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Article

Analyzing the impact of customer compliance on credit collectibility among people's business credit (KUR)

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ABSTRACT

Access to financing remains a major challenge for micro, small and medium enterprises (MSMEs) in rural Indonesia. The People's Business Credit (KUR) program is present as a government effort to expand access to financing, but credit performance, especially the collectability level is still a concern. This study aims to analyze the effect of customer compliance on the level of credit collectibility of KUR recipients in Lekopancing Village, Maros Regency. This research used an explanatory quantitative approach with a sample size of 200 respondents taken by simple random sampling from a population of 415 KUR customers. The data analysis technique used was Structural Equation Modeling (SEM) with the help of AMOS software. The results showed that customer compliance had a positive and significant effect on the level of credit collectibility (standardized coefficient = 0.68; $p < 0.001$), indicating that the higher the level of compliance, the better the credit quality as reflected in the collectability classification. This finding corroborates the theoretical link between debtor behavior and credit risk management, particularly in the context of rural banking. This study provides an empirical contribution at the micro level that has been under-explored, and emphasizes the importance of improving customer compliance in supporting the sustainability of inclusive financing programs such as KUR. Future research is recommended to explore the application of a mixed-method approach, which combines quantitative and qualitative data, to gain a more thorough understanding of compliance behavior and credit risk.

Keywords:

Credit collectibility
Customer compliance
People's business credit (KUR)
Structural equation modeling (SEM)

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Introduction

The development of micro, small and medium enterprises (MSMEs) in Indonesia plays a strategic role in driving national economic growth, especially in driving the economy of communities in rural areas (Dasaraju et al., 2020; Saputra & Darmawan, 2023). However, one of the main obstacles still faced by MSME actors is limited access to business capital (Agustina et al., 2021; Marwanto et al., 2023). This condition causes many potential businesses to not be able to develop optimally because they are hampered by limited sources of funds (Alfharobby & Prayoga, 2024; Tambunan et al., 2022). To overcome this challenge, the government took an active role through banking institutions by presenting the People's Business Credit (KUR) program (Latifah & Sofiani, 2024; Suryawati et al., 2024). This program is a form of policy intervention that aims to expand access to financing to productive business actors who are feasible but do not have sufficient collateral (Moeda et al., 2024; Tias & Rohmah, 2024). KUR is designed to be more inclusive, reaching business sectors that have not been maximally served by the formal financial system (Lutfiana et al., 2024; Tias & Rohmah, 2024).

In its implementation, Bank Rakyat Indonesia (BRI) has become one of the most active financial institutions in channeling KUR to various regions in Indonesia, including remote and rural areas.

Although the Kredit Usaha Rakyat (KUR) program has been proven to make a positive contribution in driving local economic growth and expanding access to financing for small businesses, credit collectibility issues are still a serious concern that could affect the long-term effectiveness of this program (Sikumbang, 2024; Sinha et al., 2024). Credit collectibility refers to the classification of credit quality based on the level of compliance of debtors in making timely payments of principal and interest installments, as regulated in POJK No. 40/POJK.03/2019 and PBI No. 14/15/PBI/2012 (Khotimah et al., 2025; Setyawan, 2023). Through this classification, banks can assess the extent to which the risk of default may occur and prepare loan loss reserves to anticipate potential losses incurred.

Low collectibility not only affects the financial stability of the lending bank, but also reflects the low level of compliance of the debtor in fulfilling payment obligations in accordance with the agreed credit agreement (Yandra & Maidani, 2021). In other words, customer compliance in repaying their credit obligations is an important indicator in assessing the quality of the credit portfolio and the risks faced by financial institutions (Khine, 2023; Riro & Mbuva, 2023). Furthermore, this level of compliance also determines the success of KUR as an instrument for community economic empowerment (Nurfatikhah et al., 2025; Purnawan et al., 2023). If debtors are not compliant and credit cannot be collected smoothly, then the initial objective of the KUR program to increase productivity and community welfare will be difficult to achieve (Arjawa et al., 2023; Setyawan, 2023). Therefore, understanding the relationship between credit collectibility and customer compliance is very important, both for the purposes of banking risk management and for evaluating the KUR program policy as a whole.

