

Analisis Storey's Framework terhadap performa usaha mikro di Indonesia = Storey's Framework analysis on micro enterprises performance in Indonesia

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Abstrak

Studi ini melihat bagaimana pengaruh karakteristik pengusaha, karakteristik usaha dan strategi usaha terhadap performa usaha mikro di Indonesia menggunakan Storey's Framework. Data yang digunakan berasal dari Survei Industri Mikro dan Kecil (VIMK) tahun 2022. Variabel yang dijadikan tolak ukur performa adalah laba bersih per bulan dari usaha mikro. Melalui metode ordinary least square (OLS) didapati bahwa variabel umur, umur2, jenis kelamin, tingkat pendidikan, status hukum, umur usaha, jumlah pegawai, sektor, adaptasi teknologi, inovasi dan bantuan pemerintah secara signifikan mempengaruhi performa usaha mikro. Namun, pada skala usaha kecil ditemukan bahwa hanya variabel jenis kelamin, tingkat pendidikan, status hukum, jumlah pegawai, sektor, adaptasi teknologi, inovasi dan kemitraan yang mempengaruhi performa usahanya.

.....This study analyzes how owner's characteristics, business characteristics and business strategy influence the performance of micro enterprises in Indonesia using Storey's Framework. The data being used comes from Survei Industri Mikro dan Kecil (VIMK) from 2022. The response variable is micro enterprises' monthly net profit. Using Ordinary Least Square (OLS) method, it was found that age, age2, sex, education level, legal status, business age, number of employees, sector, technological adaptation, innovation and government assistance significantly affect the performance of micro enterprises. However, on small enterprises it was found that only gender, education level, legal status, number of employees, sector, technological adaptation, innovation and partnership affect their business performance.