UNCOVERING THE DETERMINANTS OF CUSTOMERS' DECISION TO CHOOSE KURNIA LOANS OF KEDIRI CITY GOVERNMENT

Adi Wicaksono[1], Reni Anggraini[2]
[1] City Government of Kediri
Jl. Basuki Rachmad 15, Kediri City, East Java, 64123, Indonesia
[2] Economics dan Business Faculty, Widya Mandala Catholic University Surabaya, Indonesia
adiwicak@kedirikota.go.id

ABSTRACT
The financial inclusion index in Indonesia in 2020 was 81.4%. To increase this, the Kediri City Government launched the Kredit Usaha Melayani Warga (Kurnia) program on April 1, 2021. The interest rate is 2% per year, much lower than other loans such as the People's Business Credit (KUR) at 6%. According to the SOP, the Kurnia disbursement process takes 5 working days, longer than the average of other banks which is 1 working day. Since its implementation until December 31, 2023, the number of program participants is 659 customers. With a total disbursement of 10,533 billion Rupiah. This research aims to investigate the reasons why customers choose Kurnia. The findings are expected to contribute to the marketing management literature in financial institutions as well as policy inputs for management. An online questionnaire was used to collect feedback from a sample of 70 customers. Multiple regression was used to analyze the relationship between customer trust, service quality, interest rate and customer decision to choose credit. Findings of this study are that interest rates have a significant effect on loan decisions, while customer trust and service quality have the opposite effect. This proves that interest rates are still a reason for determining loan decisions, even though the process is longer.

Keywords: Financial Inclusion, Kurnia, Kediri City, Loan Decision

INTRODUCTION

Financial inclusion refers to the access of individuals and businesses to formal financial products and services that meet their needs in an affordable and sustainable manner. This includes services such as bank accounts, savings, credit, insurance, money transfers, and payments. According to the 2022 National Survey on Financial Literacy and Inclusion (SNLIK) conducted by the Financial Services Authority (OJK), the financial inclusion index in Indonesia reached 85.1% in 2022 (OJK, 2023). This means that 85 out of 100 Indonesians already have access to formal financial services. This figure shows an increase compared to 2021, where the financial inclusion index reached 78.6%. This increase shows that the efforts of the government and the financial services industry in improving financial inclusion are starting to bear fruit. However, there are still 14.9% of the Indonesian population who do not have access to formal financial services. This shows that there is still a lot of homework to be done to improve financial inclusion in Indonesia.

Financial inclusion has many benefits for individuals, businesses and the economy as a whole. Financial inclusion enables individuals to save, manage their finances and protect themselves from financial risks. It can help them escape poverty, build assets and improve their lives. Businesses with access to financial services can use credit to invest, expand and create jobs. This can drive economic growth and reduce poverty. In addition, an inclusive financial system is more stable and resilient to economic shocks. This is because individuals and businesses have access to a wide range of financial instruments to manage their risks.

The Indonesian government has made various efforts to improve financial inclusion. Such as launching a financial education and literacy program. This program aims to improve people's knowledge and understanding of financial services. Then expanding access to financial services. The government is working with financial services institutions to expand access to financial services in rural and remote areas. And develop innovative financial products and services. These products and services are designed to meet the needs of people who do not yet have access to formal financial services.

The Kediri City Government is also working to improve financial inclusion in the region. To improve this, the Kediri City Government launched the Kredit Usaha Melayani Warga (Kurnia) program on April 1, 2021. The interest rate is 2% per year, much lower than other loans such as the People's Business Credit (KUR) at 6%. According to the SOP, the Kurnia disbursement process takes 5 working days (Kediri City Government, 2021), longer than the average of other banks which is 1 working day. Since its implementation until 31 December 2023, the number of program participants is 659 customers. With total funds disbursed amounting to 10, 533 billion Rupiah (Government of Kediri City, 2023).

However, although Kurnia offers low interest rates and a relatively fast disbursement process, there are still many customers who have not taken advantage of this program. Therefore, it is important to understand the factors that influence customers' decision to choose Kurnia Credit. This study aims to identify the factors that influence customers' decision to choose Kurnia Credit. By understanding these factors, it is expected that the government and related institutions can formulate appropriate strategies to increase customer interest in this program and achieve the goals of financial inclusion and business growth in Kediri City.

