

V. CONCLUSION, LIMITATION, SUGGESTION

5.1 Conclusions

Based on the results of multiple linear regression analysis that has been done, it can be concluded that:

1. Ethnic culture calculated through indicators and determined by Likert scale as a measurement scale has a positive and significant influence on SMEs performance in Banyumas and Cilacap Regencies.
2. The level of education has a positive but not significant influence on the SMEs performance in Banyumas and Cilacap Regencies.
3. Information and communication technology calculated through indicators and determined by Likert scale as a measurement scale has a positive and significant influence on SMEs performance in Banyumas and Cilacap Regencies.

5.2 Implication

1. Theoretically, the contribution of this research is that ethnic culture shows the attitude and behavior of a person in running his business. In this study, a high ethnic culture shown by the actions and behavior of a person in the daily activities tend to affect the performance of his/her business which is determined by the value of Return On Assets (ROA). The level of education is shown by the last education taken by the respondent. This study shows that the level of education has an insignificant effect on the performance of SMEs. It means, the higher education level is uncertain

will produce a better performance of SMEs. Information and communication technology computerized device that can process, transfer, and receive data electronically, is used in business activities. This study shows that the technology enables the owner or manager of SMEs to improve the SMEs performance.

2. Practically, the contribution of this research is that ethnic culture, education level, and information and communication technology have an effect on SME performance, so that the owners or managers are expected to consider these three factors if they want to improve the company's financial performance. Financial performance can signal to investors or creditors in investing or lending funds for the development of the company.

5.3 Limitations and Suggestions

Some limitations affect the results of research and need to be developed in subsequent research. Limitation of this research is that the company sampled in the research is a company running on trade sectors in Banyumas and Cilacap Regencies. Furthermore, it can be done by taking samples from companies engaged in different sectors, with a wider research location. This study uses ROA as an indicator of SMEs performance, then it can use other indicators to determine the value of SMEs performance. This study uses formal education as indicator for level of education variable, then it can use other indicators to determine the level of education.