Customer compliance is defined as an individual's willingness to fulfill loan repayment obligations in accordance with the terms of a credit agreement, without external coercion or the imposition of sanctions. Compliance serves as a crucial indicator of the debtor's integrity and sense of responsibility in their financial relationship with banking institutions. A study by Megaputri & Astawa (2023) and Simpson & Evens (2024) found that customer compliance is influenced by two main factors, internal factors such as personal motivation and ethics, and external factors including supervision mechanisms and the application of sanctions. Similarly, Hassan & Yahya (2020) reported that higher levels of compliance are directly associated with smoother repayment performance in microcredit programs. These findings indicate a functional relationship between customer compliance and credit collectibility, which can be explained through the lenses of behavioral finance and credit risk management.

Although the theoretical relationship between customer compliance and credit collectibility has been widely discussed in the literature, a significant empirical gap remains, particularly within the context of rural areas, where socio-economic characteristics differ markedly from those in urban environments. Most existing research tends to focus on evaluating the effectiveness of the People's Business Credit (KUR) program in increasing income or supporting economic empowerment (Alfinuri, 2025; Latifah & Sofiani, 2024). However, there is limited attention given to the specific dimensions of repayment compliance and credit quality. Furthermore, previous studies have generally relied on aggregate data and have not examined the relationship between these two variables at the micro level, such as within individual villages where borrowers are clearly identified.

Lekopancing Village in Maros Regency is one such rural area, where the majority of the population relies on agriculture, plantations, and livestock as their primary sources of income. According to data from Bank Rakyat Indonesia (BRI) as of May 2024, there are 415 active KUR borrowers in the village, with loan amounts ranging from IDR 5 million to IDR 50 million. Despite this, there is a lack of academic and policy-based information that explores in depth the repayment behavior and collectibility classification of these borrowers. This highlights a research gap that can be further investigated through empirical study.

This research was conducted to address this gap with the aim of examining in depth the relationship between credit collectibility and the level of compliance of KUR customers in Lekopancing Village, Kabupaten Maros. The main focus of this study is on two crucial aspects, namely how the pattern of KUR loan repayments by debtors reflects the classification of credit collectibility as determined by the banks and the extent to which the level of compliance of customers in fulfilling their repayment obligations is influenced by the characteristics of the business being run as well as local socioeconomic factors. As such, the results of this study are expected to provide a valuable empirical contribution to the development of microcredit policy and risk management in the banking sector, particularly in rural contexts that are often less accessible to previous studies.

Methods

This research adopts a quantitative explanatory design (Sugiyono, 2022), aimed at examining the causal relationship between credit collectibility and customer compliance within the People's Business Credit (KUR) program. This approach aligns with the positivist paradigm and is intended to test the formulated hypothesis through statistical analysis, using Structural Equation Modeling (SEM).

Population and Sample

The study was conducted in Lekopancing Village, Maros Regency, with a focus on Bank Rakyat Indonesia (BRI) Tanralili Unit as the primary KUR distributor. The population consisted of 415 KUR customers recorded as of May 2024. A simple random sampling technique was employed to ensure each member of the population had an equal chance of selection. The sample size was determined to be 200 respondents, which meets the minimum requirement for SEM analysis. The adequacy of this sample size was guided by SEM standards and further validated using G*Power analysis considering the number of latent constructs and indicators involved.

Variable and Instrumentation

The two main variables in this study are: (1) Credit Collectibility (X), operationalized through two dimensions: Performing Loan (PL) and Non-Performing Loan (NPL), with indicators developed from POJK No. 40/POJK.03/2019; (2) Customer Compliance (Y), defined as adherence to repayment obligations, with indicators adapted from behavioral compliance theories (Wibowo & Suhardjono, 2020; Prasetyo, 2019) including willingness to pay (LIK), rentenership attitude (RENT), and solvency responsibility (SOLV).

A Likert scale (1–5) was used to measure all items. The questionnaire was structured, pilot-tested, and underwent content validity checks through expert judgment. The complete list of indicators, dimensions, scales, and theoretical sources is compiled in an operational variable table.

Hypothesis

This study tests the main hypotheses, namely H1 - Credit collectibility has a significant effect on the compliance of KUR recipient customers in Lekopancing Village. The methodological approach adopted in this research not only ensures the validity and reliability of the statistical analysis used, but also reflects the local economic context in which the study was conducted.

