

## **THE PERCEPTION OF INTEREST FOR SMALL-SCALE TEMPE ENTREPRENEURS IN MALANG**

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### **ABSTRACT**

Tempe is known as one of the superior products of Malang. Hence, the development of micro- scale Tempe entrepreneurs is less visible. This study is trying to discover the perception of micro-scale Tempe entrepreneurs' profit that are affected by the business objectives that affect their performance. This research was conducted by using qualitative approach. Data were collected by using the interview to the micro-scale Tempe entrepreneurs in Malang. The informants are selected by using snowball sampling technique. The findings in this study are the perception of micro-scale Tempe entrepreneurs is divided into two which are the perception related to the world and the hereafter. The fulfillment of these perceptions requires business continuity continuously so that earnings continue to be generated. Related worldly affairs, they want the profits that can be used to meet basic needs. When basic needs are met, according to their income are gains that can be used for investments into other businesses. As for the affairs of the hereafter, they just want to have a business that makes able to worship in peace, and after all, it was nominally want the profits that can be used to continue to charity. Related to the calculation of earnings, they just want to get high profits that will go into the calculation of cost of sold goods.

**KEYWORDS:** Perception of Profit, Business Objectives, Micro-Scale Business