



# Analysis Of The Impact Of Fintech Lending And Kur On The Development Of Micro-Enterprises In Medan City

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## ABSTRACT

This study aims to analyze the relationship between fintech lending and small business loans in providing alternative financial solutions and their impact on the development of micro businesses in Medan. The variables studied include fintech lending and small business loans as independent variables; sales as an intervening variable; and micro business development as a dependent variable. The research data used primary data consisting of 21 subdistricts in Medan City. This study distributed questionnaires to 100 respondents, which were processed using path analysis through the Partial Least Square (PLS) approach. This study was also processed using the Smart-PLS 4 statistical application. The results show that fintech lending and small business loans have a direct, positive and significant effect on sales. Similarly, fintech lending, small business loans, and sales directly have a positive and significant effect on the development of micro businesses in Medan City. In addition, fintech lending and small business loans indirectly increase the development of micro businesses in Medan City through sales.

## INTRODUCTION

The rapid development of science, particularly in the fields of technology and communication in the digital era, is believed to play a key role in changing people's perspectives on responding to various information and electronic service features. This technological and communication development is marked by the development of internet technology. The emergence of internet technology offers a variety of sophisticated features in all fields, making it easier for people to do business and do activities. The increasing number of internet users in Indonesia has encouraged the Indonesian government to try to transform the old system with a system that uses internet technology (Mudawamah, 2020). The number of internet users in Indonesia is predicted to continue to grow in line with various government programs that strive for all Indonesians to be internet literate.

On the other hand, the development of technology that is currently very trendy in the business world and society is Financial Technology or financial technology which is more familiarly called Fintech in financial institutions, according to the definition outlined by the National Digital Research Center (NDRC), financial technology is a term used to refer to an innovation in the field of financial services, where the term comes from the words "financial" and "technology" (fintech) which refers to financial innovation through modern technology (Efriyanto, 2023). Fintech lending/peer-to-peer lending/online loans is the provision of financial services to bring together lenders with borrowers in order to make loan agreements in rupiah currency directly through an electronic system (Endang, 2012). Fintech lending, also known as fintech peer-to-peer lending (lending) or Information Technology-Based Money Lending Services (LPMUBTI), is an innovation in the financial sector that utilizes technology that allows lenders and borrowers to conduct lending transactions without having to meet in person (Fakhirin, 2022).

**Figure 1 Peer To Peer (P2P Lending) Scheme**



Figure 1.1 explains how Peer To Peer (P2P Lending) works on the P2P Lending platform, interactions occur directly between users without a central intermediary. In this case, users, both buyers and sellers, can communicate, exchange information, and complete transactions directly through the platform. The rapid development of FinTech is evident in the development of FinTech in various sectors ranging from payment Start-Ups, lending, financial planning (Personal Finance), retail investment, financing (Crowdfunding), remittances, financial research, and others (Liu, 2024). The FinTech concept adapts technological developments combined with the financial sector in banking institutions, so it is expected to facilitate a more practical and modern financial transaction process, including digital-based financial services that are currently developing in Indonesia, namely payment channel systems, digital banking, online digital insurance, peer to peer (P2P) lending, and crowd funding (Alfira, 2023).

**Table 1 Development Of The Peer To Peer (P2P) Lending Sector In Indonesia**

No	Keterangan	Desember 2021	Desember 2022	Desember 2023	Desember 2024	Maret 2024	Maret 2025
1.	Outstanding Pembiayaan (Rupiah Triliun)	29,88	51,12	59,64	75,02	62,17	80,02
2.	Growth (%) yoy)	95,05	71,09	16,67	29,23	21,85	28,72
3.	TWP (%)	2,29	2,78	2,93	2,37	2,94	2,77

