

## **ABSTRACT**

### **THE INFLUENCE OF BUSINESS DEVELOPMENT SERVICES (BDS) PROGRAM TOWARD THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMEs) MANAGERS IN EAST JAVA**

**IMRON ROSYADI**

Indonesian as a the new industrial countries (NICs), Small And Medium Enterprises (SMEs) has significant contribution to gross national product. But there are many weakness related to SMEs both in human resources aspect and in other production resources aspect. Cooperation and Small And Medium Enterprises Departement develops a program for reducing the problem of Small And Medium Enterprises (SMEs). This research has purposes to analyze and observe the influence of Business Development Services (BDS) program toward the performance of Small And Medium Enterprises (SMEs) managers In East Java.

As explanatory research, this research using 100 sample of small and medium enterprises (SMEs) managers in East Java. Dependent variable (Y) is performance and the Independent variable (X) is Business Development Services (BDS) program, which divide into Planning aspect (X1), Implementation aspect (X2) Development aspect (X3) and Motivation aspect (X4). Data gathering process is run by observation and interview by spreading questionnaires to respondents that chosen randomly. The collected data then processed after editing, coding, and tabulation. The data analyzed by using multiple regression analysis model that processed through SPSS program.

The result of this research simultaneously illustrate that Business Development Services (BDS) program have influence to manager performance of Small And Medium Enterprises (SMEs) In East Java. There is significant influence between planning aspect (X1) and development aspect (X2) to performance of managers. But implementation aspect (X2) does not have any influence toward performance of managers.

**Key Words :** Business Development Services (BDS) program, Small And Medium Enterprises (SMEs), and performance.