

ABSTRACT

The growth of the economy and the business world has created an increase in individual interest in starting entrepreneurial ventures. Through the People's Business Credit Program (KUR) which is supported by the government, Micro, Small and Medium Enterprises (MSMEs) can more easily access financing at affordable interest rates and provide great opportunities for MSMEs to develop their businesses.

the purpose of this study is to determine how much influence brand reputation, quality of customer service, reliable delivery and product innovation have on the success of MSME (Micro, Small and Medium Enterprises) businesses in customers who receive KUR at Bank Rakyat Indonesia (BRI) KCP Rajawali, Bandung City. The method used in this research is quantitative methods and multiple linear regression analysis. The type of data used for this research is primary data taken through the questionnaire distribution method. The population in this study were KUR customers and the number of samples taken in this study was 111 respondents. The sampling technique was carried out using non-probability sampling with a purposive sampling method.

The results of this research are that brand reputation, customer service quality, reliable delivery, and product innovation each have a significant influence on the business success of People's Business Credit (KUR) customers at PT. Bank Rakyat Indonesia KCP Rajawali Bandung City. To achieve business success, the company focuses on maintaining brand reputation, quality customer service, reliable delivery, and appropriate product innovation.

Keywords: *Business Success, People's Business Credit, Product Innovation, Brand Reputation*