LITERATURE REVIEW

Previous Research

As a guide to conducting research, researchers use several previous studies. First research is Nurdiana's (2018). The study analyzed the relationship and influence of interest variables, brand-image and service quality on the decision to borrow BRI KUR customers in Surabaya. Data analysis was carried out using multiple linear regression methods. The results of this study found that the variables of interest rates, brand image, service quality on borrowing decisions have a significant relationship. The variables of interest rates, brand image and quality of service of Bank Rakyat Indonesia People's Business Credit together have a significant effect on the decision to borrow for micro business customers in Surabaya.

Second research is Niu and Magfiroh's (2022). The results of his research found that service quality has no effect on member decisions, while product quality has a positive and significant effect on member decisions. The population of BMT UGT Sidogiri Capem Waru members totaling 3,027, sampled using incidental sampling technique to 98 people. The data was then analyzed using multiple linear regression analysis.

The third research, Kalonta et all (2021). This research analyzes 106 respondents who are People's Business Credit customers at Bank SulutGo Tondano Branch. The data analysis technique uses Path Analysis which states that service quality and trust have a positive and significant effect on customer decisions, while promotion is not significant to customer decisions. Brand Image has a positive and significant effect on customer decisions. Service quality, promotion and trust have no effect on customer decisions with brand image as an intervening variable.

Finally, the research of Tecoalu et all (2021) which analyzes the variables of price perception, brand awarness, service quality and purchasing decisions The results of the Partial Lest Square data analysis technique state that price perception has a positive and significant effect on credit purchasing decisions. Brand awareness has a positive and significant effect on credit purchasing decisions. Price perception has a positive and significant effect on service quality. Brand awareness has a positive and significant effect on service quality. Service quality has no positive and significant effect on purchasing decisions. Service quality mediates price perceptions, and purchasing decisions have no significant effect.

Financial Inclusion

Financial inclusion is defined as a condition when every member of the community has access to a variety of quality formal financial services in a timely, smooth, and safe manner at affordable costs in accordance with their needs and abilities in order to improve community welfare (Ministry of Finance, 2019). From the various definitions, the variables that play a role in financial inclusion are access, availability of financial products and services, usage, and quality. Financial inclusion can be viewed as the provision of affordable and sustainable financial services that bring the poor and excluded into the formal economy (United Nation, 2016).

Financial inclusion is achieved when there is access to financial services for all or some members of society (Ozili, 2020). An optimal level of financial inclusion is envisioned where the government provides access to basic financial services. In addition, it provides basic financial services at a price that is affordable to the unbanked and at a price that is sufficient to encourage the provision of financial services in a sustainable manner. Basic financial services must be offered to the public at a certain price - not free - to be sustainable Ozili (2020).

Credit Decision

The decision to choose credit is the same as the consumer's decision to choose goods/services. According to Sutisna (2001), consumer decisions to buy a product are preceded by an awareness to fulfill needs and desires. Meanwhile, the definition of a purchasing decision according to Drummond and Ensor (2005) is to identify all options and assess these options systematically and objectively based on their respective advantages and disadvantages. In this case, the credit decision refers to the process of selecting several credit alternatives (Suardika, 2019). This research defines credit decisioning as the process of selecting several credit alternatives starting from the need for funds, identifying the advantages and disadvantages of each alternative, and ultimately choosing credit funding. (Kiong, et al 2023).

Customers' decisions to obtain credit from financial institutions are influenced by several factors, such as lending procedures, credit institution services, interest rates or collateral set to obtain credit (Badulescu, 2010). Generally, customers prefer to obtain credit from non-bank credit institutions. The main task of PT. Bank NTB because the procedures are simpler and the service is faster (Ozili, 2018) (Susilawati et al., 2019). Meanwhile, in banking institutions, customers often face complicated procedures or procedures that have been considered difficult for customers (Athar, 2020).

HYPOTHESIS

Based on the theory mentioned above, the hypotheses that can be compiled are:
H1: Customer trust has a positive effect on credit decision making Kurnia (Widiyanto and Mursid, 2022)
H2: Service quality has a positive effect on credit decision making Kurnia (Kiong and Keni, 2023)
H3: Interest rates have a positive effect on credit decision making Kurnia (Kiong and Keni, 2023)

METHODS

To answer the formulation of the problem, this study used 70 respondents. The sample used by researchers is Kurnia Credit customers. Researchers measured the variables of customer trust, service quality, interest rates affecting customer decisions to choose credit using a Likert scale modified into five answer options, namely strongly agree, agree, neutral, disagree, and strongly disagree, with consecutive scores of 5, 4, 3, 2, 1. This research uses quantitative methods. The data analysis technique used in this research is multiple regression analysis technique, this research is designed to test the influential variables of the independent variable on the dependent variable (Ghozali, 2005). This analysis is intended to identify patterns and measure changes in customer trust, service quality, interest rates affect customer decisions to choose credit.

