

**THE EFFECT OF CREDIT PERIOD, LOAN AMOUNT, AND TYPES OF
BUSINESS ON INCREASING INCOME
(Survey of Customers Micro KUR In Bank BRI Takengon
Branch 2017 Period)**

Fitria Susiana¹, Yossi Diantimala², Nuraini A.³

¹University Student in Accounting Master at Syiah Kuala University Banda Aceh, Indonesia

^{2,3}Lecturer in Accounting Master at Syiah Kuala University Banda Aceh, Indonesia.

ABSTRACT

This research aims to test the influence of the credit period, loan amount, and the type of business either in separate or together against the increased income the Micro KUR Customer Bank BRI Takengon branch in 2017 period . The survey research was conducted on 100 client Micro KUR Bank BRI Takengon Branch 2017 period. As for the sampling technique used in the study is based on the techniques of Probability Sampling with Proportional Stratified Random Sampling technique. The data used in this research is the primary data of the customer questionnaire results KUR micro and secondary data from Bank BRI branch of Takengon. Methods of analysis used, namely Multiple Linear Regression Analysis. The results showed that the credit period, loan amount, and types of businesses together to effect on revenue increase customer KUR Micro. The positive effect of the credit period to increased revenues customer KUR Micro. The number of influential positive credit to increased revenues customer KUR Micro. Type of business influential against positive revenue increase customer KUR Micro.

Keywords: credit period, loan amount, types of business, income increase, customer, micro KUR

1. INTRODUCTION

The banking sector is one of the sectors that have an important role as the driving wheel of the economy of the country, namely in the framework of economic growth and equitable development. Banking institution is an institution of public confidence and also held roles in the life of the community prosper, because in the banking world this is the occurrence of the flow of money that supports economic activity in various sectors of business that need capital in order to

smooth and the development of a business (Institution and Widarno, 2014).

Source of financing of the corporate world in Indonesia is still in the domination by channeling credit banking expected to push economic growth. The funds collected from the public can reach 80%-90% of all bank-run funds and activities of reaching 70%-80% of the bank's business activities (Cashmere, 2006). Indonesia's economy Coordinating Ministry in Guidebook KUR (2018) mentions that the banking it is desirable the existence in Channel Programs Business Credit (KUR) with the aim to provide access to capital for small and medium entrepreneurs in order to combat poverty, create jobs, and increase revenue.

One Bank dealer KUR especially KUR Micro is a BRI Branch Takengon with work areas, namely Central Aceh Regency and Bener Meriah. As for the amount of growth of micro KUR BRI Takengon Branch can be seen in Table 1.1

Table 1.1: Growth of Takengon Branch BRI KUR Micro Position for 2012-2017

No.	Years	Number of Customers	Amount of Micro KUR channeled (Rp)
1	2012	1.452	22.149.747.300,00
2	2013	2.016	30.053.379.355,00
3	2014	2.546	39.337.576.655,00
4	2015	2.554	38.793.500.000,00
5	2016	6.178	99.236.750.000,00
6	2017	6.023	110.826.650.000,00

Source: BRI Bank Takengon Branch, 2018

Table 1.1 shows that the number of KUR micro transmitted annually from the year 2012-2017 has increased. But the phenomenon showed that, of the existence of programs that do not provide Micro KUR positively impact business results against customer, including the customer there is a problematic against income business results after acquiring funds micro-KUR. Based on the initial survey conducted against 20 customer KUR Micro Bank BRI Takengon Branch engaged in the agricultural sector and trade, pointed out that as many as 4 customer KUR Micro or 20% has not experienced the impact of granting of micro and KUR as many as 3 of the debtor or of 15% are likely to experience a drop in income. It certainly doesn't match the expectations of the purpose of the grant funding, as with micro-KUR the existence of capital for productive efforts result in increased income business results (Kasmir, 2011). Rivai (2013) stated that the cause is not as effective use of the funds is the existence of micro-KUR decrease financial condition, the negarif economic situation, and the abuse of funds micro-KUR. Other research, Rev. Kurniawan

(2008) States that "the program is not yet fully meet the targets of the KUR and original purpose in enhancing efforts, diantaranya still use the funds for other activities such as KUR purposes of daily housekeeping". With the existence of abuse dana KUR Micro by the customer, causes the program not effective micro-KUR to increase revenues, production, and profit from business activities. Based on the phenomenon of the micro KUR, then this can be specified in the study of the factors that affect the customer's increased income KUR Micro credit period, i.e., number of credits, and type of business.

