

Analysis Of Factors Affecting The Work Productivity Of Msme Actors: A Case Study Of Human Resources And Competency Development In Pematang Serai Village

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Abstract—The purpose of this study is to determine and analyze the effect of Human Resource Development and Competence on the Work Productivity of MSME Actors in Pematang Serai Village, Langkat Regency. The specific target in this study is how to increase the work productivity of MSME business actors produced by business actors in Pematang Serai Kabupaten Langkat village so that it can be in demand by the wider community. The hypothesis in this study is to see the influence of competence and human resource development on the work productivity of MSME business actors. The method that will be used in this study is a quantitative method where the quantitative method in this study is related to data that describes the condition of the village community, especially MSME business actors in Pematang Serai Village, Langkat Regency can make good changes and product development significantly in order to increase income. The data analysis used was multiple linear regression analysis with statistical testing using SPSS v. 25. The results showed that partially and simultaneously the variables of Human Resources and Competency Development had a positive and significant effect on the Work Productivity of MSME Actors in Pematang Serai Village.

Keywords: Human Resources Development, Competence, Work Productivity

1. INTRODUCTION

The rapid development of MSMEs is certainly inseparable from the role of business owners who are able to maintain their business and be able to compete in the global economy. The existence of skilled human resources can be a support for the development of economic activities. By utilizing the management of human resources and natural resources effectively and efficiently, the community and the environment can go hand in hand to generate active economic value [1]. The development of MSMEs also cannot be separated from the various supporting factors that can make MSMEs continue to operate. Micro, Small and Medium Enterprises (MSMEs) are the right innovation for the people of Indonesia because Micro, Small and Medium Enterprises (MSMEs) can provide opportunities for many people to get jobs [2]. Various initiatives are always pursued by the government through the State Ministry of Cooperatives and Small and Medium Enterprises so that more individuals want to pursue the world of entrepreneurship in the form of establishing MSMEs. The government's attention to MSMEs is the right strategic step needed by the Indonesian nation. The seriousness of the government's concern for MSMEs with programs to grow and develop MSMEs in Indonesia [3]. Although the support of the Indonesian government is very large to make MSMEs succeed and develop, it does not mean without obstacles.

Work productivity is an employee's ability to produce compared to the inputs used. An employee can be said to be productive if he is able to produce goods or services in accordance with the expectations of the organization both in a short period of time and in the long term. Work productivity is also a way to measure good work efficiency in an economic context, the meaning of work productivity is a way of measuring results derived from the effort made by employees [4]. In this case the same opinion is expressed by. Work productivity is a mental attitude that always seeks improvement to what has ever existed. A belief that one can do a better job today than yesterday and tomorrow is better today [5].

Human resource development can also affect the increase in employee work productivity. Responding to the work productivity of these employees, the organization needs to pay attention to the use of human resources and their development in accordance with *Skills* and the educational background of the employee. Human resource development certainly requires a work process that is in accordance with the work conditions provided to each employee [6]. Human resource development is a plan of activities carried out by companies to improve human resource skills. This serves so that these human resources can be productive in carrying out their work and can achieve the company's goals in developing human resources to create positive changes for each employee [7]. According to Human resource development is the preparation of people to assume higher responsibilities in the organization. Human resource development is closely related to the improvement of intellectual abilities needed to carry out a better job [8].

Competence is a terminology that many people often hear and say We also often hear or even say the terminology in various uses, especially related to human resource development. Some interpret competence as commensurate with ability or proficiency, others interpret commensurate with skill, knowledge and higher

education [9]. Competence is a combination of knowledge, skills, values, and attitudes that are reflected in thinking and acting habits. Meanwhile, according to Spencer, as cited by competence, is as an underlying characteristic of a person related to the effectiveness of individual performance in his work or the basic characteristics of individuals who have a causal relationship or as a cause and effect with the criteria used as reference". Competence lies within every human being and forever resides in a person's personality that can predict behavior and performance broadly in all situations and job tasks [10].

Pematang Serai Village located in Tanjung Pura District, Langkat Regency. The success of MSMEs depends largely on the quality of human resources owned by business actors. Improving the quality of human resources through the development of skills, knowledge, and a positive attitude is considered a strategic investment to improve the competitiveness of MSMEs. There is an urgent need to provide support in the development of human resources for MSME actors in Pematang Serai Village. This includes training, education, and coaching so that they can adopt modern management practices and understand the changing market dynamics, although MSMEs have an important role, they are faced with various challenges such as limited access to resources and limited markets. Therefore, there is a need for an effective strategy to develop MSMEs in order to compete in an increasingly competitive market [11]. Support from the government and related institutions, whether in the form of policies, training programs, or capital assistance, can play a major role in facilitating human resource development and competency improvement.

