al. (2007) which in his research showed that service quality is one of the important factors for the success of banks as a service company today. Because today the problem of customer

satisfaction and loyalty through the best quality of service has become a commitment for banks in running their business wheels.

Accompaniment

The role of assistance is one of them as a motivator to make people aware and encourage community groups to recognize the potential and problems and can develop their potential to solve the problems they face. Factors influencing the pattern of empowerment are the assistance process carried out, the assistance received and the process of forming a joint business group initially (Joyakin et al, 2006). With the following duties and responsibilities:

- a. Identifying commodities or businesses to obtain access to capital / financing facilities.
- b. Carry out field verification and assessment functions as a follow up to the proposed capital facilitation.
- c. Make a feasibility study of the business or commodity that will be proposed to obtain financing / capital facilitation.
- d. Providing assistance to businesses or commodities that have obtained financing facilities.
- e. Conducting development and innovation activities on financing programs and business assistance.

Financing

Banks that have the title as a service company as well as the main products of the banking industry that are raising funds, channeling funds and banking services / services (Ismail, 2008). The distribution of funds to Islamic banks consists of buying and selling (*tijarah*), the buying and selling mechanism is carried out with a pattern of transfer of property and at the level of profit the bank is determined at the beginning and becomes the selling price of the goods (Antonio, 2010). The principle of buying and selling is developed into a form of murabaha financing (banks as sellers and customers as buyers), *bai as-salam financing* (buying and selling goods that do not yet exist) (Medyawati, 2011), *bai al-Istishna* financing (manufacturing and construction financing). The lease (*ijarah*) difference with the sale and purchase of the operational mechanism of the ijarah lies in the object of the transaction. Profit sharing (*syirkah*) consists of musharaka and mudaraba (Muhammad, 2009).

Murabaha is buying and selling between banks and customers. In this case, the bank buys the goods needed by the customer and sells to the customer at the principal price plus the agreed profit. Whereas Murabaha is simple when the bank (which has stock of goods) directly markets its goods to buyers at prices in accordance with the acquisition price plus the desired profit margin. *stishna* 'is the sale and purchase of goods (*mashu*) in the form of an order (*mustashni* ') for making goods with certain criteria and conditions agreed with payment in accordance with the agreement. The agreed selling price is stated in the contract and may not change during the validity of the contract. Therefore, if there is a change in order criteria and price changes after the contract is signed, all additional costs will be borne by the customer. Salam is the sale and purchase of goods by way of order with certain conditions and cash payment in advance in full. With payment carried out in cash, the goods will be handed over tough. Bank as buyer and customer as seller. In this transaction there is certainty about the quantity, quality, price and delivery time (Muhammad, 2011).

Ijarah is a leasing transaction for an item between a bank (*muaajir*) and a tenant (*mustajir*). After the rental period ends, the rental goods are returned to the muaajir. Whereas the Ijarahwaiqitna contract which is followed by a promise that at the time specified the ownership of the leased goods will move to the mustajir of the contract is often also called the Ijarah muntahiya bittamlik

Mudharabah is fund investment from the owner of the fund (*shahibul maal*) to the fund manager (*mudharib*) to carry out certain business activities, by sharing using profit-loss sharing method or revenue sharing method between the two parties based on the agreed ratio (Rukman, 2010)

Musyarakah is the investment of funds from the owners of funds or capital to mix their funds / capital in a particular business, with the distribution of profits based on the ratio agreed upon in advance. Losses incurred are borne by all fund / capital owners based on their respective portion of funds / capital. In the musyarakah contract, it is divided into three types, namely decreasing *musyarakah*, *mutanaqisah musyarakah* and *walmurabahah musyarakah* (Muhammad, 2014).

RESEARCH METHODOLOGY

This study uses objects that include the role of Islamic banking financing to MSMEs in Yogyakarta province. The subjects in this study are centered on the financing customers and the BSM KCP Bantul management on Jl. Bantul Kec. Bantul, Kab. Bantul, Yogyakarta.

The type of data used in this study is primary data, that is data obtained directly. In obtaining information and data sourced from research subjects and obtained from questionnaires or interviews directly by the financing customers and the BSM KCP management Bantul, Yogyakarta.

The sample collection technique used in this study was purposive sampling. The method is a non-random sampling technique or with certain criteria, where sampling is taken by the researcher setting specific criteria (Sugiyono, 2010). With criteria including, entrepreneurs as well as MSME customers in the Mandiri Bantul Islamic bank located in the Bantul Regency, Yogyakarta. Entrepreneurs who finance through an independent Islamic bank as well as in the financing used can be in the form of capital from an independent Islamic bank and transactions in conducting business using Islamic accounts, as well as money from business operations deposited in Islamic accounts. Thus, the population used in this study is all MSME financing customers in independent Islamic banks in Bantul district, Yogyakarta.

Data collection techniques used in this study are using field study methods (Kuncoro, 2004). The field study method is the process of collecting data used in this study using a questionnaire, in person. This method has the advantage of being able to create a good relationship between respondents and researchers, reduce the level of doubts of respondents in filling out the questionnaire, and get a response that reaches almost 100% (Sugiyono, 2010).