The credit period is suspected to affects the increase in revenue. According to Raditya (2009) a period of credit given adapted to the level of customers ' needs with the goal of keeping the customer can return the amount corresponding the time period specified. The suitability of a long credit period will have an impact on a small number of installments, so the customer can take advantage of the credit period to develop businesses that impact against the increasing business results (Halid, Indriani, and Suleman, 2014).

The number of credits earned the customer in the customer's income affects the suspect. With the addition of a number of credits in the form of venture capital, it will have an impact on the addition of the amount of income (Rachmina & Lubis, 2011). In addition, increased working capital meant increase the availability of goods ready for sale or produced beforehand, so that the addition of these items also increase volume sales volume which resulted in an increase in income (Halid, Indriani, & Suleman, 2014).

Type of business is also in duga affects the increase in revenue. Types of businesses that comply with local circumstances, making the customer pay more attention to what the market desires and can be tailored to the circumstances of the market, so that the customer can increase the income from the sale of business results (Basri, 2005). Based on the description, then researchers interested in conducting research with the title ". The influence of the Credit Period, credit amount, and the type of Effort against the increase of Income (survey of Customer Micro kur Bank BRI Takengon Branch in 2017 Period) ".

2. LITERATURE REVIEW

Agency Theory

Jensen and Meckling (1976) States that the agent as a manager of the company and the principal as a shareholder of the company. Shareholders have the authority to run the company while the company managers have a responsibility to make decisions for the company. On the banking company there is a relationship between agent with the owner, an agent with the debtor, and agents with regulators. According to Taswan (2010), agency theory in corporate banking

dolongkan into three parts; 1) Relations between the principal with the agent; 2) relationship between agents with creditors/debtors; and 3) relationship between agents with regulators. In terms of credit, then the Agency theory of relationship with the debtor can be explained through relations agency debt. At the time of the company's managers decided to use debt or Fund's channelling credit to dmasyarakat, then it can cause problems because the Agency has invested a high risk (high risk). The decision if it goes according to plan it will be very beneficial, but if those decisions fail then it would result in losses for the company.

Banking supervision to credit not only involves principal solely, but creditors and the debtor also has a role. In the banking world are familiar with the term Market Dicipline. Market dicipline is the suitability of the behavior of the debtor against the ability of paying off a debt that is affected by market conditions (Lane, 1993).

Controls in banking involves not only the principal, but also creditors or depositors. In terms of banking is referred to as the market dicipline. Definition of market dicipline is a condition in which the financial markets gave the signal to the borrower, and based on these market signals so borrowers will behave in accordance with their financial ability in paying off debt (Lane, 1993).

Modern Theory

Piore and Sabel hold that flexible specialization in production and export, in dire need of existence and development of micro enterprises (quoted Sulistyastuti, 2004). The existence of these specialties, it will happen (linkage) linkages between micro enterprises with great effort that overall profitability at the same time will affect the development of the economy. The link between micro enterprises with great effort supports the theory of the Flexible Specialization is a growing year 1980 's. The theory of the Flexible Specialization also looked at that micro enterprises have an important role in advancing the economy.

In addition to the specialization excellence in production, modern theory also assumes that micro enterprises as one of the drivers of motor exports. For market goods, micro enterprises making transactions with the rest of economy, both fellow micro, SME, great effort, even as international trade. Tambunan (2002) states that micro contributed in fulfilling the needs of the community and contribute to the country's exports. In addition, micro also plays a role in mensuplai products produced by great effort.

Increased Income

The increase in revenue is the increase in other assets of an entity or paying off debts (or a combination of both) that results from the submission or production of goods, delivery of

services, or other activities which is the main operation or operation of sustainable central entity (Stice, James D, Earl k. Stice, Fred Skousen, k. 2009). Santoso, faith (2009) States that the income arising from the ordinary activities of the company known as sales, service revenue, interest income, dividend, royalty, and rent.

