

DESCRIPTIVE ANALYSIS OF CUSTOMER PROFILES OF MICRO WAKAF BANK USING THE 4C APPROACH

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ARTICLE INFO

Keywords:

Bank Wakaf Mikro;
Credit Scoring;
Machine Learning;
Non-performing Financing

ABSTRACT

The use of machine learning as an automatic and efficient system for predicting and observing changes in welfare for loan customers approved based on credit scoring, as well as the health of BWM institutions, can increase efficiency in program evaluation. Therefore, the author was interested in conducting a descriptive analysis of the customer profiles of Bank Wakaf Mikro using the 4C approach. In this study, the analysis tools used were descriptive quantitative and qualitative analysis as well as linear regression using the SPSS version 25 program. Based on the results of the research and discussion that has been carried out regarding the descriptive analysis of the customer profiles of Micro Waqf Banks with the 4C approach, it can be concluded that the customer profiles with current financing status which is the target customer of Bank Wakaf Mikro namely female gender, age 36-45 years, minimum education D3, type of side business, length of joining BWM 1-2 years, length of business less than 1 year, number of employees more than 5 people, business license already exists, product license already exists, turnover of more than 2 million rupiah per month, loan amount of more than 250 million rupiah, initial capital of 2.5-5 million rupiah, production pattern with tools, manual packaging techniques, marketing and sales digitally or online, as well as existing and routine financial reports.

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1. INTRODUCTION

The discussion on the economy in Indonesia is quite interesting, because the term economy itself will never die as long as human civilization exists. The term economy covers many aspects, namely trade, capital, and income from various sectors, to the private activities of the people. On a national scale, a good level of economy will make a country more productive, so that existing income can be directly absorbed by sectors that need it for the sake of equitable distribution of the country's progress. A country that is prosperous in terms of economy and income will also have a direct effect on the good quality of life and comfort felt by its inhabitants (Yuliansyah, 2018).

Talking about income, people who have regular jobs and sufficient income will easily meet all kinds of needs and financing in their lives. Both direct financing and financing using third parties such as banks, leasing and other credit institutions. With an adequate source of steady income, the process or flow of funding applications from third parties will run more easily, even until the financing process ends. One of the most important assessment aspects for a financing institution in determining whether or not a financing proposal is approved is the history of funding and compliance in paying from the borrower himself, including the regular income of the creditor (Paramita & Zulkarnain, 2018).

In response to this, the government is trying to work together with various related institutions so that the lower class can enjoy the process of financing by debtors with conditions that are not too burdensome for creditors, which in this case are people with low incomes, ultra-micro, micro, and small businesses. small and medium. The difficulty in accessing funding approval for certain groups of people, which is related to risk management implemented by banking institutions, has prompted the government to cooperate with several parties to make this happen through the establishment of a new funding institution called Micro Waqf Bank (BWM) (Mujiono, 2017).

Micro Waqf Bank itself is an Islamic Microfinance Institution (LKMS) that focuses on financing small communities, and in this case, OJK is working with the National Amil Zakat Institution Bangun Sejahtera Indonesia Maslahat (BSI Maslahat) -formerly Bangun Sejahtera Mitra Umat (Laznas BSM

Umat)- agreed to establish LKMS. The capital scheme of the Micro Waqf Bank is also somewhat unique. Each LKMS will receive around IDR 4 billion to IDR 8 billion from donors, where donors can come from all walks of life or companies with an initial fee of IDR 1 million per person (Muhtarom, 2016) . However, the funds received by the LKMS will not all be channeled into financing, because some will be placed in the form of an endowment fund deposit at an Islamic commercial bank. In Islamic teachings, waqf functions to realize the potential and economic benefits of property for the sake of worship and promote public welfare. This is in line with the objective of establishing the Micro Waqf Agency, namely as an implementation of OJK's big commitment with the government to continue to expand the provision of financial access for the community, especially for the lower middle class, by providing a capital or financing system for people who are not yet connected with formal financial institutions, especially in the boarding school environment (Mia, 2016).