Source: Financial Services Authority, 2025

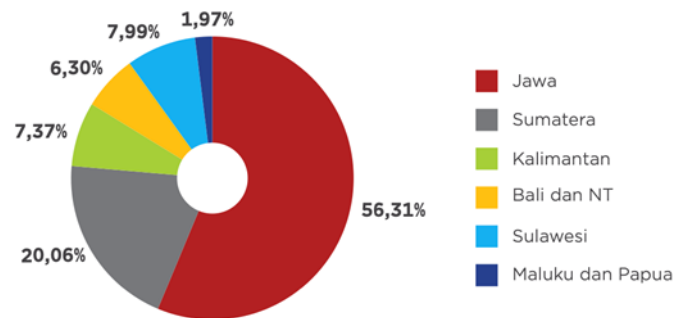
Based on Table 1, the Financial Services Authority (OJK) recorded a significant increase in outstanding financing through fintech peer-to-peer (P2P) lending, from IDR 29.88 trillion in December 2021 to IDR 75.02 trillion in December 2024, with a growth rate of 29.23% year-on-

year (yoy) compared to the December 2023 figure, and maintained a stable level of 2.37%. In March 2025, outstanding financing grew by 28.72% year-on-year to IDR 80.02 trillion. The aggregate non-performing loan risk level (TWP 90) was at 2.77%. The Indonesian public has responded positively to the presence of fintech P2P lending because it offers convenience in various financial transactions, such as time efficiency and comprehensive services. This large outstanding figure indicates that fintech lending is increasingly popular, which also encourages the continued growth of fintech in Indonesia. The rapid growth of the financial technology industry, especially Peer To Peer Lending in Indonesia, is very encouraging and has been welcomed with great enthusiasm (Lulu, 2024).

North Sumatra Province is one of Indonesia's provinces with significant economic growth, with growth reaching 4.94% year-on-year (yoy) in the third quarter of 2023. Several potential businesses in North Sumatra Province focus on agriculture, trade, the creative industry, tourism, technology and information, health and beauty, small-scale industries and manufacturing, and cooperatives. Based on data from OJK (2024), the number of active recipient accounts in September 2023 was 675,079 accounts, increasing to 829,005 accounts in September 2024, indicating the rapid development of the people of North Sumatra increasingly enthusiastically accepting Peer To Peer Lending as a funding solution, outstanding of 1,570.44 billion in the September 2023 period experienced an increase within a period of 1 year to 2,467.93 billion. This significant increase explains the ease of the process of using Peer To Peer, with the TWP 90 condition at 2.33% in September 2023 and experiencing a decrease of 1.46% in September 2024, this illustrates a fluctuation that is not only stable but very good. The number of accounts held by lenders in September 2023 was 18,238, increasing to 32,095 in September 2024. The total amount of funds disbursed was IDR 35.99 billion in September 2023 and IDR 38.49 billion in 2024 (OJK, 2024). This phenomenon demonstrates continuous growth and further demonstrates the high demand for Fintech Lending among the people of North Sumatra, particularly in Medan.

Micro-business owners believe that fintech lending is still lacking in setting limits on the amount they receive. This phenomenon also means they still need business capital assistance from the government. One government program to increase access to financing for micro-businesses through financial institutions, through a guarantee scheme, is the People's Business Credit (KUR). (Marfuah, 2019) The government created the KUR program, which provides low-interest capital loans to micro, small, and medium-sized businesses. The funds are 100% provided by KUR implementing banks. The program is intended for productive and deserving Indonesians, with government credit guarantees. This phenomenon also highlights the significant impact KUR has on the sustainability of micro-enterprises.

