

The Influence of Capital, social media and Training on the Productivity of MSMEs Fostered Partners of PT. Perkebunan Nusantara III Medan City

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ABSTRAK

Di era globalisasi saat ini, teknologi semakin maju, tidak bisa dipungkiri kehadiran internet semakin dibutuhkan dalam kehidupan sehari-hari. Media sosial memegang peranan penting dalam kehidupan seseorang. Penelitian ini bertujuan untuk menguji pengaruh modal, media sosial, dan pelatihan terhadap produktivitas UKM Mitra Binaan PT. Perkebunan Nusantara III Kota Medan. Tingkat produktivitas UKM disebabkan oleh kurangnya modal, media sosial, dan pelatihan. Penelitian ini merupakan penelitian deskriptif kuantitatif. Populasi penelitian ini adalah 677 dan sampel dalam penelitian ini berjumlah 87 dengan menggunakan rumus Slovin dengan nilai toleransi 10%. Pengumpulan data dilakukan dengan menggunakan instrumen berupa angket. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Regresi Linier Berganda. Hasil penelitian ini menunjukkan bahwa secara parsial modal, media sosial dan pelatihan berpengaruh positif dan signifikan terhadap produktivitas UKM mitra binaan PN III. Secara simultan permodalan, media sosial dan pelatihan berpengaruh positif dan signifikan terhadap produktivitas UKM mitra binaan PN III. Dengan demikian, implementasinya diasumsikan memiliki hubungan atau keterkaitan dengan produktivitas UKM. Permodalan, media sosial dan pelatihan berpengaruh positif dan signifikan terhadap produktivitas UKM binaan PN III Kota Medan.

ABSTRACT

In the current era of globalization, technology is increasingly advanced, it is undeniable that the presence of the internet is increasingly needed in everyday life. Social media plays an important role in one's life. This study aims to examine the influence of capital, social media, and training on the productivity of SMEs Fostered Partners of PT. Perkebunan Nusantara III Medan City. The productivity level of SMEs is due to inadequate capital, social media, and training. This study was descriptive quantitative research. The population of this study was 677 and the sample in this study amounted to 87 using the Slovin formula with a tolerance value of 10%. Data collection was carried out using an instrument in the form of a questionnaire. The data analysis technique used in this research is Multiple Linear Regression Test. The results of this study shows that partially capital, social media and training have a positive and significant effect on the productivity of PN III fostered partner SMEs. Simultaneously, capital, social media and training have a positive and significant impact on the productivity of PN III fostered partner SMEs. Thus, the implementation is assumed to have a relationship or relation to the productivity of SMEs. Capital, social media and training have a positive and significant impact on the productivity of SMEs assisted by PN III Medan City.

1. INTRODUCTION

Micro, Small and Medium Enterprises are one of the components of economic actors that have a significant contribution in stimulating economic growth in Indonesia (Prawita et al., 2017; Thamrin et al., 2017). This happens because of the absorption of quite a lot of labour by MSMEs and the proximity of MSMEs to small people (Fauzi & Majalengka, 2020; Sudari et al., 2019). Micro, Small, and Medium Enterprises are often regarded as the saviours of the Indonesian economy in times of crisis (Ariani & Utomo, 2017; Pakpahan, 2020). MSMEs have special characteristics, namely they have relatively small capital, relatively high risk, but high acceptance, and bring entrepreneurship to their owners (Alfrian &

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Pitaloka, 2020; Rumbianingrum & Wijayangka, 2018). Micro, Small, and Medium Enterprises have considerable potential in an effort to improve people's living standards (Sagala & Effiyanti, 2019). This is indicated by the role of MSMEs in opening and absorbing labour, equitable distribution of development results, and poverty alleviation/reduction efforts.

Data from the Central Statistics Agency shows that the number of micro, small and medium enterprises is close to 99.98% of the total business units in Indonesia with a contribution of 56% of the total Gross Domestic Product in Indonesia. These data indicate that MSMEs have a very high role in increasing and equitable distribution of the Indonesian economy. Behind the various achievements and positive contributions shown by MSMEs, some basic problems can be identified in MSMEs. One of the problems experienced by MSMEs is related to the low productivity of MSMEs themselves. This low productivity is allegedly due to the low quality of human resources, capital, mastery of technology, and marketing strategies used. In addition to low productivity, MSMEs are also faced with problems related to limited access to productive resources, especially to capital, information technology, and markets.

