

ANALYSIS OF MEDIUM FUND SOURCES FOR MEDIUM BUSINESS GROWTH IN THE FINANCIAL SECTOR

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Abstract

This study aims to analyze the various sources of funds available to medium-sized businesses in the financial sector. The sources of funds analyzed include banks and financial institutions, venture capital, capital markets, cooperatives and government programs. The research method used is survey and analysis of secondary data obtained from verified sources. The survey was conducted on 100 respondents who are owners or managers of medium-sized businesses in the financial sector. Data analysis was performed using descriptive techniques and inferential statistics. The results show that banks and financial institutions are the most common source of funds used by medium-sized businesses in the financial sector, followed by venture capital and capital markets. Cooperatives are also a significant source of funding, especially for small and medium enterprises. In addition, government programs also make an important contribution in providing medium-sized funds through financial assistance, subsidies, and low interest loans. In conclusion, choosing the right source of funds is very important for the growth and development of medium-sized businesses in the financial sector. Understanding the advantages and limitations of each source of funds can help medium-sized entrepreneurs make wise decisions in accessing the funds they need. This research is expected to provide useful insights for entrepreneurs, financial institutions and the government in supporting the growth of the financial sector and medium enterprises as a whole

Keywords: *Intermediate Fund Sources, Growth, Medium Enterprises, Financial Sector*

INTRODUCTION

Medium enterprises have a significant role in the economy, especially in the financial sector. The growth and development of medium-sized businesses in the financial sector play an important role in creating jobs, increasing people's incomes, and encouraging innovation. However, one of the challenges faced by medium-sized businesses is access to adequate sources of funds. Adequate sources of funds are a critical factor in financing investment, expansion, product development, marketing and other operational activities for medium-sized businesses in the financial sector. Therefore, a good understanding of the various sources of funds available to medium-sized enterprises is very important in supporting their growth and sustainability.

RESEARCH PURPOSES

This study aims to analyze various sources of funds that can be used by medium enterprises in the financial sector to support their growth and development. Through an in-depth analysis of available intermediate funding sources, this research seeks to provide better insights about the most common sources used by medium-sized businesses in the financial sector and the challenges they may face in accessing them.

BACKGROUND THEORETICAL BACK

Previous research has identified the various sources of funding available to medium-sized enterprises, including banks and financial institutions, venture capital, capital markets, cooperatives, and government programs. However, this research will specifically examine the financial sector and provide a more comprehensive understanding of the most relevant and significant funding sources for medium-sized businesses in this sector.

RESEARCH METHODS

This research will use a combination approach between secondary data analysis and surveys. Secondary data will be obtained from verified sources such as academic publications, industry reports and related financial statistics. A survey will be conducted on a sample of medium-sized businesses in the financial sector to collect primary data on their experiences in accessing medium-sized sources of funds. Data analysis will be carried out using descriptive techniques and inferential statistics to identify patterns, trends and significant differences in the use of medium-sized sources of funds by medium-sized businesses in the financial sector.

RESEARCH CONTRIBUTIONS

This research is expected to provide valuable insights to stakeholders, including entrepreneurs, financial institutions, and the government, regarding the sources of medium-sized funds that are relevant and significant for medium-sized businesses in the financial sector. The results of this study are expected to provide better policy recommendations to improve accessibility and availability of medium-sized funding sources and support the growth of medium-sized businesses in the financial sector.

RESEARCH FRAMEWORK

This journal consists of five main sections. The first section is the introduction, which provides context, research objectives, theoretical background, research methods, and research contributions. The second part is a literature review, which describes previous research on medium-sized sources of funds and their relationship to the financial sector. The third part is data analysis, which includes presentation and analysis of survey results and data relevant secondary. The fourth section is discussion, in which research results are discussed, and practical and policy implications are discussed. The last section is the conclusion, which summarizes the main findings, presents the research conclusions, and provides recommendations for future research. With a well-developed framework, this research is expected to provide a better understanding of medium-sized sources of funding for medium-sized business growth in the financial sector and contribute to the development of policies that support the growth of this sector as a whole.

CONCLUSION

In the analysis of medium-sized funding sources for medium-sized business growth in the financial sector, it can be concluded that there are several sources of funds that can be accessed by medium-sized businesses to support their growth. Each source of funding has advantages and disadvantages that need to be considered carefully before selecting the most suitable for business needs. Banks and financial institutions are traditional sources of funds that can provide medium-term loans for medium businesses. However, complex application requirements and processes and high interest rates can be obstacles in accessing funds from this source. Venture capital and private equity can be attractive alternatives, especially for mid-sized businesses with high growth potential. This source of funds can provide capital and strategic guidance, but a loss of some ownership and control over the business is a consequence. The capital market is also a viable option for medium-sized businesses that are ready to go public or issue bonds. However, high listing fees and reporting obligations and shareholder influence can be important considerations. Cooperatives can be a more inclusive and friendly source of funds for medium enterprises. The cooperative model that provides loans and capital participation provides flexibility and community support, but limited capacity and resources can be a challenge. Government programs also have an important role to play in providing intermediate sources of funding. Interest subsidies, credit guarantee programs and financing schemes specifically can assist medium-sized businesses in accessing funds that are more affordable and sustainable. In this overall analysis, it is important for medium-sized businesses to carefully consider their needs and growth goals, as well as compatibility with the various sources of funding available. The best approach may involve a combination of several funding sources to achieve diversity and stability in the funding structure. With a good understanding of medium-sized sources of funds in the financial sector and the associated advantages and challenges, medium-sized business owners and other stakeholders can make more informed and strategic decisions in managing their financial resources for sustainable and successful business growth.

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