Credit Period

Kuncoro and Suhardjono (2002) States that the period of credit is a time separator between the awarding achievements with kontraprestasi will be accepted in the future. The time period is the time span required the debtor to return the appropriate credit agreements with the pihak bank (Raditya, 2009). Credit period give consideration against the debtor because the magnitudes of the installment will determine will be paid.

Loan Amount

Loan Amount is the availability of money or sejumlah that can be equated with it, the binding between the debtor and the creditors so requires debtors to pay off a debt with an agreed period of time in the form of rewards or for results (Kasmir, 2007). Thomas (2003) States that the amount of the credit is an amount of money or the granting of that equated with it given berdasarkan the ability of the customer to a refund of the amount of credit in the future.

Type Of Business

The Legislation No. 3 of the year 1982 regarding the Mandatory list of companies, explains that this type of business is a form of tindakan atau conduct in the field of economics that is conducted by an individual or a group of people with the purpose of gaining profit. According to Hughes and Kapoor (1985) is a type of business activity of individuals organized to conduct certain business with the aim of profiting from the sale of goods or services as the needs of the community.

Relationship a Credit Period with Increased Income

Period of time has an important role illustrating deadline, both for the lender as well as for the debtor. Lubis and Rachmina (2011) research found that the debtor's credit that returns smoothly is the debtor who has a long credit period. That is, it can be said that the debtor did not experience problems in his business and has a span of time that can be used for business development and certainly have an impact on increasing revenues. According to Pranata & Widarno (2011) stated that the credit period in accordance with the level of customer needs for business, making efforts to maximize the customer in advance so that it can increase revenue. In other words a period of

positive effect credit against the amount of the credit- taking used effectively so that the impact on increasing revenue results.

Relationships The Loan Amount with Increased Revenue

The number of credits earned the debtor affecting the results of sales each month. With the addition of capital credit funds, then the debtor will add to the volume of production and sales efforts and results will get a high income than before (Lubis & Rachmina, 2011). The number of credits earned the debtor will affect the business of the debtor, which will lead to ever increasing and growing business which is caused by the increasing availability of goods (Halid, Indriani, and Suleman, 2014). According to Mahmudah (2015) in his research mentioned that an increasingly high number of credits will lead to increasingly higher profit rate change will be obtained by micro-entrepreneurs.

Relationship Type of Business with Increased Revenue

The research results of Inayah (2014) indicates that businessmen more open efforts to meet the basic needs of the community. This certainly will make competition among them is getting tighter because of the many entrepreneurs open businesses of its kind. Basri (2005) States that the right kind of business and in accordance with local circumstances, will improve the performance of employers in doing business at the same time will increase your revenue.

Based on previous research and thought-provoking framework, then the hypothesis in this study can be obtained as follows:

- H1: The credit period, loan amount, and the type of business the simultaneous effect on increase in revenue
- H2: The credit period to increase revenue
- H3: Loan amount to increase revenue
- H4: Types of businesses to increase revenue

3. RESEARCH METHODS

The purpose of this study was to test the hypothesis, do credit period, credit amounts, and types of businesses together and individual berpengaruh to increased income (survey on Customer Bank BRI Micro Branch KUR Takengon 2017 period).

This type of investigation in this study are correlational study to find the most important variables related to problems with the studies found the independent variable which has influence on the dependent variable. Researchers do not have the ability to influence conditions in the field.

Therefore researchers only collect data in the form of a questionnaire survey on the customer through micro-KUR. The unit of analysis is the study of customer data Bank BRI Micro Branch KUR Takengon 2017 period. Horizon's time is the Time Series. Time Series places emphasis on research data in the form of time-sequence, in this research will be observing the performance of employers in terms of increased revenues customer KUR Micro Bank BRI branch of Takengon.

Methods of analysis used in this study using multiple linear regression and data processing using the assistance software application Statistical Package for the Social Science (SPSS).

