



Usulan Strategi untuk Meningkatkan Akses Pendanaan bagi UMKM dengan Menggunakan Metode Soundness Assessment dan AHP (Studi Kasus Gelap Nyawang)

Proposed Strategies to Improve Access to Funding for MSME Using Soundness Assessment and AHP Method (Gelap Nyawang Case Study)

Atikah^(1*) & Yunieta Anny Nainggolan⁽²⁾

Sekolah Bisnis dan Manajemen, Institut Teknologi Bandung, Indonesia

*Corresponding author: atikah_tika7@sbm-itb.ac.id

Abstrak

Akses pendanaan tetap menjadi tantangan utama bagi Usaha Mikro, Kecil, dan Menengah (UMKM) meskipun perannya sangat penting dalam pertumbuhan ekonomi. Penelitian ini menilai kelayakan pendanaan UMKM di Gelap Nyawang menggunakan MSME Soundness Assessment, dengan menerapkan AHP Scoring, regresi linier, dan wawasan kualitatif dari lembaga keuangan. Hasil penelitian menunjukkan bahwa meskipun sebagian besar UMKM memiliki skor keuangan dan non-keuangan yang kuat, banyak yang tidak memenuhi kriteria pemberi pinjaman, terutama terkait Repayment Capacity (RPC), Installment To Disposable Income Ratio (IDIR) serta tata kelola yang buruk. Hasil regresi linier mengungkapkan bahwa pendidikan adalah satu-satunya faktor signifikan yang memengaruhi kesehatan UMKM, menunjukkan hubungan antara keterampilan manajemen keuangan dan keberlanjutan bisnis. Namun, kurangnya dokumentasi keuangan yang terstruktur dan status legal yang tidak lengkap tetap menjadi hambatan utama dalam mengakses kredit. Untuk mengatasi tantangan ini, penelitian ini merekomendasikan program literasi keuangan, perbaikan dokumentasi bisnis, dan adopsi pemasaran digital guna meningkatkan skala usaha UMKM. Temuan ini memberikan wawasan bagi lembaga keuangan, The Greater Hub ITB, dan pembuat kebijakan dalam mendukung inklusi keuangan dan pertumbuhan bisnis.

Kata Kunci: AHP; Business Growth; Financial Eligibility; Funding Access; MSME Soundness.

Abstract

Access to funding remains a major challenge for Micro, Small, and Medium Enterprises (MSMEs) despite their vital role in economic growth. This study assesses the funding eligibility of MSMEs in Gelap Nyawang using the MSME Soundness Assessment, incorporating AHP Scoring, linear regression, and qualitative insights from financial institutions. Findings reveal that while most MSMEs have strong financial and non-financial scores, many fail to meet lender criteria, particularly Repayment Capacity (RPC) Installment To Disposable Income Ratio (IDIR) and bad governance. Linear regression results show that education is the only significant factor influencing MSME soundness, indicating a link between financial management skills and business sustainability. However, poor financial documentation and incomplete legal status remain major barriers to accessing credit. This study proposes strategies to improve MSME funding eligibility, including financial literacy programs, enhanced business documentation, and digital marketing adoption to scale up sales. The findings provide insights for financial institutions, The Greater Hub ITB, and policymakers in supporting financial inclusion and business growth.

Keywords: AHP; Business Growth; Financial Eligibility; Funding Access; MSME Soundness.

How to Cite: Atikah. & Nainggolan, Y. A. (2024). Proposed Strategies to Improve Access to Funding for MSME Using Soundness Assessment and AHP Method (Gelap Nyawang Case Study), *Jurnal Social Library*, 4 (3): 982-987.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a fundamental pillar of Indonesia's economy, contributing approximately 61% of the country's Gross Domestic Product (GDP) and employing over 97% of the workforce (Bank Indonesia, 2022). Despite their crucial role, MSMEs often struggle with financial sustainability due to limited access to credit, inadequate financial literacy, and lack of structured financial documentation (Otoritas Jasa Keuangan, 2021). Research indicates that financial soundness assessment is critical for MSMEs to enhance their resilience and funding eligibility, as it helps identify gaps in liquidity, profitability, and governance (Fitriani, 2022).

