ANALISIS PELAKSANAAN PROGRAM KEMITRAAN USAHA KECIL PADA PT JASA RAHARJA CABANG JAWA BARAT (STUDI KASUS PELAKSANAAN PROGRAM KEMITRAAN PADA USAHA KECIL MITRA BINAAN PT JASA RAHARJA CABANG JAWA BARAT PERWAKILAN BANDUNG)

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Abstrak

ABSTRACT PT Jasa Raharja Branch West Java Bandung Representative through coaching and providing capital to small businesses to help develop the business and increase business production trained partners, as well as giving guidance made by PT Jasa Raharja Branch West Java provides a lot of knowledge and advice in running a business partner businesses, so this research aims to determine how the partnership program implementation and development of small businesses assisted partners PT Jasar Raharaja on manufacturing businesses, by measuring the performance of small businesses in the six-dimensional theory of Mel Hudson. This research used a qualitative approach that is both descriptive analysis, the case study strategy. Collecting the data used in this study using interviews, observations and questionnaires. Analysis of the data in this study using Spradley Model. These results indicate after being development partners PT Jasa Raharja Branch West Java Bandung Representative of manufacturing businesses in the six dimensions of small business performance assessment, are the quality dimension increased 150-300%, 40-60% increase flexibility, time increased by 100%, increased finance at a speed of 200-350% and at the product and the process time of 300%, increased customer satisfaction in human resource pasardan access increases the amount of labor. Program forms partnerships dilakukanoleh PT Jasa Raharja Branch West Java, namely (1) Provision of working capital (productive fixed assets), (2) special loans to help partners meet the target in order (3) Guidance in the form of education / training and marketing. Keywords: Program partnership, small business development, small business performance assessment, Qualitative