2. RESEARCH METHODOLOGY

2.1 Research Material

This research method is a quantitative research method using research data in the form of numbers and analysis using statistics. In collecting these data using research instruments, data analysis is quantitative with the aim of testing hypotheses that have been set. In quantitative research, it is a survey when the problem is clear. Quantitative research is a research method based on the philosophy of positivism (relying on empiricism) used to examine certain populations or samples, sampling techniques are generally carried out randomly (random), data collection using objective research instruments, and data analysis is number or number (quantitative) or statistical, with the aim of testing hypotheses that have been determined [12].

2.2 Population and Sample

According to, population can be interpreted as a generalized area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is MSME actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency. of which there were 30 respondents [12].

While the sample according to [12] states that the sample is part of the number and characteristics possessed by that population. According to [13] said that if the subjects were less than 100, then the entire population became the study sample. So the sample in this study was 30 respondents.

2.3 Data Collection Techniques

Observation

One technique that can be used to find out or investigate non-verbal behavior is to use observation techniques. According to [14]. Observation is a data collection technique that has specific characteristics when compared to other techniques. Observation is also not limited to people, but also other objects of nature. The observation in this study is by making direct observations in the field to determine the influence of commitment and organizational culture in the career development of village officials.

Interview

Interviews are one of the techniques used to collect research data. An interview is a two-way communication to obtain information from the informant concerned. According to [12] .interview is a data collection technique if researchers want to conduct preliminary studies to find problems that must be researched, and also if researchers want to know things more deeply and the number of respondents is small or small.

Documentation

According to [12]. Documentation is a method used to obtain data and information in the form of books, archives, documents, writing numbers and images in the form of reports and information that can support research. Research results from observations or interviews will be more reliable or have high credibility if supported by photographs or existing academic papers.

Data Analysis Methods

The data analysis method used in this study is descriptive analysis with a quantitative approach. Research variable data was processed using the Software Statistical Product and Service Solution (SPSS) program version

25 [15]. The analysis methods used include descriptive statistical analysis, multiple linear regression, classical assumption tests, and hypothesis tests.

3. RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Table 1. Reliability Test Results Source: Data processed with SPSS v.25, 202

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Human Resource Development	30	18.00	35.00	25.0667	4.66042
Competence	30	16.00	30.00	23.3667	3.75530
Work Productivity	30	23.00	37.00	28.9000	3.67986
Valid N (listwise)	30				

Based on the explanation of Table 1, it shows that the amount of data for each variable is 30 respondents. The Minimum Value of the HR Development variable (X1) is, 18.00, the Maximum value is 35.00, the Mean value is 25.0667 and the Std. Deviation value is 4.66042. The Minimum Value of the Competency variable (X2) is 16.00, the Maximum value is 30.00, the Mean value is 23.3667 and the Std. Deviation value is 3.75530. The Minimum Value of Work Productivity variable is 23.00, Maximum value is 37.00, Mean value is 28.9000 and Std. Deviation value is 3.67986.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	9.967	3.648		2.732	.011
	Human Resource Development	.513	.103	.649	4.961	.000
	Competence	.260	.128	.265	2.027	.053

a. Dependent Variable: Work Productivity

Source: Data processed with SPSS v.25, 2024

Based on the explanation of Table 2, the test results of multiple linear regression analysis are contained in the regression coefficient column. Multiple linear regression equations can be obtained as follows:

$$Y = 9.967 + 0.513X_1 + 0.260X_2 + e$$

It is known that the value of the constant is 9.967. This value can be interpreted if HR Development (X1) and Competence (X2) affect the dependent variable Work Productivity, then the value of the dependent variable Work Productivity (Y) is 9,967. It is known that the regression coefficient value of the HR Development variable (X1) is 0.513, which is positive. This means that when HR Development (X1) increases by 1 unit, Work Productivity (Y) tends to increase by 0.513. It is known that the regression coefficient value of the Competency variable (X2) is 0.260, which is positive. This means that when Competency (X2) increases by 1 unit, then Work Productivity (Y) tends to increase by 0.260.