What needs to be considered next is whether opening access to financing for people with middle to lower economic capabilities will automatically increase the welfare of this group. Are there signs or characteristics of customer behavior based on a credit scoring profile that can be linked to an increase in their level of welfare, as well as the health of the Micro Waqf Bank Institution. The use of machine learning as an automatic and efficient system for predicting and observing changes in welfare for loan customers approved based on *credit scoring* , and at the same time the health of the BWM Institution, can increase efficiency in program evaluation. Therefore, the aim of this research is to analyze descriptively the customer profiles of micro waqf banks using the 4C approach.

2. METHOD

This study uses a type of quantitative research . The sample of this study are Micro Waqf Bank customers who have good scores in the 4C assessment, have been BWM customers for at least 1 (one) year, and actively participate in weekly halaqoh activities . The types of data used in this research are primary data and secondary data. Primary data obtained from the results of questionnaires distributed to existing samples. Secondary data comes from financial report data at the National Amil Zakat Institution Bangun Sejahtera Indonesia Maslahat (Laznas BSI Maslahat) and the Financial Services Authority (OJK). The data collection method in this study is by means of library research (Library Research) . This research technique is to collect data by reading books, lecture notes, articles, mass media, and other literature that is directly related to research variables. Research data collection used a questionnaire technique containing a list of questions sent to the respondent in private and filled in confidentially without mentioning the name and identity of the respondent concerned. Data analysis method using SPSS version 25.

3. RESULT AND DISCUSSION

Normality Test Results

The normality test is a test of the normality of the data distribution. The use of the normality test because, in statistical analysis, the assumption that must be owned by the data is that the data must be normally distributed. The meaning of normally distributed data is that the data will follow the shape of a normal distribution (Sugiyono, 2019) . The normality test can be done in two ways, namely with the Normal PP Plot and the Kolmogorov-Smirnov table. Most commonly used is *the Normal PP Plot* . In this study, *the Normal PP Plot was used* . In *the Normal PP Plot* , in principle, normality can be detected by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals.

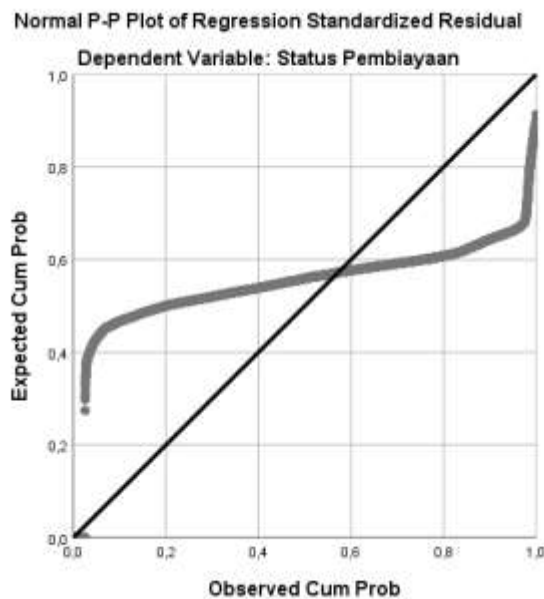


Figure 1 . Normality Test Results

Source: Primary Data Processed by Researchers (2023)

From the Normal PP Plot in Figure 1 , it can be seen that the data points form an S-shape pattern and enter the normal plot of a uniform distribution or are considered consistent with the normal distribution.

Results of Descriptive Statistical Analysis

Based on the results of research conducted on 9,156 respondents, namely Micro Waqf Bank (BWM) customers, it can be seen that the general description of the characteristics of the respondents. Respondent characteristics are used to determine the diversity of respondents. This is expected to provide a fairly clear picture of the condition of the respondents and their relation to the problems and research objectives. For more details, below are presented one by one the general description of the research respondents.