4. THE RESULTS OF THE RESEARCH AND THE DISCUSSION

4.1 Description of Research Data

The unit of analysis in this study is the customer Micro KUR BRI Branch Takengon period 2017 with the results of the questionnaire as a unit of observation. The population was 6,023 KUR Micro clients as much. After a Probability Sampling (Proportional Stratified Random Sampling), then the sample is obtained is as much as 100 clients KUR Micro divided based on 12 work units BRI Unit Branch Takengon 2017 Period.

4.2 Discussion

The influence of the length of time Credit against the revenue increase Customer KUR Micro

The results showed that the positive effect of the credit period to increased client revenue KUR Micro. Credit period will affect the number of installments and interest paid each month (Hermawan, 2012). The longer credit period, will then relieve the installment of principal and interest is paid each month. A long period of time that the agreed upon, employers can use existing funds to maximize business results in advance (Widayanthi, 2013). The results of this study supports the results of the research Raditya (2009) and Halid, Indriani, and Suleman (2014). The results of their research proved that the period of repayment by the debtor to the extent of the purposes of the venture capital needed for clients, then the venture capital will maximize efforts in advance so that it will gain the increase in revenue.

The Influence of the Loan Amount against Increased Revenues Customer

Results of Micor KUR in this research show that the number of influential positive credit to increased income customer. The results of this research supports research Lubis & Rachmina (2011), where the amount of the credit received the debtor affecting the results of sales each month. With the addition of capital credit funds, then the debtor will add to the volume of

production and sales efforts and results will get a high income than before. The number of credits earned the debtor will affect the business of the debtor that impact to the ever increasing and growing business which is caused by the increasing availability of goods (Halid, Indriani, and Suleman, 2014). The number of credits that are the higher then it will lead to increasingly higher profit rate change will be obtained by micro-entrepreneurs (Mahmudah, 2015). The results of this study are consistent with the statement of teoritik Mulyono (1987) and Simorangkir (2005) in the research Yulianthi et. Al (2014) stating that with the granting of credit and high capital will be able to increase the income of small businesses, because of the high level of granting credit is able to increase the working capital of a business so that the effect on his business income.

The influence of type of business to increased Revenues Customer KUR Micro

The results of this research show that the positive effect of business to increased income customer. The average customer has different types of farms due to the strongly supported by the local nature and structure of the average customer credit limits to obtain maximum Micro KUR i.e. until Rp. 25 million. In addition, the land used is the average of the private property with an area of between 0.3 – 1 Ha (hectares). Customer resources not only comes from one type of business as producer of coffee beans, producing potatoes, or other farm businesses that have a relatively long harvest time (6 months to 1 year), but also the customer has other business types - producing plants such as tomato, pepper, carrot, etc. that are included in a short harvest cycles. However, customers with line of business in agriculture tend to experience increased lower revenues from the customer with the kind of effort in the field of trade. This can be seen from the results of multiple linear equations that show that the value of increasing income for the type of agricultural businesses are issuance for non farm and for 7.699 is 8.699. This can be caused by several factors including; the presence of weather changes that affect State efforts, declining market prices whether caused harvest, imports from outside the region, the pesaingan, and the weak value of the rupiah against the dollar (exporter of coffee). These factors certainly affect the client's income in agriculture, plus more in terms of a short sale because the time type that is marketed as potato, chili, tomatoes, carrots (young plant) can't last long the market so it can be said to be the customer's income is not stable.

The right kind of business and in accordance with local circumstances, will improve the performance of employers in doing business while increasing revenue (Inayah, 2014). The results of this research supports research related to increased income of the type of business conducted by Basri (2005), Inayah (2014) and Rismunandar (2002). The results of their research proves that with the right kind of business and in accordance with local circumstances, it will improve the performance of employers in doing business so as to increase income.

5. CONCLUSIONS AND SUGGESTIONS

The conclusions from the results of this research are:

1. Credit period, credit amounts, and types of businesses together to increase income (Survey of Customer Micro KUR Bank BRI Takengon Branch in 2017 Period).
2. Credit period to an increase in income (Survey of Customer Micro KUR Bank BRI Takengon Branch in 2017 Period).
3. The amount of the credit to an increase in income (Survey of Customer Micro KUR Bank BRI Takengon Branch in 2017 Period).
4. Type of business berpengaruh to increased income (Survey of Customer Micro KUR Bank BRI Takengon Branch in 2017 Period).

