

ABSTRACT

This study aims to determine the measure of reliability of financial information on micro business units that do not have financial statements. The case study conducted at Kebonsari Unit of Bank Rakyat Indonesia focuses on the type of Ultra Micro (UMi) loan which BRI itself has a role in helping MSMEs in combating plecit bank loans with unsecured low interest loans for MSMEs.

This research was conducted using the interview method with BRI's employee, especially the Head of Unit and Mantri. Apart from the interview method, this research uses supporting documents in describing this research.

The results of this research show that the reliability of financial information will be verified by direct visits and surveys to customers. This is done because the data provided by customers through direct visits and surveys is reliable. In the absence of financial statements, non-financial factors become very important in making credit decisions. Especially the aspects of trust and reputation, in accordance with trust theory which bases trust can build a good relationship between customers and the bank.

Keywords: Reliability of financial information, financial statements, Micro and medium enterprises (MSMEs), Ultra Micro (UMi)