

ABSTRAK

Riset ini mempunyai tujuan guna menguji pengaruh sosialisasi, Kompetensi SDM dan Kemudahan terhadap minat Menyusun laporan keuangan UMKM di kecamatan Buleleng. Riset disini termasuk penelitian kuantitatif yang memakai data primer serta didapat dari Teknik pengumpulan data dengan Kuesioner. Adapun populasi pada riset disini ialah UMKM di kecamatan Buleleng yang selanjutnya diseleksi memakai rumus solvin, maka sampel akhir pada riset disini ialah 99 UMKM. Teknik analisis data yang digunakan pada riset disini terdiri dari pengujian statistic deskriptif, uji kualitas data, uji asumsi klasik dan uji hipotesisi. Adapun hasil yang didapat adalah sosialisasi berpengaruh positif dan signifikan terhadap minat Menyusun laporan keuangan UMKM di kecamatan Buleleng, kompetensi SDM berpengaruh positif dan signifikan terhadap minat Menyusun laporan keuangan UMKM di kecamatan Buleleng, dan Kemudahan berpengaruh positif dan signifikan terhadap minat Menyusun laporan keuangan UMKM di kecamatan Buleleng. Untuk hasil pengujian koefisien determinasi diketahui bahwasannya variable bebas pada riset disini bisa memaparkan variable minat Menyusun laporan keuangan UMKM di kecamatan Buleleng sebesar 72,1% sementara itu sisanya dipaparkan oleh variable lainnya yang tidak ada di model regresi.

Kata Kunci: Sosialisasi; Kompetensi SDM; Kemudahan; Minat Menyusun laporan keuangan UMKM.



ABSTRACT

This research aims to examine the influence of socialization, HR competency and convenience on interest in preparing financial reports for MSMEs in Buleleng sub-district. This research is quantitative research using primary data obtained through data collection techniques using questionnaires. The population in this study were MSMEs in Buleleng sub-district which were then selected using the solvin formula so that the final sample in this study was 99 MSMEs. The data analysis techniques used in this research consist of descriptive statistical tests, data quality tests, classical assumption tests and hypothesis tests. The results obtained are that socialization has a positive and significant effect on interest in preparing MSME financial reports in Buleleng sub-district, HR competency has a positive and significant effect on interest in preparing MSME financial reports in Buleleng sub-district, and ease has a positive and significant effect on interest in preparing MSME financial reports in the sub-district. Buleleng. For the results of the coefficient of determination test, it is known that the independent variables in this study are able to explain the variables of interest in preparing financial reports for MSMEs in Buleleng district by 72.1%, while the rest is explained by other variables that are not in the regression model.

Keywords: Socialization; HR Competency; Convenience; Interest in preparing MSME financial reports.