In Indonesia, in the second quarter of 2024, MSME credit grew by 5.68% (yoy), slowing compared to the previous year's growth of 7.34% (yoy). As of June 2024, MSME credit disbursement accounted for 19.68% of total commercial bank credit, with the focus still on the wholesale and retail trade sector (46.49%), which grew by 2.54% (yoy), slowing from the previous year's 4.75% (yoy). Furthermore, the agriculture, hunting, and forestry sector (17.16%) was the second-largest distributor of MSME credit, with relatively high growth of 11.14% (yoy), although this slowed by 18.37% (yoy) compared to the previous year (SPI, 2024). Despite the slowdown in MSME credit growth, MSME credit quality remained stable, with an NPL ratio below the 5% threshold of 4.04%, a slight increase compared to the previous year's 3.70%. The increase in the NPL ratio primarily occurred in the real estate and corporate services sectors, as well as the fisheries sector, accounting for 4.43% and 1.40% of the total MSME NPL, respectively. The real estate and corporate services sector's NPL ratio increased from 3.67% to 4.62% in the previous year, while the fisheries sector's NPL ratio rose from 3.83% to 4.80% in the previous year. Furthermore, improvements in MSME credit NPLs occurred in the mining and quarrying, construction, and accommodation and food and beverage sectors.

**Figure 2 Distribution of MSME Credit in Indonesia**

Spatially, the majority of MSME credit remains concentrated in Java, accounting for 56.31%, particularly in the provinces of East Java, West Java, and Central Java. Meanwhile, the share of MSME credit in central and eastern Indonesia (Kalimantan, Sulawesi, Nusa Tenggara, Bali, Maluku, and Papua) reached 23.63%.

Based on its growth, the highest MSME credit distribution was in Gorontalo province which grew by 13.79% (yoy), an increase from last year's 11.21% (yoy), followed by MSME credit growth in East Java as the region with the largest portion of MSME credit distribution (15.00%) which grew by 5.70% (yoy), although slowing from the previous year's 8.37% yoy (Indonesian Banking Statistics Publication, 2024).

**Table 2 Number Of Msmes In 8 Cities In North Sumatra Based On Business Capital In 2023**

No.	Kota	Jumlah UMKM	Jumlah Usaha			Tidak Menjawab
			Usaha Mikro	Usaha Kecil	Usaha Menengah	
1.	Medan	12.300	12.279	18	-	3
2.	Pematang Siantar	3.383	3.383	-	-	-
3.	Sibolga	650	650	-	-	-
4.	Tanjung Balai	2.592	2.592	-	-	-
5.	Binjai	2.785	2.737	-	-	48
6.	Tebing Tinggi	2.718	2.718	-	-	-
7.	Padang Sidempuan	1.802	1.793	9	-	-
8.	Gunung Sitoli	2.275	2.275	-	-	-

Data in Table 2 of the Statistics Indonesia (BPS) publication in December 2024 shows that eight cities in North Sumatra have the highest number of MSMEs based on their business capital characteristics. Medan City ranks first with 12,300 MSMEs, including 12,279 micro-enterprises, 18 small-enterprise units, and three non-responding units. This phenomenon demonstrates that MSME development in Medan City is still lagging behind, and the Medan government is focusing on encouraging MSMEs to grow.

The Financial Services Authority (OJK) continues to collaborate with various stakeholders to encourage banks to distribute People's Business Credit (KUR) to MSMEs. KUR distribution in Medan City is dominated by the trade sector, reaching 64%. KUR credit quality is well maintained, with remaining outstanding balances amounting to IDR 25 trillion and KUR credit collectibility maintained at 99.2% in September 2021.