PT. Perkebunan Nusantara III (Persero) Medan, is one of the State-Owned Enterprises (BUMN) which is engaged in plantation business, processing and marketing of plantation products. The company's business activities include the cultivation and processing of oil palm and rubber plants. As a company that provides services to the community, the company strives to manage management professionally in order to achieve company goals, one of which is improving performance. There are several cases found by researchers in PN III, one example is the lack of use of social media in providing information on providing capital from PN III to fostered partners. Employee productivity in a company is an endless issue to discuss. In terms of productivity, it is a strategic issue for companies to program HR issues. Capital is the main thing in running a business or business, capital is an important factor in running a business, because capital is one of the elements where a company can run a business and earn profits. As the author observed in PN III Medan City, they provide capital to SMEs to develop their businesses to be bigger. In the current era of globalization, technology is increasingly advanced, it is undeniable that the presence of the internet is increasingly needed in everyday life. Social media plays an important role in one's life, for example a small business can become big by using social media, and vice versa. As the author observed, PTPN III Medan City also uses social media as a promotional event and also as a means of information to be disseminated to the wider community or social media users.

Capital is a part or rights owned by a company which is shown in share capital, retained earnings and surplus, or the excess value of assets owned by the company over all of its debts (Dewi & Wirajaya, 2013; Eka Pratiwi & Ardini, 2019; Nuriasari, 2018). Social media is the internet that allows users to present interactions and interactions, share, communicate with other users and form virtual social media (Hadi, 2018; Woods et al., 2019). Training is a narrow concept of human resource management that involves the activity of providing planned specific instruction or skills training (Brent & Finnigan, 2009; Sharma & Taneja, 2018). Productivity is the ratio between output and input. If productivity increases, it will improve efficiency and work systems, production techniques and increase the skills of the workforce (Ilahi, B., Muawanah, U., Lisa, 2021; Iskandar, 2018; Wardani & Widarno, B., Kristianto, 2019). This study aims to analyzing the effect of capital on the productivity of SMEs fostered by PN III Medan City; analyzing the influence of social media on the productivity of SMEs fostered by PN III Medan City; analyzing the effect of training on the productivity of SMEs fostered by PN III Medan City; analyzing capital, social media, and training on SMEs productivity. In the development of the company, training also needs to be held for employees. As the authors researched in PN III Medan City, they also held training for SMEs who would be given capital in order to manage funds properly and correctly with the aim of developing the businesses of SMEs.

2. METHODS

In this study, the researchers took the object of research in PN III with the title "The Influence of Capital, Social Media, and Training on Productivity of SMEs assisted by PN III" on Jln. Sei Batanghari No. 2 Medan. The study took place in January – September 2021. This study used a quantitative approach. This type of research uses a quantitative descriptive method (Sugiyono, 2014). The nature of the research used is explanatory, namely research that aims to discuss the quality between variables that explain a certain phenomenon (Widodo, 2017). Researchers collect data by distributing questionnaires to SMEs fostered by PN III. The population in this study is the number of partners in PN III who only live in the city of Medan with a total of 677 people and a total of 87 respondents.

3. RESULTS AND DISCUSSIONS

Results

Normality Test

The results of normality test is presented in Figure 1.