The variables studied were assistance (X1), service (X2), accessibility (X3), financing products (X4) and MSME capital development variables as dependent variables (Y). The analytical tool used in this study is multiple regression expressed by the research model as follows:

$$PMBS = a + b_1PM + b_2PLYN + b_3AKBS + b_4PRPM + e \quad (1)$$

Information :

PMM	: Capital Development
a	: Kostanta
b1, b2, b3, b4	: Regression coefficient
PM	: Assistance
PLYN	: Service
AKBS	: Accessibility
PRPM	: Financing Products
e	: Error

Then a t-statistic test is performed to test the regression coefficient that will be used to determine whether the independent variable (X) has an influence on the dependent variable (Y). Then do the hypothesis test with the F test (F-test) to determine the effect of the independent variables together on the dependent variable and the coefficient of determination test (R²) is used to measure how far the model in explaining the variation of independent variables (Basuki and Imamudin, 2015) .

But before that, the validity test, the reliability test and the classic assumption test were carried out. Validity Test to find out how carefully the test of data performs its size function. Reliability test is a statistical test that is used to determine whether an instrument that can be trusted and can be used as a data collection tool, because the instruments used are considered good (Basuki and Imamudin, 2015).

RESULTS AND DISCUSSION

After testing the validity and reliability and classical assumptions, it can be concluded that the research has the accuracy and accuracy of a good research instrument (questionnaire) in carrying out its measurement functions (valid), reliable questionnaires and not subject to classical assumptions, such as normality tests, multicollinearity tests, and heteroscedasticity tests.

Hypothesis Test

With data processed using SPSS version. 20, the regression results are obtained as follows:

Table 1. Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,374	1,727		-,217	,829		
	TotalPDN	,208	,092	,213	2,264	,026	,452	2,211
	TotalPLYN	,013	,088	,013	,152	,880	,576	1,736
	TotalAKBS	,286	,101	,269	2,828	,006	,442	2,264
	TotalPRPM	,484	,087	,435	5,559	,000	,651	1,536
	<i>F Test</i>	38,909						
	<i>Sig.</i>	,000 ^b						
	R Square	0.621						

Based on the results of processing with the SPSS program, t-test results obtained from the service variable obtained sig value. greater (>) than 0.05, so it is stated on the hypothesis that service does not have a significant effect on capital development. However, the assistance, accessibility, and financing product variables obtained sig. smaller (<) than 0.05 and t arithmetic > T table. So it is stated in the hypothesis that assistance, accessibility, and financing products have a significant effect on capital development and are partially accepted.

Based on the table above, the calculated F value of 38.909 where > from the F table with a significant probability level of F statistic is 0,000 so that all of these variables namely assistance, service, accessibility, and financing products in a stimulant or overall effect on the capital development of MSMEs financing customers at the bank syariah mandiri KCP Bantul.

In this study the R2 value of 0.621 or 62.1% variation in capital development is explained by the variables of assistance, service, accessibility, and financing products. The remaining 0.379 or 37.9% is influenced by variations outside the model.

Discussion

The results of this study indicate that the mentoring variable has a positive and significant effect on MSME capital development in Bantul Regency. In this case the assistance variable is one of the facilities of the service unit provided by the bank to its customers. Like consulting services, coaching, direction, assistance, and information can affect the comfort and smoothness in providing services to each customer. This can be seen from the majority of respondents who stated their agreement, meaning that the assistance provided by the independent Islamic bank KCP Bantul was in accordance with customer expectations.

The results of this study indicate that service variables have a significant negative effect on MSME capital development in Bantul Regency. In this case the service variable is the main facility of the service unit provided by the bank to its customers. As with speed, attitude, accuracy, and atmosphere. The thing that makes this service variable negative is the lack of speed and accuracy in the service of the independent Islamic bank Bantul KCP. This can be seen from the majority of respondents who expressed their disapproval, meaning that the services provided by the independent Islamic bank KCP Bantul were not in accordance with customer expectations.

The results of this study indicate that the accessibility variable positively and significantly influences the development of MSME capital in Bantul Regency. In this case the accessibility variable is one of the facilities of the service unit provided by the bank to its customers. As with the latest information, convenience, smooth transactions, and access to locations. This can be seen from the majority of respondents who stated their agreement, meaning that the accessibility provided by the independent Islamic bank KCP Bantul was in accordance with customer expectations.

The results of this study indicate that the financing product variable has a positive and significant effect on the development of MSME capital in Bantul Regency. In this case the capital development variable is one of the facilities of the service unit provided by banks to customers. As with ease, benefits, according to needs, benefits. This can be seen from the majority of respondents who stated their agreement, meaning that the financing products provided by the independent Islamic bank KCP Bantul were in accordance with customer expectations

CONCLUSION

From the results of the research that has been done, it can be concluded that the mentoring variable has a positive and significant effect on the capital development of MSMEs customers. This means, if the independent Islamic bank Bantul KCP provides assistance facilities to customers such as consulting services, guidance, direction, assistance and information in accordance with customer expectations, it will affect the comfort and smoothness of customers in conducting financing transactions at the independent Islamic bank Bantul KCP. The service variable has a negative and significant effect on the capital development of MSMEs customers. That is, the services provided by the independent Islamic bank KCP Bantul as well as the lack of speed, and accuracy, attitude, accuracy and atmosphere in the transaction process takes place. While the accessibility variable has a positive and significant effect on the capital development of MSMEs customers. This means that accessibility has a role that illustrates that the independent Islamic bank KCP Bantul in order to meet the needs of the customers themselves. And the financing product variable has a positive and

significant effect on the capital development of MSMEs customers. This variable is a reference for customers in making decisions regarding the contract and the law that will be used by parties in conducting financing transactions.

Thus, in order for the independent Islamic bank KCP Bantul to improve service and customer satisfaction, it is necessary to increase financing, assistance, and accessibility. Even though in this study the service variable has no significant effect, the related bank also needs to pay attention to service quality.

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