

## ABSTRACT

Nurul Puji Astuti , 2014 THESIS. Title : “Analysis of Perception of SMEs over the Financial Reporting ( Studies on SMEs in Porong Sidoarjo Market)”

Supervisor : Fitriyah , S.Sos . , MM

Keywords : Perception , Financial Statements , SMEs

---

---

Micro, small , and medium enterprises (SMEs) play a very vital role in the development and economic growth . However , despite its achievements , there are still problems faced by SMEs is about financial management in their business such as not accustomed to prepare financial statements . Based on the description , this study was conducted in order to determine empirically the perception of SMEs in Porong Market over financial reporting , to identify the factors that influence the perception of SMEs Porong Market over financial reporting , as well as to determine the effect of the perception of SMEs towards reporting Porong Market finance .

This study uses quantitative methods to the analysis of Partial Least Square (PLS) . The population in this study is Porong Sidoarjo SME Market SMEs with the number 2615 and the number of samples taken by King HerryNomogram table is as much as 245 SMEs .

Conclusion of the results and scoring data summary , SMEs in the Porong Sidoarjo market have a negative perception over the financial reporting . A total of 139 SMEs have a negative perception on the use of financial statements with a percentage of 57 % . In Partial Least Square test can be seen that the factors within (X1) directly affect the perception of SMEs in the Porong Sidoarjo market (Y1) . Thus the factors in the situation (X2) is also directly affect the perception of SMEs in the Porong Sidoarjo market (Y1) . However , the factors in the object (X3) does not directly affect the perception of SMEs in the Porong Sidoarjo market (Y1) . While the perception of SMEs in the Porong Sidoarjo market (Y1) directly affect the financial reporting of Porong Sidoarjo market SMEs (Y2) .