**Figure 3 Data on Fintech Lending, KUR, and Number of Micro Businesses**

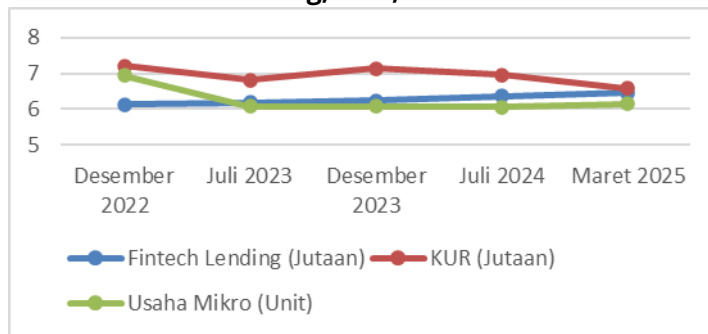


Figure 3 shows that Fintech Lending, People's Business Credit (KUR), and the number of micro-enterprises in North Sumatra Province exhibit distinct patterns. Fintech Lending shows a consistent upward trend, although its value remains relatively small compared to KUR and the number of micro-enterprises. This indicates that the use of digital technology-based financing services is starting to grow and is increasingly accepted by the public, although its contribution to MSME development remains limited. Conversely, KUR disbursement has experienced significant fluctuations. Its value was high in December 2022, but dropped sharply in July 2023, then increased again in December 2023, and then gradually declined again until March 2025. This fluctuation coincided with changes in the number of micro-enterprises, which also decreased drastically in July 2023, then increased again in December 2023, and then declined again in the following period. The pattern of development in the number of micro-enterprises is more in line with the movement of KUR than with Fintech Lending. When KUR disbursement increases, the number of micro-enterprises tends to increase, and conversely, when KUR decreases, the number of micro-enterprises also decreases. This indicates that the People's Business Credit (KUR) remains a key instrument in supporting the sustainability and growth of micro-enterprises in North Sumatra. Meanwhile, although Fintech Lending has shown a positive trend, this increase has not been sufficient to significantly drive micro-enterprise growth during the study period.

This phenomenon creates a research gap. The People's Business Credit (KUR) has been shown to have a strong influence on micro-enterprise development, but its nature remains volatile and is heavily influenced by government policy and community absorption capacity. While Fintech Lending has grown steadily, it has not yet contributed a comparable share to the number of micro-enterprises. Therefore, further research is needed to determine the true extent of Fintech Lending's influence on MSME development compared to KUR. Given this gap, this research is crucial to empirically test the role of these two financing instruments in driving MSME growth in North Sumatra Province.

Despite having sufficient capital and support, many micro-business owners still struggle to scale up their businesses. This often results in short-term survival. One way to increase revenue is to manage sales. Sales are a key indicator of a micro-business' performance and sustainability. In practice, many micro-business owners in Indonesia still face challenges in consistently increasing sales volume and value. This situation certainly hinders decision-making processes related to sales strategies and business growth. However, capital support from fintech lending and the People's Business Credit (KUR) can be used by business owners to implement sales-boosting strategies, such as adding product variety, improving product quality, or conducting digital promotions. According to Tambunan (2019), the main obstacle faced by micro-businesses in increasing sales is limited capital to support production and distribution. With access to capital from fintech lending and KUR, business owners have a greater opportunity to improve their sales performance, both in terms of volume and transaction value. Based on the phenomena that have been described, the researcher is interested in conducting research on the development of micro-enterprises with the title "Analysis of the Impact of Fintech Lending and KUR on the Development of Micro-Enterprises in Medan City".

## LITERATURE REVIEW

Fintech Lending/P2P lending, often referred to as Fintech Peer-to-Peer Lending or Information Technology-Based Money Lending Services (LPMUBTI), is an innovation in the financial sector that utilizes technology to provide loans and borrowers. Practically, P2P lending is the provision of financial services by connecting lenders and borrowers. One of the countries with the largest number of P2P lenders is China, as in 2018, the internet user rate reached 56%, investor funding was quite substantial, and SMEs faced financial demands that banks could not yet obtain. According to Ikhsan Harahap et al. (2021), peer-to-peer lending is the provision of financing online, which is often described as bridging the gap between those in need of financing and those with excess funds. P2P lending fintech is very beneficial because it provides alternative funding for the community.