Validity Test

The external validity of the instrument is tested by comparing the criteria in the instrument with empirical facts that occur in the field. Testing the validity of the instrument uses external validity, namely by looking at the correlation between the items and the total score (De Barros Ahrens et al., 2020; Syamsiah, 2020). The correlation coefficient test can be calculated using the Pearson Product Moment correlation with the following formula:

The correlation coefficient (r) obtained is then compared with the critical value of r (rkritik). The critical number for the r value (rcritik) is obtained from the table. If the correlation number obtained is greater than the critical number of the r value (rkritik) used, then the statement can be said to be valid. Meanwhile, if the correlation number obtained is smaller than the critical value of the r value

(rkritik) used, then the statement is said to be invalid. If all question items have positive r results and are greater than 0.3 then they can be said to be valid.

Reliability Test

Instrument reliability testing can be done externally or internally. Externally, testing is carried out using test-retest (stability). Internally, reliability testing can be carried out by analyzing the consistency of the items on the instrument using certain techniques (Shrestha, 2021; Sürücü & Maslakci, 2020). The author uses internal reliability testing using the Cronbach's Alpha method with the help of SPSS version 22 software. The reliability coefficient calculation technique used in this research uses the Alpha formula.

Testing the validity and reliability of the instruments in this study was carried out through exploratory and confirmatory factor analysis (CFA). Construct validity was assessed using AMOS software. Reliability tests were conducted using Cronbach's Alpha. In addition, convergent validity was tested through the Construct Reliability (CR) value.

Structural Equation Modeling (SEM)

The type of analysis used in this study is covariance-based Structural Equation Modeling (CB-SEM), which is suitable for testing theoretical relationships between constructs in a confirmatory manner (Dash & Paul, 2021). The steps of SEM analysis start from model specification, where the relationship between independent and dependent variables is outlined in a path diagram based on the research hypothesis (Whittaker & Schumacker, 2022). After that, the model identification and estimation process is carried out using the Maximum Likelihood Estimation (MLE) method. Model evaluation is carried out by reviewing the goodness of fit index and regression weight values between constructs (Wang et al., 2020). If necessary, model modification is carried out by referring to the Modification Indices (MI), but in this study the initial model has met the data fit requirements so that it does not require significant changes.

Data Collection and Ethnical Consideration

The primary data were collected through face-to-face surveys using printed questionnaires. Before participating, respondents were informed about the purpose of the study and asked to sign informed consent forms. Confidentiality of personal data was guaranteed, and respondents retained the right to withdraw at any point.

Results and Discussion

Validity Test

Table 1. Credit Collectibility Level Variable Validity Test Results

	Item-Total Statistics			
	Scale mean if Item Deleted	Scale Varian if Item deleted	Corrected Item-Total Correlatin	Cronbach′ s Aplha if Item Deleted
PL1	10.90	15.334	.738	.922
PL2	10.87	14.533	.916	.854
NPL1	10.57	17.702	.789	.905
NPL2	10.57	14.989	.832	.805

The validity test results for the Credit Collectibility variable show that the four indicators, namely PL1, PL2, NPL1, and NPL2, have Corrected Item-Total Correlation values that all exceed the 0.7 mark. This shows that each indicator has a strong correlation with the total construct score, so it can be concluded that the four indicators are valid and suitable for use in variable measurement. In addition, the Cronbach's Alpha if Item Deleted value, which ranges from 0.805 to 0.922, reinforces that no indicator reduces the internal consistency of the construct, even if one indicator is removed, the reliability value remains at a high level. This indicates that all indicators contribute positively to the stability and reliability of the measurement instrument.

Table 2. Customer Compliance Level Variable Validity Test Results

	Item-Total Statistics			
	Scale mean if Item Deleted	Scale Varian if Item deleted	Corrected Item-Total Correlatin	Cronbach′s Aplha if Item Deleted
LIK1	18.07	27.444	.791	.894
LIK2	18.03	27.482	.869	.879
RENT1	17.73	31.306	.780	.894
RENT2	17.83	27.799	.817	.888
SOLV1	17.77	36.668	.545	.923
SOLV2	18.07	32.271	.799	.894

Customer Compliance variable, there are six indicators tested, namely LIK1, LIK2, RENT1, RENT2, SOLV1, and SOLV2. All indicators show a Corrected Item-Total Correlation value above 0.545, which means they are still within the accepted validity limits (>0.361). The two indicators with the highest contribution are LIK2 and RENT2, with correlation values of 0.869 and 0.817 respectively, indicating that they have a very strong relationship with the construct. One indicator, SOLV1, has the lowest correlation value of 0.545. Although still considered valid, this value indicates that its contribution to the construct is relatively weaker than other indicators. In addition, the Cronbach's Alpha if Item Deleted value for SOLV1 is the highest (0.923), which suggests that deleting this item would slightly improve the reliability of the instrument. However, since the correlation value is still within the valid limit, SOLV1 can still be retained in further analysis.