RESULTS

A total of 70 questionnaires were distributed to respondents. The researcher categorized the respondents who were Kurnia credit customers into 3 groups. Based on gender, the most dominant respondent is female as many as 40 people (57.1%). The rest are male respondents (30 people or 42.9%). In terms of age, respondents in the age range of 40 - 49 years dominate with 28 respondents or 40%. Next at the age of 20 - 29 years as many as 22 customers or 31.4%. For domicile, residents of the Pesantren sub-district dominate with 28 customers (40%). Followed by the City District as many as 26 customers (37.1%).

Table 1. Research Respondent Data

	Frequency	Percent
Gender		
Male	30	42.9
Female	40	57.1
Age		
20 – 29	22	31.4
30 – 39	14	20.0
40 – 49	28	40.0
50 – 59	6	8.6
Address		
Kota	26	37.1
Mojoroto	16	22.9
Pesantren	28	40.0

Source: Processed Data (2024)

Uji Validitas

This test is carried out by correlating the statement items with the total value of 70 respondents as a sample. With a sample size of 70, the r table will be 0.2352. Of all the existing question items, all have a Sig (2 tailed) value below 0.05. This means that all question items are valid.

Table 2. Validity Test Results

Variable	Indicator	Pearson Correlation	Sig (2 tailed)	Informasi
Customer Trust	1	.695**	.000	Valid
	2	.753**	.000	Valid
	3	.733**	.000	Valid
	4	.681**	.000	Valid
	5	.788**	.000	Valid
	6	.659**	.000	Valid
	7	.705**	.000	Valid
	8	.701**	.000	Valid
Service Quality	1	.601**	.000	Valid
	2	.675**	.000	Valid
	3	.723**	.000	Valid
	4	.595**	.000	Valid
	5	.769**	.000	Valid
	6	.657**	.000	Valid

	7	.484**	.000	Valid
Interest Rate	1	.406**	.000	Valid
	2	.644**	.000	Valid
	3	.695**	.000	Valid
	4	.660**	.000	Valid
	5	.675**	.000	Valid
	6	.738**	.000	Valid
	7	.770**	.000	Valid
	8	.814**	.000	Valid
	9	.603**	.000	Valid
	10	.588**	.000	Valid
Credit Decision	1	.653**	.000	Valid
	2	.631**	.000	Valid
	3	.630**	.000	Valid
	4	.474**	.000	Valid
	5	.606**	.000	Valid
	6	.655**	.000	Valid
	7	.500**	.000	Valid
	8	.512**	.000	Valid
	9	.620**	.000	Valid
	10	.651**	.000	Valid

Source: Processed Data (2024)

Reliability Test

Furthermore, reliability testing was carried out using the Cronbach's alpha method on the data obtained. Calculation of reliability analysis was carried out using the SPSS program, then Cronbach's alpha coefficient (a) was obtained. In SPSS, the alpha value that meets is shown in the following table:

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of Items
Customer Trust	.863	8
Service Quality	.682	7
Interest Rate	.844	10
Credit Decision	.792	10

Source: Processed Data (2024)

From the table of validity test results above, all of them have a Cronbach Alfa value above 0.60. This means that all items studied are realizable.The calculation results produce the following regression model:

$$\mathbf{Y = 1.575 + 0.123\ X1 + 0.159X2 + 0.394 + e}$$

The regression equation shows that the decision to take credit (Y) is influenced by three independent variables, namely each increase of one unit of customer trust (X1) will increase the decision to take credit (Y) on average by 0.123 units. In addition, every increase of one unit of service quality (X2) will increase the decision to take credit (Y) on average by 0.159 units. And every one unit increase in interest rates (X3) will increase credit decision making (Y) on average by 0.394 units.

Classical Assumption Test

Furthermore, a series of statistical tests were carried out to ensure that the regression model used met the classical assumptions. These classical assumptions are needed so that the regression model parameter estimates are precise and unbiased. The first test is Multicollinearity.