According to OJK Regulation No. 77/POJK.01/2016, fintech lending/peer-to-peer lending/P2P lending is a money lending service in rupiah currency directly between creditors/lenders (lenders) and debtors/borrowers (borrowers) based on information technology. Based on Regulation of the Coordinating Minister for Economic Affairs Number 6 of 2020, People's Business Credit (KUR) is credit/financing for working capital and/or investment to individual/individual debtors, business entities, and/or business groups that are productive and viable but do not have additional collateral or additional collateral is insufficient. Based on Regulation of the Minister of Finance Number 135/PMK.05/2008 concerning People's Business Credit Guarantee Facilities, the meaning of KUR is Credit or financing to MSMEs-K (Micro, Small, Medium Enterprises-Cooperatives) in the form of providing working capital and investment supported by guarantee facilities for productive businesses. In simple terms, People's Business Credit or KUR is working capital or investment financing aimed at Micro, Small, and Medium Enterprises and Cooperatives (MSMEs) in the productive business sector.

## METHODS

This research uses a quantitative research approach, with the scope of the research being regarding Fintech Lending and KUR towards development Micro Enterprises in Medan City. This research was conducted in Medan City, the capital of North Sumatra Province, located on the island of Sumatra, in the Republic of Indonesia. The variables studied include fintech lending and micro-enterprise credit as independent variables; sales as an intervening variable; and micro-enterprise development as the dependent variable. The population in this study was all micro-businesses using fintech lending and KUR in Medan. The sample size used was 100 individuals, using the Lemeshow formula.

The research data used primary data from 21 sub-districts in Medan City. This study distributed questionnaires to 100 respondents, which were analyzed using path analysis using the Partial Least Squares (PLS) approach. This study was also analyzed using the Smart-PLS 4 statistical application.

## RESULTS

### Validity Test Results

**Table 3 Validity Test Results with Discriminant Validity**

Variables	Average Variance Extracted(AVE)	Information
<i>Fintech Lending</i> (X1)	0.649	Valid
KUR (X2)	0.707	Valid
Sales (Z)	0.645	Valid
Micro Enterprises (Y)	0.626	Valid

The table presents the results of validity testing by looking at the Average Variance Extracted (AVE) value based on the variables Fintech Lending (X1), KUR (X2), Sales (Z), and Micro Enterprises (Y). It is known that the AVE value for the Fintech Lending variable (X1) is 0.649, the AVE value for the KUR Value variable (X2) is 0.707, the AVE value for the Sales variable (Z) is 0.645, and the AVE value for the Micro Enterprises variable (Y) is 0.626. Because the AVE value of all variables is above 0.50, it can be concluded that all variables have met the validity requirements based on the discriminant validity value.

**Reliability Test Results**

**Table 4 Reliability Test Results with Composite Reliability Values**

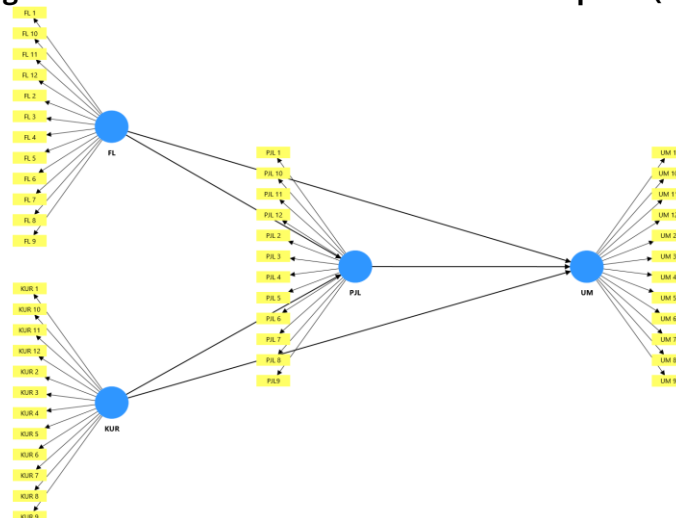
Variables	Composite Reliability	Information
Fintech Lending(X1)	0.954	Reliable
KUR (X2)	0.965	Reliable
Sales (Z)	0.950	Reliable
Micro Enterprises (Y)	0.948	Reliable