Reliability Test

Reliability Test Results for Credit Collectibility Level Variables

Table 3. Reliability Statistics

Cronbach′s Aplha	N of Items
.917	4

Table 4. Reliability Test Results for Customer Compliance Variables

Cronbach′s Aplha	N of Items
.912	6

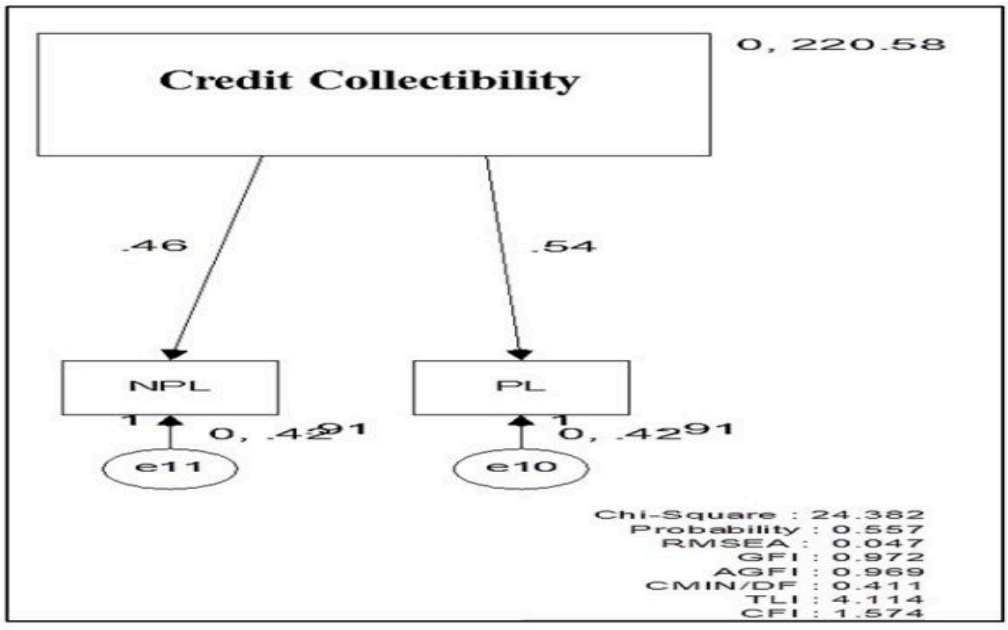

Figure 1 AMOS output for CFA Model

Based on Table 3 and 4 the results of the reliability test on the research instruments show that all constructs, both on the Credit Collectibility and Customer Compliance variables, have Cronbach's Alpha values above the minimum threshold of 0.7. This value indicates that the items in each variable have good internal consistency and can be relied upon to measure the intended construct. Thus, all indicators in the questionnaire show a stable ability to measure the same construct dimension consistently. The high Cronbach's Alpha value also indicates that if this study is repeated under similar conditions, the measurement results will likely remain consistent.

Based on Figure 1. In addition, the results of this reliability test are reinforced by Confirmatory Factor Analysis (CFA) analysis conducted using AMOS software. CFA is used to confirm the strength of the construct and ensure that the indicators used do reflect the latent variables being measured. The combination of results from Cronbach's Alpha and CFA confirms that the measuring instruments used in this study have met the requirements of reliability and construct validity, and are suitable for use in further analysis such as Structural Equation Modeling (SEM). Therefore, the instruments developed can be trusted to measure Credit Collectibility and Customer Compliance variables in the context of distribution of People's Business Credit (KUR) in Lekopancing Village.

