FACTORS ANALYSIS AFFECTING SME’S PERFORMANCE IN BATAM CITY

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Abstract

The goal of this research is to determine the factors affecting SME’s performance in Batam City. The independent variables that are used in this research were training, access to finance, access to information technology, and entrepreneurial skills. This research use descriptive quantitative method which gather primary data by questionnaire as its instrument and distribute it to 200 SME entrepreneurs. The hypothesis of this research are measured by multiple regression linear method.

The result showed the independent variables training, access to finance, access to information technology, and entrepreneurial skills have a significant positive effect towards the dependent variable of this research which is SME’s Performance.

Keywords: SME’s performance, training, access to finance, access to information technology, entrepreneurial skills