Table 4. Collinearity Statistics

Variable	Tolerance	VIF
Customer Trust	.400	2.501
Service Quality	.459	2.176
Interest Rate	.454	2.203

Source: Processed Data (2024)

The table above shows that the VIF value for all Customer Trust variables is 2.501, service quality is 2.176, and interest rates are 2.203. Because the VIF value of all variables is not greater than 10, it can be said that there is no multicollinearity in the two independent variables. Based on the classical assumption requirements of linear regression with OLS, a good linear regression model is free from multicollinearity.

The next test is the normality test. This is to measure whether the standardized residual values in the regression model are normally distributed or not. How to do this can be done with the normal probability Plot graph analysis approach. In this approach, the residual value is normally distributed if the line (points) describing the actual data will follow or close to the diagonal line. It appears in the graph below, the pattern of dots is on the diagonal line. So it can be assumed that the data is normally distributed.

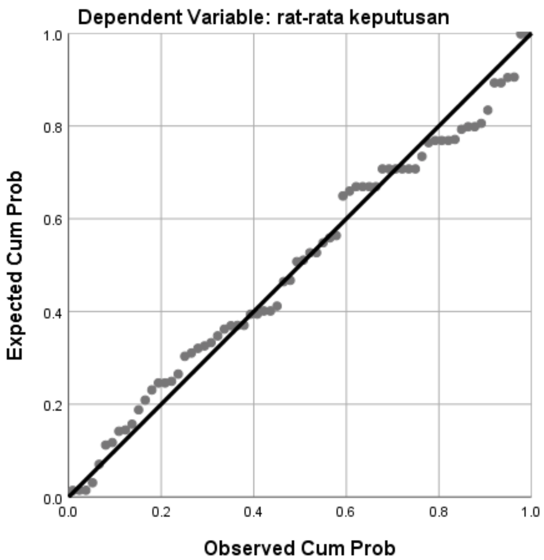

Figure 1. Data Distribution Pattern
Source: Processed Data (2024)

The next stage of testing is heterosedasti. From the test results on SPSS, the data pattern appears as in the figure below. From the Figure 2, the distribution of points does not form a certain pattern / groove, so it can be concluded that there is no heteroscedasticity or in other words, homoscedasticity occurs. The classical assumption of heteroscedasticity in this model is met, which is free from heteroscedasticity.

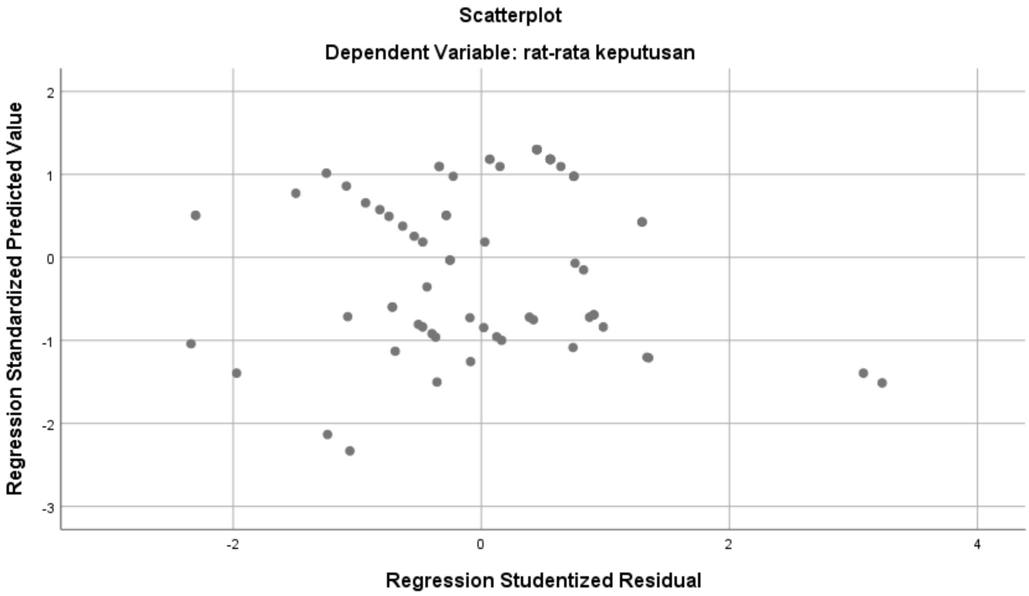

Figure 2. Scatterplot Pattern

Model Feasibility Test

The model feasibility test is the R^2 test. Serves to see the ability of the independent variable to explain the dependent variable. The R^2 value ranges from 0 - 99, the R Square value which is closer to 1, the more feasible a model is to use. Based on calculations using SPSS, the R2 value is 0.470. This means that the linear regression shows that 47.0% of the variation in the dependent variable (Y) can be explained by the independent variables (X1, X2, and X3) in the regression model. In other words, almost half of the variation in Y can be predicted based on the value of X.