Table 1. Descriptive Statistical Analysis

4C Profile	Indicator	Financing Status		Percentage of Current Payments	NPF rate	
		Congested	Fluent			
character	Gender	Man	1	36	97.30%	2.70%
		Woman	230	8,889	97.48%	2.52%
	Age	≤ 25 years	12	635	98.15%	1.85%
		26-35 years	50	1,857	97.38%	2.62%
		36-45 years	75	2,934	97.51%	2.49%
		46-55 years	61	2,352	97.47%	2.53%
		> 55 years	33	1,147	97.20%	2.80%
	Education	SD	113	3,502	96.87%	3.13%
		JUNIOR SCHOOL	HIGH 53	2,170	97.62%	2.38%
		SENIOR SCHOOL	HIGH 60	2,735	97.85%	2.15%
		D3	0	41	100.00%	0.00%
	Business Type	S1	5	477	98.96%	1.04%
		Main	193	6,240	97.00%	3.00%
	Long Joined	aside	38	2,685	98.60%	1.40%
		1-2 years	12	2,481	99.52%	0.48%
	Length of Business	3-4 years	88	4,348	98.02%	1.98%
4-5 years		131	2,096	94.12%	5.88%	
< 1 year		6	803	99.26%	0.74%	
	1-3 years	47	2,069	97.78%	2.22%	

		3-5 years	30	1,735	98.30%	1.70%
		> 5 years	148	4,318	96.69%	3.31%
	Number of employees	There isn't any	228	8,259	97.31%	2.69%
		1-5 people	3	579	99.48%	0.52%
		> 5 people	0	87	100.00%	0.00%
	Business permit	There isn't any	231	8,338	97.30%	2.70%
		Already available	0	587	100.00%	0.00%
	Product License	There isn't any	230	8,800	97.45%	2.55%
		Already available	1	125	99.21%	0.79%
capacity	Turnover	< 500rb	18	1,869	99.05%	0.95%
		500 thousand - 1 million	114	3,325	96.69%	3.31%
		1-2 million	89	2,144	96.01%	3.99%
		> 2 million	10	1,587	99.37%	0.63%
	Loan	< 250 million	231	8,921	97.48%	2.52%
		> 250 million	0	4	100.00%	0.00%
Capital	Initial capital	< 500k	85	3,063	97.30%	2.70%
		500 thousand - 2.5 million	132	4,188	96.94%	3.06%
		2.5-5 million	7	968	99.28%	0.72%
		> 5 million	7	706	99.02%	0.98%
Condition	Production	Manuals	211	7,866	97.39%	2.61%
	Patterns	With tools	20	1,059	98.15%	1.85%
	Packaging	Manuals	219	8,540	97.50%	2.50%
	Engineering	With tools	12	385	96.98%	3.02%
	Marketing and Sales	Manuals	203	7,878	97.49%	2.51%
		Digital/ <i>online</i>	8	580	98.64%	1.36%
		Both of them	20	467	95.89%	4.11%
	Financial statements	There isn't any	229	7,827	97.16%	2.84%
		It's been there but not routine	2	735	99.73%	0.27%
		It already exists and is routine	0	363	100.00%	0.00%

Source: Primary Data Processed by Researchers (2023) ,

Note: Light Gray Color : The highest NPF in each category

Dark Gray Color : The lowest NPF in each category

Lowest Level of Non-performing Financing (NPF).

Based on descriptive statistical analysis, it was found that the level of current payments at Micro Waqf Banks was 97.48%. Results of *profiling* of customers with the lowest level of *non-performing financing* (NPF) which are *the target customers* of Micro Waqf Banks based on indicators, namely female gender, age 36-45 years, education at D3 level, type of side business, length of joining BWM 1-2 years, length of business less than 1 year, number of employees more than 5 people, business license already exists, product license already exists, turnover more than 2 million rupiah per month, loan amount more than 250 million rupiah, initial capital 2.5-5 million rupiahs, production patterns with tools, manual packaging techniques, digital or *online* marketing and sales , as well as existing and routine financial reports.

Customers with the above characteristics have smooth credit payments due to a combination of the following factors:

1) Female gender

While gender is not the only factor that influences credit repayments, research shows that women often tend to be more careful about managing their finances. They tend to be more disciplined in paying bills and making wise use of financial resources, which can contribute to smooth credit payments.