Limitations of yet can improve the research is:

1. This study uses only three independent variable with the results showed the value of the coefficient of Determination (R^2) of 85.5%. That means there are still suspected of other variables (14.5%) that may affect the client's increased income KUR Micro BRI branch of Takengon.
2. This research is only performed on one bank i.e BRI branch of Takengon and only one period in the year 2017, so it can't be generalized to its influence on the increase in the income of the bank customer dealer other Micro KUR and on in previous years.

Suggestions addressed to the company, customer, and KUR academics is as follows:

Operational advice:

1. The bank must better monitor the movement of customer business in accordance with the goal of getting the Fund micro-KUR.
2. The Community obtain the Micro KUR should really use those funds for the needs of the business.

Suggestions on the development of Science:

1. For the next researcher, it is advisable to add other variables that may affect the estimated increase in income, such as age, sex, old businesses, as well as interest rates,.
2. Researchers also advised to take the number of samples. The goal is to get more concrete results through the data provided by the respondents.

BIBLIOGRAPHY

- Alma, Bukhari. (2003). *Dasar-Dasar Etika Bisnis Islami*. Bandung: Alfabeta.
- Donald, R.C., & Pamela S.S. (2006). *Business Research Methods (9th ed)*. Mc-Graw-Hill International Edition.
- Gerry Pranata. Bambang Widarno. (2014). Pengaruh Tingkat suku bunga, pendapatan, status pekerjaan, jangka waktu kredit dan tingkat pendidikan terhadap jumlah pengambilan kredit. *Jurnal Akuntansi Dan Sistem Teknologi Informasi*, 10, 151– 165.
- Halid, A., Indriani, R., & Suleman, D. (2014). *Pengaruh Jumlah Kredit dan Suku Bunga Terhadap Pendapatan Usaha Mikro di BRI Unit Kabila*. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 1(3), 137–142.
- Hasibuan, Malayu S.P. (2004). *Dasar-dasar Perbankan*. Jakarta: PT.Bumi Aksara.
- Hersana, K. D., Herawati, N. T., & Atmadja, A. T. (2014). *Pengaruh Jumlah Kredit, Nasabah, Dan Tenaga Kerja Terhadap Pendapatan Lembaga Perkreditan Desa (Lpd) Kecamatan Tejakula*. *E-Journal S1 Ak Universitas Pendidikan Ganesha Jurusan Akuntansi Program S1 (Vol: 2 No: 1 Tahun 2014)*, 2(1).
- Hoesada, J., & Ashadi, M. (1994). *Pernyataan Standar Akuntansi Keuangan (PSAK) No. 23, (23)*, 1–14.
- Hughes, R.J. & Kapoor, J.R. (1985). *Business*. USA: Houghton Mifflin.
- Inayah, N., Kirya, I. K., & Suwendra, I. W. (2014). *Pengaruh Kredit Modal Kerja Terhadap Pendapatan Bersih Usaha Kecil Dan Menengah (UKM) Sektor Formal*. *E-Journal Bisma Universitas Pendidikan Ganesha Jurusan Manajemen (Volume, 2(2))*.
- Indriyatni, L. (2013). *Analisis Faktor Faktor yang Berpengaruh Terhadap Keberhasilan Usaha Mikro dan Kecil*. *Jurnal STIE Semarang*, 5(1), 54–70.
- Kasmir. (2000). *Manajemen Perbankan*. Jakarta : PT. Rajagrafindo Persada.
- Kasmir. (2008). *Bank dan Lembaga Keuangan Lainnya (Edisi Revisi 2008)*. Jakarta: PT. Raja Grafindo Persada.
- Kasmir. (2009). *Bank dan lembaga keuangan lainnya* .Jakarta: PT Gramedia Pustaka.. Keller,