A key government initiative to support MSMEs is the Kredit Usaha Rakyat (KUR) program, a microcredit scheme aimed at providing financing to feasible but non-bankable enterprises (Fauzany, 2021). However, previous studies suggest that while KUR has expanded credit access, many MSMEs still fail to qualify due to poor financial management and weak business documentation (Putri, 2024). Financial institutions commonly use the 5C principle (Character, Capacity, Capital, Collateral, and Condition of Economy) to evaluate MSME creditworthiness, with recent research emphasizing that character and capacity are the most influential factors (Purwatiningsih, 2022).

This study focuses on MSMEs in Gelap Nyawang, Bandung, a commercial area that faced economic disruptions after being relocated from Ganesha Street in 2023. Many vendors in this area reported revenue declines of up to 70%, largely due to reduced foot traffic and shifting

customer demographics. Given these challenges, it is crucial to assess MSME soundness using a holistic approach that includes financial ratio (Sampe, 2022) and non-financial indicators such as liquidity, marketing, operational efficiency, and governance (Tumiwa, 2020).

To evaluate MSME soundness, this research employs the Analytical Hierarchy Process (AHP), a widely used multi-criteria decision-making method that assigns weighted scores to different business performance indicators (Canco, 2021). In addition, linear regression analysis is conducted to identify the key factors influencing MSME soundness and funding eligibility. Previous studies indicate that education and financial literacy play a significant role in MSME sustainability, while demographic factors like business age and gender have minimal impact (Naguit, 2020; Ulum, 2022).

Furthermore, academic institutions are increasingly recognized for their role in supporting MSME growth through financial literacy programs, mentorship, and business development initiatives (Ting, 2024). ITB's Greater Hub, as a leading academic incubator, has the potential to bridge the gap between MSMEs and financial institutions by providing structured support mechanisms. The role of universities in MSME development aligns with the Triple Helix model, which emphasizes collaboration between academia, industry, and government in fostering economic growth (Etzkowitz & Leydesdorff, 1990). Given these considerations, this research addresses three key questions: (1) What is the soundness level of MSMEs in Gelap Nyawang based on AHP Scoring? (2) What is the perspective of the nearest creditor in

assessing the eligibility of MSMEs for funding? (3) What is the role of The Greater Hub ITB as an academic institution in supporting and improving the soundness of MSMEs in Gelap Nyawang to meet funding criteria?

METHOD

This study adopts a mixed-methods approach, integrating both quantitative and qualitative data collection techniques. The research design involves three main stages: (1) Assessing MSME soundness using AHP scoring, (2) Conducting interviews with financial institutions to understand lender perspectives, and (3) Performing linear regression analysis to identify factors affecting MSME soundness.

Tabel 1 Analytical Hierarchy Process

Industry Sector	Service	Manufacture	Trading
Liquidity Ratio	17.2%	25.6%	25.5%
Activity Ratio	13.2%	19.6%	17.3%
Debt Ratio	10.4%	8.5%	10.4%
Profitability Ratio	23.1%	24.4%	29%
Marketing	17.1%	9.1%	9.7%
Operational	5.8%	6.3%	4.0%
Human Resources	8.7%	4.2%	2.5%
Good Governance	4.4%	2.3%	1.7%
Total	100%	100%	100%

Sumber Tabel: (Rizkiya, 2022)

Data was collected through a survey of 30 MSMEs in Gelap Nyawang, selected based on their operational status and impact from relocation. Interviews were conducted with two financial institutions—BRI Dipatiukur and BJB Tamansari—to gain insights into MSME funding eligibility criteria. Quantitative analysis was performed using financial ratio (liquidity, activity, leverage and profitability), soundness assessments (marketing, operation, human resources, and governance) AHP scoring (combine financial and non-financial score to measure a total SME Score, and linear regression to determine other factors that may affect the SME Score namely Gender,

Business Age, Owner Age, and Education, while qualitative insights from interviews were used to triangulate findings.

RESULTS AND DISCUSSION

The financial ratio assessment indicates that most MSMEs in Gelap Nyawang maintain strong liquidity and asset utilization, with cash ratio at 86.67% and total asset turnover at 93.33%. However, profitability remains low, with the average gross profit ratio at only 30%, suggesting that while businesses manage their assets efficiently, they struggle to generate substantial profits. The debt ratio stands at 80%, showing moderate reliance on external financing, which could impact long-term financial stability.