Table 5. R^2 Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685[a]	.470	.446	.20883

a. Predictors: (Constant), customer trust, service quality, interest rate
b. Dependent Variable: credit decision
Source: Processed Data (2024)

Next is the F test. this is an important tool in regression analysis to determine whether all independent variables together have a significant effect on the dependent variable. From the results of the SPSS calculation, the significance value is 0.000. meaning that in this model, all X variables together have an effect on the Y variable.

The last test is the T test. This test is used to determine whether each independent variable (X) has a significant effect on the variable. From the calculation results, it appears that the sig value of X1> 0.05, meaning that X1 has no significant effect on Y. Likewise, variable X2 also has a Sig value> 0.05. This means that X2 has no significant effect on Y. while Variable X3 has a Sig value <0.05. This means, X3 has a significant influence on Y.

Table 6. F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.552	3	.851	19.502	.000[b]
	Residual	2.878	66	.044		
	Total	5.430	69			

a. Dependent Variable: credit decision
b. Predictors: (Constant), customer trust, service quality, interest rate
Source: Processed Data (2024)

Table 7. T Test Result

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.575	.406		3.879	.000
	customer trust	.123	.121	.144	1.019	.312
	service quality	.159	.119	.177	1.337	.186
	interest rate	.394	.120	.438	3.293	.002

Source: Processed Data (2024)

DISCUSSION

The issue of financial inclusion has become a serious discussion in the world, especially in Indonesia. OJK as an institution responsible for realizing optimal financial inclusion, collaborates with local governments. In Kediri City, the same thing is being done. When launched on April 1, 2021, Kredit Kurnia is expected to be an economic stimulus for the people of Kediri City during the Covid-19 pandemic. In that period, the level of financial inclusion was not recorded, only in the following year it was calculated. It was recorded that the level of financial inclusion in 2022, on a composite basis, was 87.56%. Contributed from conventional as much as 85.49%, and 10.36% from Islamic finance. Except for Islamic finance, this figure is above the national average.

Kurnia Credit is a revolving fund program. The definition of a revolving loan fund is a fund loaned to be managed as business capital and rolled over to cooperative businesses and individual businesses and/or community group businesses that aim to improve the community's economy (Government of Kediri City, 2020). The interest charged to customers is 2% per year. This is below BRI's People's Business Credit (KUR) interest rate of 6% for KUR Mikro, KUR Kecil, and KUR TKI (Laras, 2024).

To answer the problem formulation, researchers used multiple regression to analyze it. The results showed that the customer trust variable (X1) had no significant effect on credit decision making. Not in accordance with the hypothesis made. Service quality (X2) also shows that this variable has no significant effect on credit decision making. In line with Niu and Magfiroh (2022). Not in accordance with the hypotheses made. This can be caused because customers have not made service quality a major factor in determining their choice to take credit. Other factors such as interest rates are more considered by customers. This can be seen from the research results which show that this variable has a significant effect on credit decision making. This is in accordance with the theory of purchasing decisions which states that consumers tend to choose products or services with lower prices. In this case, lower interest rates will attract more customers to take credit.

Currently, the interest rate variable has a significant effect. It is the reason for respondents to make the decision to choose Kurnia credit. The interest rate of 2% per year which is lower than other financial institutions is the main consideration. However, this should also be a signal for the Government of Kediri City and BPR Kediri City to continue to improve their trust and service quality. When there is a policy to lower the interest rate of other credit programs, or the efforts of financial institutions to be more competitive will potentially reduce customers who choose Kurnia credit. The move to digitize by creating Web and Android-based applications by 2022, needs to be appreciated. It should also be supported by changing the SOP to be more concise. Other financial institutions have simplified the application process. Even online loans (Pinjol) only need to take a photo of the ID card for credit disbursement.