The table presents the results of reliability testing by looking at the Composite Reliability value based on the variables Fintech Lending (X1), KUR (X2), Sales (Z), and Micro Enterprises (Y). It is known that the Composite Reliability value for the Fintech Lending variable (X1) is 0.954, the Composite Reliability value for the KUR variable (X2) is 0.965, the Composite Reliability value for the Sales variable (Z) is 0.950, and the Composite Reliability value for the Micro Enterprises variable (Y) is 0.948. Because the Composite Reliability value of all variables is above 0.70, it can be concluded that all variables have met the reliability requirements based on the Composite Reliability value.

**Partial Least Square (PLS) Analysis**

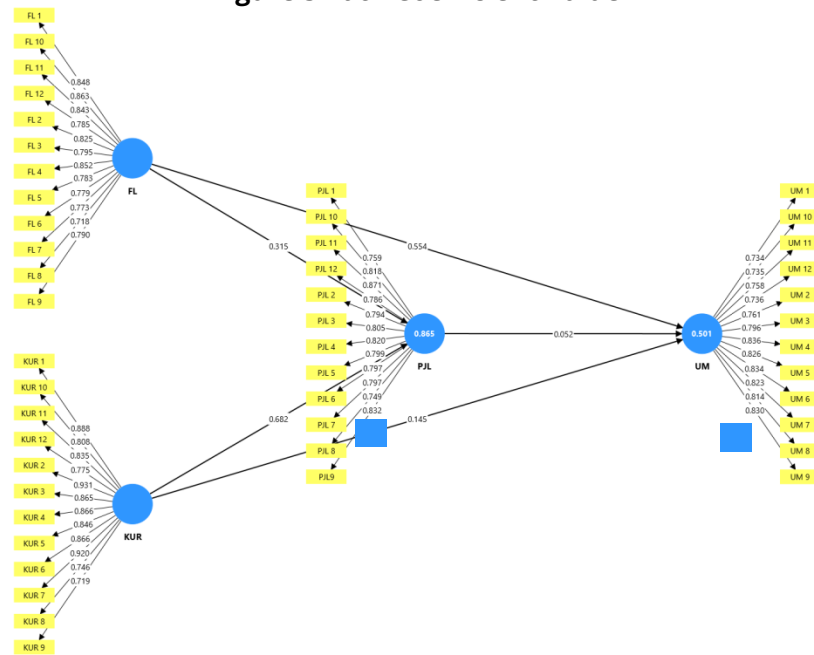
The exogenous variables in this study are Fintech Lending (X1) and KUR (X2). The endogenous variable is Micro Enterprises (Y), and the intervening variable is Sales (Z). The Partial Least Squares (PLS) research model is described as follows:

**Figure 4 Research Model with Partial Least Square (PLS)**



**Hypothesis Test Results**

**Figure 5 Path Coefficient Value**



Based on Figure 5, the structural equation formed is as follows.

$$\begin{aligned} \text{Sale} &= 0.315 \text{ Fintech Lending} + 0.682 \text{ KUR} + e_1 \\ \text{Micro Enterprises} &= 0.554 \text{ Fintech Lending} + 0.145 \text{ KUR} + 0.052 \text{ Sales} + e_2 \end{aligned}$$

**Table 5 Hypothesis Test Results**

	Original Sample (O)	Standard Deviation (STDEV)	T Statistic ( O/STDEV)	P Values
FL → UM	0.554	0.186	2,970	0.003
KUR → UM	0.145	0.194	2,048	0.045
PJI → UM	0.052	0.230	1,822	0.048
FL → PJI	0.315	0.075	4,208	0.000
KUR → PJI	0.682	0.076	8,931	0.000
FL → PJI → UM	0.016	0.078	2,210	0.038
KUR → PJI → UM	0.035	0.155	2,227	0.038