The Good of Fit and Loading Factor

The goodness of fit results for customer compliance can be seen in the following table:

Table 5. Goodness of Fit Results (CFA Model)

Goodness of Fit Index	Cut of Values	Analysis Results	Conclusion
X^2 – Chi-square	Expected to be small	24,382	Good
Significance of Probability	≥ 0.05	0.557	Good
RMSEA	≤ 0.08	0.047	Good
GFI	≥ 0.90	0.972	Good
AGFI	≥ 0.90	0.969	Good
CMIN/DF	≤ 2.0	0.411	Good
TLI	≥ 0.95	4,114	Good
CFI	≥ 0.95	1,574	Good

Based on the data processing results above, it can be seen that CFA Model 3 has met the goodness of fit criteria. In other words, the model fits the data sample. After that, the author needs to know the results of the regression weight (loading factor).

Table 6. Regression Weight (Loading Factor) for CFA Model

			Estimate	S.E	CR	P	Label
LIK	<---	K.K	2,163	1,367	11,122	***	
RENT	<---	K.K	,221	,015	,157	***	
SOLV	<---	K.K	,354	.127	2,175	***	

Based on the data processing results above, it can be concluded that the probability is less than 0.05 and the standardized estimate is more than 0.05 for all indicators. Thus, the research model is suitable for the next stage of analysis without requiring modification or adjustment. Next, researchers need to know the results of the regression weight (loading factor). The results of the regression weight (loading factor) for CFA are in the table 7.

Table 7. Regression Weight (Loading Factor) for CFA Model

			Estimate	S.E	CR	P	Label
NPLs	<---	TKK	,512	,313	11,116	***	
PL	<---	TKK	2,144	,227	8,776	***	

Based on the results of the data processing on Table 8, it can be concluded that the probability is less than 0.05 and the standardized estimate is more than 0.05 for all indicators. Thus, the research model is suitable for the next stage of analysis without requiring modification or adjustment. The goodness of fit results for credit collectability can be seen in the Table 8.

Table 8. Goodness of Fit Results (CFA Model)

Goodness of Fit Index	Cut of Values	Analysis Results	Conclusion
X^2 – Chi-square	Expected to be small	12,168	Good
Significance of Probability	≥ 0.05	1,315	Good
RMSEA	≤ 0.08	0.116	Good
GFI	≥ 0.90	0.973	Good
AGFI	≥ 0.90	0.969	Good
CMIN/DF	≤ 2.0	1,232	Good
TLI	≥ 0.95	0.982	Good
CFI	≥ 0.95	0.971	Good

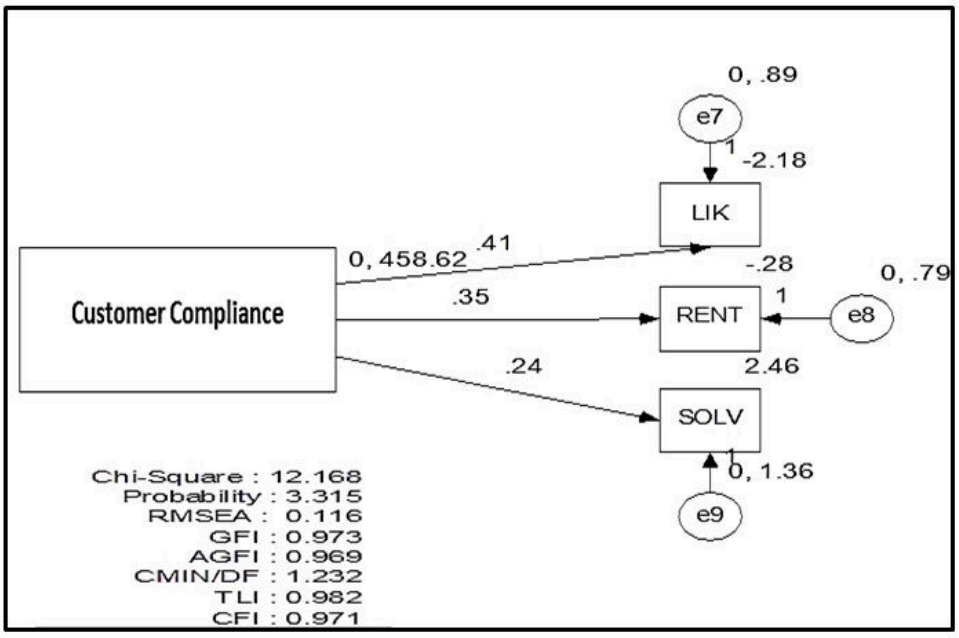

Figure 2 AMOS output for CFA Model 2

Furthermore based on the data processing results on Figure 2, it can be seen that the CFA Model has met the **goodness** of fit criteria. In other words, the model fits the data sample.

