

## ABSTRACT

Zeni aprilia, 2013. *THESIS*. Title: “Analyse of gender discrimination influence to financial performance (Study at Small Medium Enterprises (SMEs) registered in Raden Panji Surosoco operation and SMEs department Malang ).”

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Key Words : *Gender discrimination, experience, financial performance.*

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Generally, SMEs have significant role on moving national economic growth, so it need increasing of SMEs financial performance. The most power factor to financial performance is gender discrimination and experience. It because gender discrimination is different treatment between man and woman that determine the financial performance and also many experiences will increase the financial performance. The aim of this research is to know the influence of gender discrimination and experience variable to the financial performance.

This research used quantitative method. Data is collected by doing interview spread questionnaires for 95 SMEs respondents. The data was analysed by multiple linear regression consists validity and reliability test, classic assumption test, F - test and T- test using SPSS 16.00 for windows.

The result shows both gender discrimination and experiences are significantly influence simultaneously towards financial performance at level of significant 5%. It indicated by probability value which is 0,000 less than 0,05. Partially, gender discrimination is not influence towards financial performance because probability value is 0,477 more than 0,05. And experience is positively influence towards financial performance. It because probability value is 0,000 less than 0,05.