**Coefficient of Determination (R2)**

**Table 6 Coefficient of Determination (R2) Value**

Variables	Adjusted R-Square
Sale	0.862
P. Micro Enterprises	0.786

Table 6 shows that the Sales variable is 0.862. Based on the existing criteria, since the coefficient of determination is greater than 0.67 (0.862 > 0.67), the Fintech Lending (X1) and People's Business Credit (X2) variables have a high category relationship with the Sales variable (Z), namely 86.2%. The Fintech Lending (X1) and People's Business Credit (X2) variables have a high category relationship with the Micro Business Development variable (Y), namely 78.6%.

**Effect Size (f2)****Table 7 Influence Size Value (f2)**

Variables	Effect Size PJL	Effect Size UM
<i>Fintech Lending</i>	0.377	0.328
KUR	0.564	0.408
Sale		0.201

The value of the influence size (f2) of the exogenous variable on the endogenous variable can be seen in the Demand Effect Size column in Table 4.7. The influence of each exogenous variable can be explained as follows:

1. *Fintech Lending*(X1) has an influence size value (f2) on Sales (Z) of 0.377. So it can be explained that *Fintech Lending* (X1) has a high category relationship with Sales (Z) namely with a relationship of 37.7% as an exogenous variable in the research model conducted.
2. People's Business Credit (X2) has an influence size value (f2) on Sales (Z) of 0.564. Therefore, it can be explained that People's Business Credit (X2) has a high category relationship with Sales (Z), namely with a relationship of 56.4% as an exogenous variable in the research model conducted.
3. *Fintech Lending*(X1) has an influence size value (f2) on the Development of Micro Enterprises (Y) of 0.328. So it can be explained that *Fintech Lending* (X1) has a moderate relationship with the Development of Micro Enterprises (Y), namely with a relationship of 32.8% as an exogenous variable in the research model conducted.
4. People's Business Credit (X2) has an influence size value (f2) on the Development of Micro Enterprises (Y) of 0.408. Therefore, it can be explained that People's Business Credit (X2) has a moderate relationship with the Development of Micro Enterprises (Y), namely with a relationship of 40.8% as an exogenous variable in the research model conducted.
5. Sales (Z) has an influence size value (f2) on the Development of Micro Enterprises (Y) of 0.201. So it can be explained that Sales (Z) has a moderate relationship with the Development of Micro Enterprises (Y), namely with a relationship of 20.1% as an exogenous variable in the research model conducted.

**DISCUSSION****The Relationship of Fintech Lending (FL) to Sales**

The results of this study have answered the research problem formulation, namely that *Fintech Lending* has a direct relationship with sales with an influence size of 37.7%. The path coefficient from *Fintech Lending* (X1) to Sales is positive at 0.315, meaning that every increase in *Fintech Lending* will increase sales by 0.315.

**The Relationship between People's Business Credit (KUR) and Sales**

The results of this study have answered the problem formulation that People's Business Credit has a direct relationship to sales with an influence size of 56.4%. The path coefficient of People's Business Credit (X2) on Sales is positive at 0.682, this means that every increase in People's Business Credit will increase sales by 0.682.

**The Relationship between Fintech Lending (FL) and the Development of Micro-Businesses**

The results of this study have answered the problem formulation that *Fintech Lending* has a direct relationship to the development of micro-enterprises with an influence size of 32.8%. The path coefficient from *Fintech Lending* (X1) to the Development of Micro-Enterprises is positive at 0.554, this means that every increase in *Fintech Lending* will increase the development of micro-enterprises by 0.554%.

### **The Relationship between People's Business Credit (KUR) and Micro Enterprises**

The results of this study have answered the problem formulation that People's Business Credit has a direct relationship to the development of micro-enterprises with an influence size of 40.8%. The path coefficient of People's Business Credit (X2) on the Development of Micro-Enterprise Sales has a positive value of 0.145, this means that every increase in People's Business Credit will increase the development of micro-enterprises by 0.145%.