Furthermore, Kurnia, which is a revolving fund program, must be focused on the welfare of the community. Thus, it must accommodate the conditions of the people of Kediri City. Extensification and intensification must be encouraged. Expansion of target customers by utilizing the network of related agencies and urban villages. On the other hand, no less important is the risk control and collecting system. So that funds do not stop in one party that is not credible, as well as the accountability of DInas Koperasi and UMKM as the person in charge, and the performance of BPR Kota Kediri is also not disturbed.

CONCLUSION

Based on the research results, interest rate is the most influential variable on Kurnia's decision to take credit in Kediri City. Customer trust and service quality did not show a significant influence on the decision to take credit. This suggests that efforts need to be made to increase the financial literacy of the community and improve Kurnia's service quality in order to increase customer trust and attract more customers to take credit.

REFERENCES

Athar, Handry Sudiartha. (2020).The Impact Of Marketing Mix On The Purchase Decision When Borrowing Consumer Loans. Amwaluna: Jurnal Ekonomi dan Keuangan Syariah Vol.5 No.1 januari 2021 Page 40-49 Online ISSN : 2540-8402 | Print ISSN : 2540-8399 Received: 2020-11-18 | Reviced: 2020-12-15 | Accepted: 2020-12-28 Indexed : Sinta, DOAJ, Garuda, Crossref, Google Scholar | DOI: https://doi.org/10.29313/amwaluna.v5i1.6615

Castellani, Davide. (2014). Shocks and credit choice in Southern Ethiopia Department of Management, Economics and Quantitative Methods and Research Group "Finance and Development", Research Centre on International Cooperation, University of Bergamo, Bergamo, Italy. Agricultural Finance Review Vol. 74 No. 1, 2014 pp. 87-114r Emerald Group Publishing Limited 0002-1466 DOI 10.1108/AFR-04-2013-0015

Christie, Angelina Nikitenko. (2013). Asymmetric information and bank lending: The role of formal and informal institutions (a survey of laboratory research)", Research in Experimental Economicss, Vol. 16 pp. 5-30

Eric Van Tassel, (2000),"A study of group lending and incentives in Bolivia", International Journal of Social Economics, Vol. 27 Iss 7/8/9/10 pp. 927-943

Ghozali, Imam. (2005). *Aplikasi Analisis multivariate dengan Program SPSS* ", Badan Penerbit UNDIP, Semarang

Ghozali, Imam. (2008). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)*. Badan Penerbit Undip Semarang.

Government of Kediri City. (2020). Peraturan Walikota (PERWALI) Kota Kediri Nomor 49 Tahun 2020 tentang Petunjuk Pelaksanaan Pengelolaan Dana Pinjaman Bergulir Untuk Permodalan Koperasi Dan Usaha Mikro

Government of Kediri City. (2021). SOP Pelaksanaan Program Dana Bergulir.

Government of Kediri City. (2023). Inklusi Keuangan dan Literasi Keuangan Kota Kediri.

Kalonta, Keith Patrick Andreas, Lisbeth Mananeke, Frederik G. Worang. (2021). Analysis of the Influence of Service Quality, Promotion, and Trust on Customer Decisions in Proposing People's Business Credit (KUR) with Brand Image as Intervening Variable at PT. Bank Sulutgo Tondano Branch. CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE Volume: 02 Issue: 10 | Oct 2021 ISSN: 2660-454X http://cajitmf.centralasianstudies.org/index.php/CAJITMF

Kiong, Wei and Keni. (2023). Faktor-faktor yang Memengaruhi Keputusan Mengambil Kredit (Studi Pada BPR di Kepulauan Riau. Jurnal Manajemen Bisnis dan Kewirausahaan/Vol. 7/No 5/September 2023: 1085 - 1098

Laras, Arlina. 2024. Daftar Suku Bunga dan Syarat KUR BRI 2024", diakses di sini: https://finansial.bisnis.com/read/20240429/90/1761260/daftar-suku-bunga-dan-syarat-kur-bri-2024

Listyawati, Liling, Andry Herawati, and Sarwani. (2020). Analisis Faktor-Faktor Terhadap Keputusan Pengambilan Kredit Usaha Rakyat Pada Debitur Bank Rakyat Indonesia di Kota Surabaya. Sketsa Bisnis, Vol. 7, No. 1, Agustus, 2020, 11-26 P-ISSN: 2356-3672 https://jurnal.yudharta.ac.id/v2/index.php/SKETSABISNIS/index E-ISSN: 2460-0989