- Kevin Lane. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Kusnadi. (2000). *Akuntansi Keuangan Menengah (Intermediate) (Prinsip, Prosedur, dan Metode)*. Malang: Universitas Brawijaya.
- Kementerian Koordinator Bidang Perekonomian Indonesia. (2018). *Pedoman Kumpulan Peraturan Kredit Usaha Rakyat (KUR) 2018*, (2), 1–17.
- Kuncoro, M., & Suhardjono. (2004). *Manajemen Perbankan*. Yogyakarta: BPFE.
- Lubis, A. M., & Rachmina, D. (2011). *Faktor-Faktor yang Mempengaruhi Realisasi dan Pengembalian Kredit Usaha Rakyat*. Forum Agribisnis, 1(2), 112–131.
- Mahmudah. (2015). *Analisis Pengaruh Pemberian Kredit Usaha Rakyat (Kur) Bri Unit Laren Terhadap Peningkatan Keuntungan Usaha Mikro (Kecil) Di Kecamatan Laren Kabupaten Lamongan*. Jurnal EKBIS /Vol. XIII/ No.1/edisi Maret 2015 | 659. Ekbis, XIII(1), 659–667.
- Montolalu, J., Kelles, D., & Lumintang, R. S. (2015). *Pemanfaatan Fasilitas Kredit Mikro Dalam Peningkatan Usaha Kecil dan Menengah (Studi kasus di BRI Unit Teling)*. Administrasi Bisnis.
- Muhammad, A.K., & Murniati, Rilda. (2000). *Lembaga Keuangan Dan Pembiayaan* (Cetakan Pertama). Bandung: Citra Aditya Bakti.
- Rares, R. O., Dumais, J. N. ., Ngangi, C. R., & Benu, N. M. (2015). *Peranan Pemberian Kredit Pertanian Bank BRI Terhadap Pendapatan Petani Wortel di Kelurahan Rurukan Kecamatan Tomohon Timur*. Cocos, 6(7).
- Rismunandar. (2002). *Kewirausahaan*. Jakarta: Penebar Swadaya.
- Saragih, I. P., & Nasution, S. H. (2015). *Analisis Pengaruh Modal Sendiri Dan Modal Pinjaman Kredit Usaha Rakyat (Kur) Terhadap Pendapatan Pengusaha Umkm Kabupaten Toba Samosir : Studi Kasus Pt Bank Sumut Cabang Balige*. Ekonomi Dan Keuangan, 3(7), 393–407. Retrieved from <http://jurnal.usu.ac.id/index.php/edk/article/view/11758>
- Sekaran, Uma. (2006), *Metodologi Penelitian untuk Bisnis*. (Edisi 4), Buku 1, Jakarta: Salemba Empat.

- Simorangkir, O.P. (2005). *Pengantar Lembaga Keuangan Bank dan Non Bank*. Bogor: Ghalia Indonesia.
- Solihin, Ismail. (2006). *Pengantar Bisnis, Pengenalan Praktis dan Studi Kasus*. Jakarta : Kencana.
- Suyatno, Thomas. (2003). *Dasar- Dasar Perkreditan*, Edisi Keempat. Jakarta: PT. Gramedia Pustaka Utama.
- Stice., & Skousen. (2009). *Akuntansi Intermediate* (Edisi Keenam Belas). Jakarta : Salemba Empat.
- Supramono, G. (2009). *Perbankan dan masalah Kredit*. Jakarta: PT Rineka Cipta.
- Surat Edaran PT. BRI, (2015). *Tentang Kredit Usaha Rakyat (KUR) Mikro*. Nose S.21- DIR/ADK/2015.
- Surat Edaran Bank Indonesia, (2013). *Tentang Penilaian Kualitas Aset Bank Umum*. Nomor 15/28/DPNP.
- Suryadharma, Ali. (2008). “*Menkop: Indonesia Bangkrut Kalau UMKM diabaikan*”. Antara News, Senin, 22 Desember 2008.
- Suyatno, T. (2001). *Dasar-Dasar Perkreditan*. Jakarta : PT Gramedia Pustaka. Swasta, Basu dan Irawan. 1998. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty
- Wirawan, K.A., Sudibia, K., & Purbadharmaja, I.B.P. (2015). *Pengaruh Bantuan Dana Bergulir, Modal Kerja, Lokasi Pemasaran Dan Kualitas Produk Terhadap Pendapatan Pelaku Ukm Sektor Industri Di Kota Denpasar*. Jurnal Ekonomi Dan Bisnis Universitas Udayana, 01(4), 1471–1490.