### **Relationship of Sales to Micro Enterprises**

The results of this study have answered the problem formulation that the People's Business Credit Sales have a direct relationship to the development of micro-enterprises with an influence size of 20.1%. The path coefficient from Sales (Z) to the Development of Micro-Enterprises Sales has a positive value of 0.052, this means that every increase in sales will increase the development of micro-enterprises by 0.052%.

### **The Relationship of Fintech Lending (FL) to Micro-Businesses Through Sales**

The results of this study have answered the problem formulation that Fintech Lending indirectly has a relationship with the Development of Micro Enterprises through Sales. The path coefficient from Fintech Lending (X1) to the Development of Micro Enterprises through Sales is positive at 0.016. This means that when viewed through sales, every increase in Fintech Lending will increase the development of micro enterprises by 0.016%. Fintech Lending influences the development of micro enterprises indirectly through increased sales, because access to capital increases production capacity and marketing strategies which then increase sales, which ultimately encourages business development.

### **The Relationship of People's Business Credit (KUR) to Micro Enterprises Through Sales**

The results of this study have answered the problem formulation that indirectly, People's Business Credit has a relationship with the Development of Micro Enterprises through Sales. The coefficient of the People's Business Credit path (X2) on the Development of Micro Enterprises through Sales is positive, namely 0.035. This means that when viewed through sales, every increase in People's Business Credit will increase the development of micro enterprises by 0.035%. KUR influences the development of micro enterprises indirectly through sales, because additional capital from KUR strengthens operational capacity, increases sales, and then has an impact on business growth.

## **CONCLUSION**

1. Fintech lending directly impacts micro-business sales in Medan City by 37.7%. This demonstrates that fast and flexible access to capital through fintech platforms can increase business turnover and competitiveness.
2. People's Business Credit (KUR) has a direct positive impact on sales of micro-entrepreneurs in Medan City, with a 56.4% impact. This government-subsidized financing scheme provides businesses with the opportunity to increase production and sales volumes with relatively low interest rates.
3. Fintech lending directly impacts the development of micro-enterprises in Medan City, with a 32.8% impact. Additional capital from fintech helps businesses expand production capacity, add workers, and broaden market reach.
4. People's Business Credit (KUR) has a direct positive impact on the development of micro-enterprises in Medan City, with a 40.8% impact. People's Business Credit (KUR) helps improve business sustainability by providing opportunities for business actors to expand and invest in the medium term.

5. Sales directly impact the development of micro-enterprises in Medan City by 20.1%. This reinforces the role of sales as a key indicator of business growth, where increased turnover reflects improved overall business performance.
6. Indirectly, through increased sales, Fintech Lending has a positive impact on the development of micro-enterprises in Medan. With adequate additional capital, entrepreneurs can expand production capacity, improve product quality, and ultimately drive business growth.
7. Indirectly, through increased sales, People's Business Credit (KUR) has a positive impact on the development of micro-enterprises in Medan. The loans provided enable businesses to expand inventory, improve product quality, and enhance competitiveness, thus impacting business growth.

## SUGGESTION

1. Based on the results of the questionnaire, it is hoped that this study will serve not only as an additional academic reference but also as a self-evaluation tool for deepening economic studies, particularly regarding the role of Fintech Lending and KUR in supporting micro-enterprises. Researchers need to continue developing their theoretical and methodological understanding to further refine and comprehensive their research. Furthermore, it is crucial for researchers to enrich their practical insights through direct field observations, ensuring that research findings are more applicable and relevant to the needs of the community and policymakers.
2. Based on the results of the questionnaire, micro-business owners are expected to utilize Fintech Lending and KUR facilities wisely, particularly to increase working capital, improve product quality, and expand marketing strategies, thereby increasing sales and accelerating business development.

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