2) Age 36-45 Years

The age of this group often indicates maturity and experience in managing finances and business. They have overcome various financial challenges throughout their lives and have a better understanding of the importance of paying their bills on time.

- 3) Education level at D3
Higher education can enhance their understanding of financial and business management. This can help them plan and manage their finances well, including credit payments.
- 4) Type of Side Business
Having a side business shows that they have an additional source of income. This can help them to deal with delays in credit payments if temporary problems occur in their main business.
- 5) Old Joined BWM 1-2 Years
Customers who have been in contact with the bank for a long time tend to have a good track record in terms of credit payments. Micro Waqf Bank (BWM) has built trust with him during this period.
- 6) Length of Business Less than 1 Year
Even though their venture is relatively new, their long association with BWM means that they have the necessary financial backing to overcome their initial challenges in the business.
- 7) Number of Employees More than 5 People
A large number of employees indicates significant business growth. This can mean that their business has sufficient cash flow to repay the loan smoothly.
- 8) Business and Product Permits Already Exist
Having a business license and a product license shows that they are operating legally and have gone through a serious licensing process. This can build confidence in their ability to run the business and repay the loan.
- 9) Turnover More Than 2 Million Rupiah per Month
A sizable turnover means that their business generates enough revenue to repay loans on a regular basis.
- 10) Loan Amount More than 250 Million Rupiah
With significant loans, they have planned the use of funds carefully to ensure that credit payments remain smooth.
- 11) Initial Capital 2.5-5 Million Rupiah
Having a sizable start-up capital shows commitment and investment in their business, which can help them overcome any financial constraints that arise.
- 12) Production Patterns with Tools
The use of tools in production can increase efficiency, which means they can produce products at lower costs, increase profits, and enable timely credit payments.
- 13) Manual Packaging Techniques
Their selection of manual packaging techniques means they have better control over the quality of their products, which can impact reputation and sales.
- 14) Digital or *Online Marketing and Sales*
Online marketing and sales can open up access to larger markets and increase turnover, which in turn can be used to repay credit.
- 15) Existing and Routine Financial Reports
Existing and regular financial reports provide evidence of transparency and good financial management, which can build banks' confidence in their ability to repay loans on time.

The combination of these characteristics creates the image of a customer who is financially stable, committed to their business, and has a good understanding of financial management. All these factors together contribute to smooth credit payments.

Table 2. NPF Level Categorization

Category	NPF rate	NPF range	4C Profile	Dimensions	Indicator	NPF percentage
good	Low	<1%	<i>character</i>	Education	D3	0.00%
				Long Joined	1-2 years	0.48%
				Length of Business	< 1 year	0.74%
				Number of employees	Number of employees	0.52%
					1-5 people	

Category	Sub-Category	Characteristic	Percentage	
Bad (Bad)	capacity	> 5 people	0.00%	
		Business permit	Already available	0.00%
		Product License	Already available	0.79%
	Capital	Turnover	< 500rb	0.95%
		Loan	> 2 million	0.63%
	Condition	Initial capital	> 250 million	0.00%
		Initial capital	2.5-5 million	0.72%
	character	Financial statements	Initial capital of more than 5 million rupiah	0.98%
		Financial statements	It's been there but not routine	0.27%
	Last education	Business Type	It already exists and is routine	0.00%
		Business Type	Main	3.13%
	Long Joined	Long Joined	4-5 years	5.88%
Length of		> 5 years	3.31%	
Business	Business	SD	3.13%	
	Turnover	500 thousand - 1 million	3.31%	
Initial capital	Initial capital	1-2 million	3.99%	
	Initial capital	500 thousand - 2.5 million	3.06%	
Packaging Engineering Marketing and Sales	Packaging Engineering	With tools	3.02%	
	Marketing and Sales	Both of them	4.11%	

