ABSTRACT

HELP FUND ANALYSIS PD. LAMPURA COMMERCIAL DISTRICT OF MICRO IN NORTH LAMPUNG

By

ARIF DARMA KITI

Regional-Owned Enterprises is a company founded and owned by the local government. ROE target was based categories can be divided into two groups, namely the regional companies to, serve the interests of the public and local companies for the purpose of increasing local revenues in the PAD. Enterprises have an influence in promoting economic growth and participate in the advancement of micro push one way to develop micro credit.

This study aims to Knowing where the most lucrative sector after obtaining credit from PD.Lampura Commerce in North Lampung. Determine whether there are differences in gains before and after obtaining credit from PD.Lampura Commerce in North Lampung. Analyze the capital factors, product prices, sales volumes, increased raw materials, increasing efforts variants, additional staff, in cooperation with other parties, and whether the addition of working hours can affect business profits after obtaining micro credit loan from PD.Lampura Commerce in Lampung north.

These results indicate that the trade sector provide different advantages compared to the services sector, micro enterprises earn profits after the credit of PD. Lampura Commerce higher than after obtaining additional capital and variable capital, sales volume, a variant of effort, cooperation and working hours is positive and variable price product, raw materials, and the number of employees affected negatively. Keywords: trade and services sectors, enterprises and regression

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