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## Factors That Influence Small Business Performance in One-Way Traffic System Area

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**Abstract.** This research aims to determine the factors that affect performance of micro, small and medium enterprises in Malabar, Lodaya and Gunung Gede before and after the implementation of one way system. There are several internal and external factors that influence the performance of micro, small and medium enterprises. This research used independent variables (human resources aspect, financial aspect, technical and operational aspect, market and marketing aspect, government policy aspect, Social, Economic and cultural aspect) and variable dependent (performance of micro, small and medium enterprises).

The sampling method that used in this research is nonprobability with 100 respondents that have macro, small and medium enterprises in Malabar, Lodaya and Gunung Gede.

Based on this research, obtained the conclusion that there are two factors that have positive affect and significant toward micro, small and medium enterprises before the implementation of one way system. The factors are financial aspect and market, marketing aspect earned t-count that bigger than t-table. Financial aspect ( $3,536 > 1,98$ ), market and marketing aspect ( $5,402 > 1,98$ ). And there are four factors that have positive affect and significant toward macro, small and medium enterprises after the implementation one way system. The factors are human resources aspect ( $2,082 > 1,98$ ), financial aspect ( $3,287 > 1,98$ ), technical and operational aspect ( $2,081 > 1,98$ ), and market, marketing aspect ( $3,712 > 1,98$ ).

This research also got result that there are positive affect and significant from human resources aspect, financial aspect, technical and operational aspect, market and marketing aspect, government policy aspect, Social, Economic and cultural aspect together toward performance micro, small and medium enterprises before and after the implementation of one way system because it got f-count that bigger than t-table before the implementation of one way system it earned ( $18,446 > 2,20$ ) and after the implementation of one way system ( $13,605 > 2,20$ ).

**Keywords :** human resources aspect, financial aspect, technical and operational aspect, market and marketing aspect, government policy aspect, Social, Economic and cultural aspect and performance of micro, small and medium enterprises.