Based on the categorization of NPF levels, 2 categories of *non-performing financing (NPF)* levels were obtained at Micro Waqf Banks, namely the Good category (low NPF level: <1%), and the Bad category (*high* NPF level: >3%) . The results of the NPF level categorization of customers with the highest level of *non-performing financing (NPF)* based on the category of NPF level labeled Good , (low NPF level: <1%) which are *the target customers* of Micro Waqf Banks have several characteristics; namely at D3 level education, the number of employees is more than 5 people, the business license already exists, the loan amount is more than 250 million rupiahs, the financial reports are there and routine, the financial reports are there but not yet routine, the length of joining BWM is 1-2 years, the number employees 1-5 people, turnover of more than 2 million rupiah per month, initial capital of 2.5-5 million rupiah, length of business less than 1 year, product permits already exist, turnover less than 500 thousand per month, and initial capital of more than 5 million rupiahs.

The Highest Level of Non-performing Financing (NPF).

Based on descriptive statistical analysis, it was found that the level of non-performing financing (NPF) at Micro Waqf Banks was 2.52%. Profiling results of customers with the highest level of non-performing financing (NPF) at Micro Waqf Banks, namely male sex, more than 55 years old, last education in elementary school, main business type, 4-5 years old joining BWM, more than 5 years of business 5 years, no employees, no business license, no product license, turnover of 1-2 million rupiah per month, loan amount less than 250 million rupiah, initial capital of 500 thousand - 2.5 million rupiah, manual production pattern, packaging techniques with tools, marketing and sales manually and digitally or online , and do not have financial reports.

Customers with the above characteristics have credit payments that tend to be bad or not smooth due to a number of factors that can make it difficult for them to fulfill their credit payment obligations. The following is an explanation one by one regarding the factors that can cause bad credit payments:

- 1) Male gender
Male gender does not directly affect credit payments, but in some cases, women tend to be more disciplined in managing their finances, which can have a positive impact on smooth credit payments.
- 2) Age Over 55 Years

Older age may indicate that these customers may have physical or health limitations that may affect their ability to manage their business efficiently.

- 3) Last Elementary Education
A low level of education, such as only having graduated from elementary school, can limit their understanding of financial and business management, making it difficult for them to manage business and financial obligations such as credit payments.
- 4) Main Business Type
Owning a main business may indicate that this customer is completely dependent on this business as their main source of income, which can increase financial pressure if the business runs into difficulties.
- 5) Old Joined BWM 4-5 Years
Even if they have been involved for a long time, credit payments can default if their business does not generate enough income to meet payment obligations.
- 6) Old Business More Than 5 Years
Business length that is more than 5 years should be positive, but if during this period their business does not experience significant growth, this can cause financial constraints.
- 7) No Employees
Not having employees means they have to carry a greater workload, and if there are health problems or the inability to work, this can affect their ability to generate sufficient income.
- 8) No business license and no product license
Lacking a business license and product license can mean that they are operating illegally, which can present significant legal and financial risks.
- 9) Turnover 1-2 Million Rupiah per Month
This low turnover is not enough to cover living expenses and existing credit payments.
- 10) Loan Amount Less than 250 Million Rupiah
Even if the loan amount is not large, if their income and business income is limited, credit payments can become a heavy burden.
- 11) Initial Capital 500 Thousand - 2.5 Million Rupiah
Low initial capital may mean they have limited resources with which to overcome financial constraints.
- 12) Manual Production Patterns
The use of manual production patterns means that they require more labor and time to produce goods, which can limit production capacity and income.
- 13) Packaging Techniques with Tools
Device packaging techniques should improve production efficiency, but if revenues are insufficient to cover operational costs, it will not be sufficient to ensure smooth credit payments.
- 14) Marketing and Sales Manually and Digitally or *Online*
While having digital or *online marketing* can open access to a wider market, these customers do not have sufficient skills or knowledge to utilize these strategies effectively.
- 15) Not Having Financial Statements
Without existing and regular financial reports, banks cannot clearly assess a customer's financial ability to repay loans smoothly, resulting in a higher credit risk.

The combination of these factors can make it difficult for customers with the above characteristics to fulfill their credit payment obligations, which can result in bad or non-current credit payments.