SEM Analysis

Table 9. SEM Analysis Results

			Estimate	S.E	CR	P	Conclussion
KK	<---	TKK	,68	,14	4,85	***	Significant

The results of the Structural Equation Modeling (SEM) analysis show that the Credit Collectibility variable has a positive and significant influence on Customer Compliance. Based on the path coefficient estimation, the estimate value is 0.68, with a standard error (SE) of 0.14, and a critical ratio (CR) value of 4.85. This value is well above the minimum limit of CR > 1.96, which indicates that the relationship is significant at the 95% confidence level. In addition, the p-value shown is <0.001, which indicates that the effect of TKK on customer compliance is statistically highly significant.

Discussion

The results of the Structural Equation Modeling (SEM) analysis show that the level of credit collectibility has a positive and significant influence on the level of compliance of customers receiving People's Business Credit (KUR) in Lekopancing Village. This finding indicates that the higher the quality of collectibility, which is reflected in the smooth payment of principal and interest installments by debtors, the higher the level of customer compliance with credit obligations that have been agreed upon in the financing contract. In other words, customer compliance is not only a determining factor in the success of credit payments, but also a reflection of the financial responsibility of debtors in maintaining a healthy relationship with financial institutions.

This finding empirically strengthens the theoretical framework in credit risk management, especially with regard to the behavioral aspects of customers in fulfilling financial commitments (Adham, 2020). In the behavioral finance approach, customer compliance with credit obligations is not only influenced by rational aspects such as ability to pay, but also by psychological and social aspects such as norms, motivation, perception of sanctions, and experience interacting with financial institutions (Berliansyah & Khoirunnurofik, 2023; Ishak & Dama, 2022). Therefore, the quality of collectibility can also be seen as an indicator of the success of financial institutions in building a system that not only distributes financing, but also encourages financial literacy and payment discipline among debtors.

Furthermore, this significant relationship between collectibility and compliance suggests a mutually reinforcing feedback loop, disciplined and compliant customers tend to have good collectibility scores, and at the same time, a fair and transparent collectibility system will encourage customers to maintain this compliant behavior. This has important implications in the design of credit monitoring policies for financial institutions like Bank Rakyat Indonesia (BRI), especially in rural areas like Lekopancing that have distinctive social and economic characteristics.

Considering the characteristics of customers who are predominantly engaged in the agriculture and livestock sectors, who tend to have seasonal income-financial institutions need to adapt their risk assessment strategies and collection approaches to be more contextualized. For example, a community-based finance approach or strengthening the social relationship between bank officers and customers could be key in improving compliance while keeping collectibility in the healthy category.

Conclusion

This study aimed to analyze the relationship between credit collectibility and customer compliance among People's Business Credit (KUR) recipients in Lekopancing Village, Maros Regency. Based on the results of Structural Equation Modeling (SEM), it was found that credit collectibility has a significant and positive effect on customer compliance. This indicates that the smoother the credit repayment by borrowers, the higher their level of compliance with the agreed loan obligations. These findings support the theoretical framework linking debtor compliance behavior to effective credit risk management.

From a practical implication standpoint, the results highlight the critical role of financial institutions in establishing monitoring and support systems tailored to the socio-economic characteristics of rural communities. Approaches based on relationship-building and financial education, rather than merely administrative controls, can enhance borrower compliance and maintain credit portfolio quality. Programs such as financial literacy training, business capacity development, and repayment schemes aligned with seasonal income cycles are suggested to sustainably improve collectibility levels.

However, this study has several limitations. First, the research was conducted in a single location, Lekopancing Village, so generalizing the results to other areas with different characteristics should be done cautiously. Second, the variables examined were limited to the relationship between

collectibility and compliance, without considering other external factors such as financial literacy, social support, or business conditions that may also influence payment behavior. Third, the measurement instruments relied primarily on respondents' perceptions and quantitative indicators, thus lacking a deeper exploration of qualitative aspects such as individual motivation or constraints. Based on these limitations, several recommendations for future research can be made. Future studies should be conducted in diverse geographical locations and among different types of micro-enterprises to improve generalizability. It is also recommended to apply a mixed-methods approach, combining quantitative and qualitative data, to capture a more holistic understanding of compliance behavior and credit risk.

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