Mathur, Ike and Isaac Marcelin. (2014). Unlocking Credit", Contemporary Studies in Economic and Financial Analysis, Vol. 96 pp. 221-252 http://dx.doi.org/10.1108/S1569 375920140000096009

McHugh, Sandie Rob Ranyard, (2012). Credit repayment decisions", Review of Behavioural Finance, Vol. 4 Iss 2 pp. 98 – 112 Permanent link to this document: http://dx.doi.org/10.1108/19405971211284880

Ministry of Finance. (2019). Keuangan Inklusif. Accessed at https://fiskal.kemenkeu.go.id/informasi-publik/keuangan-inklusif

Niu, Fitria Ayu Lestari dan Ulfa Magfiroh. (2022). The Effect of Service and Product Quality on The Decision to Become A Member of BMT UGT Sidogiri Capem Waru. Journal Economics and Business of Islam Vol. 7, No. 1 (2022): 29-42 Website: http://journal.iain-manado.ac.id/index.php/TJEBI/index ISSN 2528-0325 (online) ISSN 2528-0317

Nurdiana, Nafilla. (2008). Pengaruh bunga, citra-merek dan kualitas layanan kredit usaha rakyat BRI terhadap keputusan nasabah di Surabaya. Journal of Business and Banking ISSN 2088-7841 Volume 8 Number 1 Mei - Oktober 2018 pp. 91 – 107JEL Classification: M31 DOI: 10.14414/jbb.v8i1.1553

OJK. (2023). Laporan Tahunan: Penguatan Sektor Jasa Keuangan Untuk Mendukung Percepatan Pemulihan Ekonomi Nasional dan Pertumbuhan Ekonomi Baru. Diakses pada chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ojk.go.id/id/data-dan-statistik/laporan-tahunan/Documents/Laporan%20Tahunan%20OJK%202022.pdf

Ozili, Peterson K. (2020). Emerging Market Finance: New Challenges and Opportunities International Finance Review, Volume 21, 251–260 ISSN: 1569-3767/doi:10.1108/S1569-376720200000021014

Riwayati, Hedwigis Esti and Markonah Markonah. (2024). Financial inclusion strategy to increase the income of micro, small and medium enterprises through business credit in Indonesia. Nurture: Volume 18, Issue 3, 649-663, 2024 Online ISSN: 1994-1633/ Print ISSN: 1994-1625 DOI: 10.55951/nurture.v18i3.748 | URL: www.nurture.org.pk Publisher: Nurture Publishing Group

Suardika, I. K. (2019). Pengaruh prosedur kredit dan tingkat suku bunga kredit terhadap keputusan mengambil kredit PT Bank Negara Indonesia (Persero) Tbk. Cabang Karangasem. Jurnal Kajian Ekonomi dan Bisnis, 12(1), 54–69. https://doi.org/10.55822/asd.v12i1.83

Sutisna. (2001). Perilaku konsumen & komunikasi pemasaran (M. F. Rakhmat (ed.)). Remaja Rosdakarya.

Tecoalu, Melitina, Hery Winoto Tj, and Ferdian. (2021). The Effect of Price Perception and Brand Awareness on Service Quality Mediated by Purchasing Decisions (Study Case on PT. Maybank Indonesia Finance Credit Products) Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT) Volume 1, Number 4, October 2021, pp. 183-195 https://www.publication.idsolutions.co.id/journals/index.php/husocpument/ DOI: https://doi.org/10.51715/husocpument.v1i4.127 183

United Nations. (2016). Digital financial inclusion. International Telecommunication Union (ITU), Issue brief series, Inter-agency task force on financing for development. United Nations. Retrieved from http://www.un.org/esa/ffd/wp-content/uploads/2016/01/Digital-Financial-Inclusion_ITU_IATFIssue-Brief.pdf. Accessed 10 November, 2017.

Widayanto, Nofa Hari and Ali Mursid . 2022. Analisis Pengaruh Kualitas Layanan Dan Citra Perusahaan Terhadap Keputusan Mengambil Kredit Produktif Pada Bank Jateng Dengan Kepercayaan Sebagai Variabel Mediasi (Studi Kasus pada Bank Jateng Cabang Pembantu Wanadadi Banjarnegara). Jurnal Magisma Vol. X No. 2 – Tahun 2022 | 244