Discussion

Based on the results of the research and discussion that has been carried out regarding the descriptive analysis of micro waqf bank customer profiles using the 4C approach, it can be concluded that, based on descriptive statistical analysis, the *non-performing financing* (NPF) rate for micro waqf banks is 2.52%. The profile of the customer with the lowest level of *non-performing financing* (NPF) is the *target customer* Micro Waqf Bank based on indicators, namely female gender, age 36-45 years, minimum D3 education, type of side business, 1-2 years of joining BWM, less than 1 year of business, more than 5 employees, business license has been yes, product permit already exists, turnover of more than 2 million rupiah per month, total loan of more than 250 million rupiah, initial capital of 2.5-5 million rupiah, production pattern with tools, manual packaging techniques, digital marketing and sales or *online*, as well as existing and routine financial reports.

Based on the categorization of NPF levels, 2 categories of non-performing financing (NPF) levels were obtained at Micro Waqf Banks, namely the Good category (low NPF level: <1%), and Bad category (high NPF level: >3%) . The results of the NPF level categorization of customers with the highest level of non-performing financing (NPF) based on the NPF level category, namely in category 1 (low NPF level: <1%) which is the target customer for Micro Waqf Banks, namely the last education D3, the number of employees is more than 5 people , business license already exists, loan amount is more than 250 million rupiah, financial reports are available and routine, financial reports are available but not routine, length of time joining BWM 1-2 years, number of employees 1-5 people, turnover of more than 2 million rupiah per month, initial capital of 2.5-5 million rupiah, length of business less than 1 year, product permits already exist, turnover less than 500 thousand per month, and initial capital of more than 5 million rupiah (Gina & Effendi, 2015).

At Micro Waqf Banks (BWM), the customer's 4C profile will also affect credit risk, including non-performing financing (NPF) (Hidayah & Roisah, 2017). NPF is credit that is not paid on time or is not repaid according to the terms of the agreement. If a customer has a bad 4C profile, then the possibility of an NPF will increase. For example, if a customer has a dubious character, low repayment capacity, insufficient capital, less collateral value, or operates in a bad business environment, the NPF is likely to be higher (Medias, 2017). Therefore, Micro Waqf Bank (BWM) will carefully evaluate customers' 4C profiles to identify potential credit risks. This bank may adopt a more stringent policy in lending to customers with a high-risk 4C profile (Baskara, 2013). In addition, the bank will also monitor loans that have been given to reduce NPF risk, including giving warnings to customers who are experiencing financial difficulties so they can complete payments on time (Daulay, 2016).

By considering the customer's 4C profile, Micro Waqf Bank (BWM) can identify potential customers who have a high NPF risk. This allows banks to take precautionary measures such as increasing loan terms, providing more stringent monitoring of existing credit, or providing advice and guidance to customers facing financial difficulties. Thus, the customer's 4C profile is an important factor influencing NPF at Micro Waqf Banks (BWM).

4. CONCLUSION

Based on the results of the research and discussion that has been carried out regarding the customer profiles of Micro Waqf Banks with the 4C approach , it can be concluded that the profiles of customers with the lowest level of non-performing financing (NPF) are the target customers Micro Waqf Bank has the following criteria are female , age 36-45 years , minimum education D3 , type of side business , length of time joining BWM 1-2 years , length of business less than 1 year , number of employees more than 5 people , business license already exists , product license already exists , turnover of more than 2 million rupiah per month , loan amount of more than 250 million rupiah , initial capital of 2.5-5 million rupiah , production pattern with tools , t manual packaging techniques , marketing and sales digitally or online , financial reports already exist and routinely . Banks may consider giving these customers more access to support services, such as business consulting or *mentoring* , which can assist them in developing and strengthening their businesses. This will increase their chances of business success, which in turn will ensure smooth credit repayments. Banks need to ensure that their internal systems and processes are efficient and responsive to changes in the credit portfolio. This could involve developing more sophisticated methods of credit analysis, *real-time monitoring* of credit performance, and swift action in dealing with customers who begin to show signs of financial distress.

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