ABSTRACT

THE INFLUENCE OF QUICKLY SECURE CREDIT AND WORKING CAPITAL TO REVENUE AT POWNSHOP OF REGION OFFICE XI BANDUNG

This analyzed the influence of Quickly Secure Credit and Working Capital to Revenue at Pownshop of Region Office XI Bandung. In the year 2006 – 2010, the conditions that occur in Pownshop showed that in the provision of Quickly Secure Credit each year has increased but the Working Capital and Revenue has decreased at the end of the year. The purpose of this research was to determine how much influence Quickly Secure Credit (X_1) and Working Capital (X_2) to Revenue (Y), either partially or simultaneously.

The method used in this research is descriptive analysis method with quantitative approach. The population used in this research that 50 branches Pownshop report giving money lending, financial statements and financial statement balance sheet income statement during the period of 5 years ie in 2006 until 2010. Elections were conducted with purposive sampling with the amount of data as much as 5 branches Pegadaian for 5 years. Statistical method used was path analysis using SPSS 17.0.

The results showed a partially Quickly Secure Credit no significant effect on Revenue. While significant Working Capital to Revenue. Additionally simultaneously both Quickly Secure Credit and Working Capital to Revenue significant effect. Suggestions for further research, is expected to use other variables that could effect the revenue that there is a positive and significant.

Key words: Quickly Secure Credit, Working Capital, Revenue.