Classical Assumption Test Data Normality Test

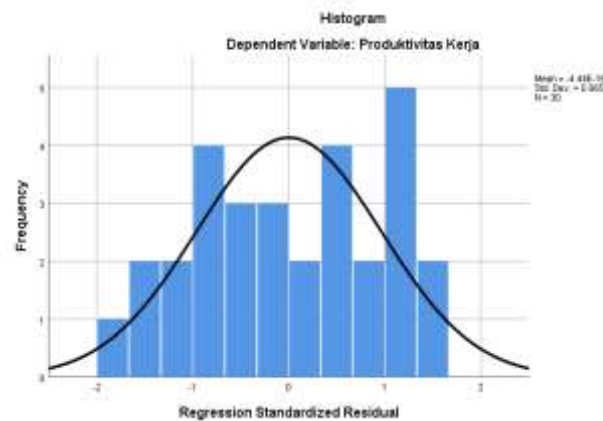


Figure 1. Histogram Normality Test Results
Source: SPSS 25 Processing Results, 2024

Based on the explanation of Figure 1., the results of data normality testing are known that the data has been distributed normally, where the histogram image has a bell-shaped line and does not have a slope to the left or right. Furthermore, the normality test can be seen in Figure, below;

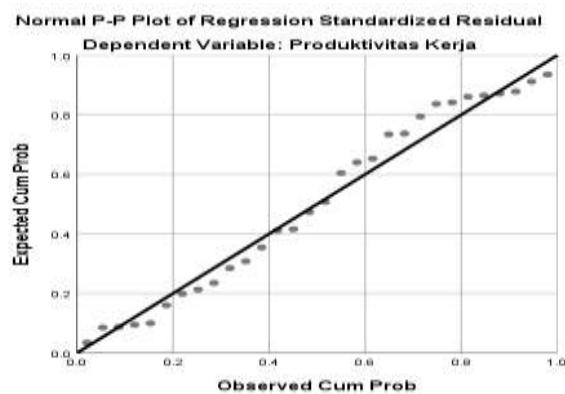


Figure 2. PP Plot Normality Test Results
Source: SPSS 25 Processing Results, 2024

Based on the explanation of Figure 2., the results of data normality testing using the PP Plot of Regression Standardized Residual image show that the data points for the HR Development (X1) and Competency (X2) variables are spread around the diagonal line so that the data has been distributed normally. Based on the figure above, it can be concluded that the results are distributed normally.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients^a

Type		Collinearity Statistics	
		Tolerance	VIF
1	Human Resource	.972	1.029
	Development		
	Competence	.972	1.029

a. Dependent Variable: Work Productivity

Source: SPSS 25 Processing Results, 2023

Based on the explanation of Table 3. The results of Tolerance and VIF values for the variables HR Development (X1) and Competency (X2) have a Tolerance value of 0.972 and a VIF value of 1.0219. Based on these results, it can be seen that the Tolerance value > 0.1 and the VIF value < 10 so that it can be concluded that the variables HR Development (X1) and Competence (X2) do not occur symptoms of multicollinearity.

Heteroscedasticity Test

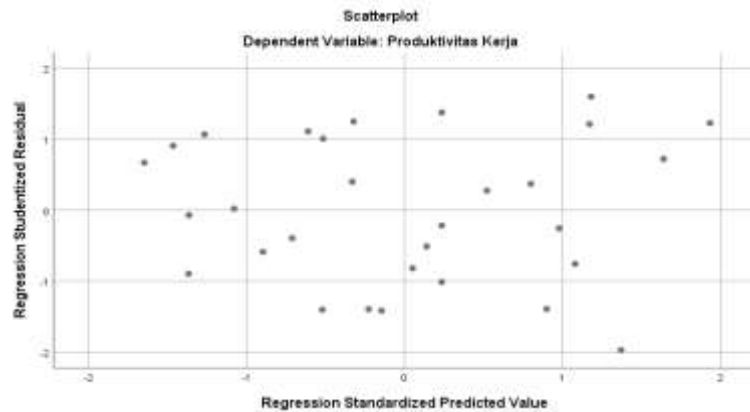


Figure 3. Scatterplot Heteroscedasticity Test Results

Source: SPSS 25 Processing Results, 2024

Based on the results of Figure 3, scatterplot shows that the points that have been generated spread randomly and do not form a pattern or trend of a particular line. The figure above also shows that the spread of data is around the zero point. The results of this test show that this regression model is free from heteroscedasticity.

Test the hypothesis

Partial Test (Test t)

Table 4. Partial Test Results (Test t)

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.967	3.648		2.732	.011
	Human Resource Development	.513	.103	.649	4.961	.000
	Competence	.260	.128	.265	2.027	.053

a. Dependent Variable: Work Productivity

Source: Data processed with SPSS v.25, 2024

Based on the explanation of Table 4., it can be known that the t value of the HR Development variable (X_1) > from the table t is $4,961 > 1,697$ and the $\alpha < \text{sig}$ is $0.000 < 0.05$, meaning that the HR Development variable (X_1) has a positive and significant effect on the Work Productivity (Y) variable of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency. It is known that the calculated t value of the Competency variable (X_2) > from the t_{table} is $2,027 > 1,697$ and the $\alpha < \text{sig}$ is $0.001 < 0.05$, meaning that the Competency variable (X_2) has a positive and significant effect on the Work Productivity (Y) variable of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency.