The non-financial evaluation highlights challenges in business formalization, with only 36.67% of MSMEs possessing tax identification numbers, limiting their access to formal credit. Operational efficiency remains suboptimal, with only 36.67% of businesses actively collecting customer feedback and just 30% maintaining emergency funds, indicating limited financial resilience. Despite these weaknesses, 63.33% of businesses record their transactions, showing an effort to improve financial documentation.

The AHP assessment reveals that the highest-performing MSMEs, such as KK (96.14), excel in governance, marketing, and operational efficiency. Most businesses score above 80, indicating a solid foundation for financial growth, but some, like AG (64.50), need substantial improvements, particularly in financial reporting and workforce management. These findings underscore the need for strategic interventions in financial

education, business formalization, and profitability enhancement to increase MSME funding eligibility and long-term sustainability.

Regression analysis results reveal that among the variables analyzed—Business Age, Owner's Age, Gender, and Education—only education significantly affects MSME soundness.

Tabel 2 Linear Regression Results

	Unstan Dardized B	Stan dar dized Coeffi Cients Beta	t	Sig.
Constant	81.486		14.154	<.001
Gender	1.941	0.117	0.635	0.531
Owner Age	.023	0.040	0.172	0.865
Education	7.892	0.439	2.257	0.033
Age of Business	-.028	-.409	-1.684	0.105

Sumber Tabel: (SPSS, 2024)

This highlights the importance of financial literacy and structured management in improving business sustainability. Many MSMEs in Gelap Nyawang operate informally, with minimal financial documentation, further complicating their funding access.

Interviews with financial institutions provide further insights into MSME funding challenges. Bank BRI and Bank BJB both emphasize that financial documentation and repayment capacity are critical factors in loan approval. Bank BRI relies on direct field observation and the Repayment Capacity Ratio (RPC), assessing a business's actual operations rather than relying solely on financial reports. Meanwhile, Bank BJB prioritizes financial ratios such as Installment to Disposable Income Ratio (IDIR) and Debt-to-Equity Ratio (DER) to evaluate creditworthiness, with a preference for businesses that demonstrate efficient inventory turnover. Non-financial factors, including entrepreneurial character and digital adoption, also play a role in funding

decisions, with MSMEs leveraging digital payments and online sales considered more resilient. The main obstacles to loan approval include lack of structured financial documentation, informal business operations, and overstated revenue reporting. These findings highlight the urgency of improving financial literacy, bookkeeping practices, and business registration among MSMEs to enhance their funding eligibility and long-term financial stability.

Findings indicate that while most MSMEs exhibit sound financial indicators, they face significant hurdles in meeting lender criteria. High financial ratios do not always reflect good conditions if the profits earned are still unable to meet operational and daily needs. The three most critical barriers identified were: (1) Low Repayment Capacity (RPC), (2) Poor Installment To Disposable Income Ratio (IDIR), both of which reduce MSME eligibility for credit due to small scale of income-good score, and (3) Bad Governance, some do not register their business to local government which automatically disqualifying them from the start due to not meeting the basic administrative requirements.

The Greater Hub ITB will implement strategic initiatives to enhance the financial soundness and funding eligibility of MSMEs in Gelap Nyawang. MSMEs will receive training on cash flow management, creditworthiness, loan applications, and taxation compliance to improve their financial sustainability. The program will assist MSMEs in bookkeeping, preparing financial statements, registering their businesses, and utilizing digital accounting tools to strengthen their credibility with financial institutions. Training will be

provided on leveraging social media, e-commerce platforms, SEO, and online advertising to expand customer reach and increase revenue streams. The Greater Hub ITB will facilitate mentorship programs, networking events, and partnerships with financial institutions to provide tailored financing opportunities and business coaching. These initiatives aim to equip MSMEs with essential skills and resources, enabling them to meet funding criteria and achieve long-term business resilience.

CONCLUSION

This study highlights the critical role of MSME soundness assessment in improving funding accessibility. While many MSMEs in Gelap Nyawang demonstrate financial viability, their inability to meet formal credit criteria remains a major obstacle. Education emerged as the most influential factor in MSME soundness, emphasizing the need for structured financial training. The proposed strategies—financial literacy programs, enhanced documentation, and digital marketing—offer practical solutions for MSMEs seeking funding. The findings provide valuable insights for financial institutions, policymakers, and academic institutions like The Greater Hub ITB in fostering MSME financial inclusion and business growth.

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