F Test (Simultaneously)**Table 5.** Simultaneous Results (Test F)

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	216.074	2	108.037	16.515	.000b
	Residuals	176.626	27	6.542		
	Total	392.700	29			

a. Dependent Variable: Work Productivity

b. Predictors: (Constant), Competence, HR Development

Source: Data processed with SPSS v.25, 2023

Based on the explanation of Table 5., it can be seen that the results show $F_{\text{count}} > F_{\text{table}}$, which is $16.515 > 3.03$, while sig. $<$ of alpha, which is $0.001 < 0.05$, shows that simultaneously the variables of HR Development (X1) and Competency (X2) have a positive and significant effect on the variable of Work Productivity (Y) of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency.

Coefficient of Determination (R²) Testing**Table 6.** Test Results of Coefficient of Determination (R²)

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742a	.550	.517	2.55768

a. Predictors: (Constant), Competence, HR Development

b. Dependent Variable: Work Productivity

Source: Data processed with SPSS v.25, 2023

Based on Table 6., the number R² (R Square) is 0.550 or 55.0%. This shows that the Development of Human Resources (X1) and Competencies (X2) on Work Productivity (Y) of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency is 55.0%, while the remaining 45.0% is explained or influenced by other variables that were not studied in this study.

DISCUSSION**The Effect of HR Development (X1) on Work Productivity (Y)**

Based on the results of the study, this study explains that Human Resources Development (X1) has a positive and significant influence on the Work Productivity (Y) of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency. This can be seen from the multiple linear regression analysis through a partial test or t test with a positive sign of 0.513 with a calculated t value of 4.961 with a table t value of 1.697, it is known that the calculated t value of the table $t >$ and a significant value of 0.000 (sig. $<$ 0.05). This shows that the proposed hypothesis_{H1} is tested and acceptable. High human resource development will have a significant impact on the performance of business actors. Finally, Work Productivity can significantly improve the performance of business actors supported by high HR Development. The fulfillment of the needs of business actors for all work achievements carried out by the community, can have an impact on improving the development of human resources of business actors for community services in Pematang Serai Village.

The Effect of Competency (X2) on Work Productivity (Y)

Based on the results of the study, this study explains that Kompetensi (X2) has a positive and significant influence on the Work Productivity (Y) of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency. This can be seen from the analysis of multiple linear regression through a partial test or t test with a positive sign of 0.260 with a calculated t value of 2.027 with a table t value of 1.697, it is known that the calculated t value of the table $t >$ and a significant value of 0.001 (sig. $<$ 0.05). This shows that the proposed hypothesis_{H2} is tested and acceptable. Then it can be concluded that the second hypothesis proposed is accepted. The positive direction shows that if the competence increases, then the Work Productivity of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency will increase.

The Effect of Human Resources Development (X1) and Competency (X2) on Work Productivity (Y)

Based on the results of the study, this study explains that Human Resources Development (X1) and Competency (X2) have a positive and significant influence on the Work Productivity (Y) of MSME Actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency will increase. This can be seen from the multiple linear regression analysis through a partial test or F test with a calculated F value of 16.515 with a table F value of 3.03, it is known that the F value is $F_{\text{calculated}} > F_{\text{table}}$ and the significant value is 0.001 (sig. < 0.05). This shows that the proposed hypothesis_{H3} is tested and acceptable. Developing human resources for MSME actors is very important. Training, education, and skill development for MSME employees can improve operational efficiency and output quality. When workers have the necessary skills and a good understanding of their work, they tend to be more productive. The level of competence in MSME actors also has a significant impact on work productivity. Competencies that include technical knowledge, expertise in managing tasks, and the ability to adapt to changes in the business environment can increase the work productivity of MSME actors.

4. CONCLUSION

For Pematang Serai Village, human resource development that has been done well enough and established competencies and human resource development have an influence on the work productivity of MSME actors. It is recommended to conduct trainings to increase the work productivity of MSME actors to be even better for their services for the village community.

For the next researcher, it is hoped that this paper can be a supporting reference and inspiration for doing further writing so that the results obtained are much better and perfect. Further researchers are expected to dig deeper into theories and information about HR Development, Competence and Work Productivity and add other supporting variables.

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