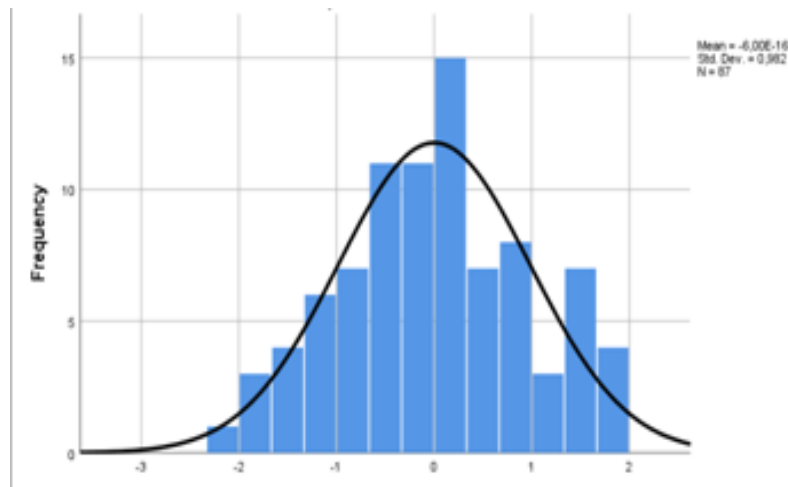


Figure 1. Normality Test Results

Figure 1 shows that the data is normally distributed because the slope of the curve tends to be balanced and like a bell. In conclusion, the data can be said to be normal. So, this research meets the assumption of normality. The results of Kolmogorov-Smirnov Test is presented in Table 1.

Table 1. Kolmogorov-Smirnov Test Results

Statistics		Unstandardized Residual
Normal Parameters	N	87
	Mean	0.00000000
	Std. Deviation	1.84760622
Most Extreme Differences	Absolute	0.116
	Positive	0.090
	Negative	-0.116
Test Statistics		0.116
Asymp. Sig. (2-tailed)		0.200

Table 1 shows that the Significance value is $0.200 > 0.05$. In conclusion, the data can be stated as normally distributed.

Multicollinearity Test

The result of multicollinearity testing is presented in Table 2.

Table 2. Multicollinearity Test Result

Statistics	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Capital	0.753	1.328
Social Media	0.459	2.179
Training	0.571	1.752

Table 2 states that there are no problems with the multicollinearity test. From the results, it can be seen that the tolerance value on the capital variable is $0,753 > 0,10$ and the VIF value is $1,328 < 10$. On the social media variable, the tolerance value is $0,459 > 0,10$ and the VIF value is $2,179 < 10$. In the training variable the tolerance value is $0,571 > 0,10$ and VIF value $1,752 < 10$. The conclusion is that it is declared normal and there is no multicollinearity.

Heteroscedasticity Test

The result of heteroscedasticity test is presented in Figure 2 and Table 3.

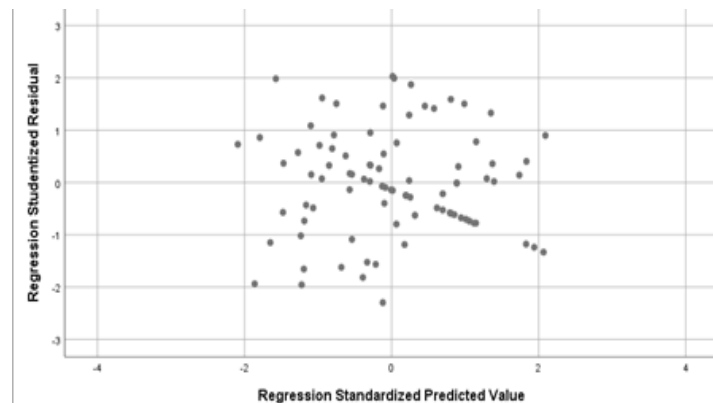


Figure 2. Scatterplot Graph

From the scatterplot graph in Figure 2, it can be seen that the points spread with an unclear pattern both above and below zero (0) on the Y axis, do not gather in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model. The presence or absence of heteroscedasticity can be seen from the probability of its significance, if the significance value is above the 5% confidence level, it can be concluded that there is no heteroscedasticity. Based on Table 3, it is explained that the capital variable has a significant value of $0,861 > 0,05$, the social media variable has a significant value of $0,085 > 0,05$, and the training has a significant value of $0,676 > 0,05$. Thus, the results of the glacier test can be said that there is no heteroscedasticity problem.

Table 3. Heteroscedasticity Test Result

Statistics	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error			
(Constant)	4.472	2.377		1.882	0.063
Capital	-0.012	0.069	-0.022	-0.176	0.861
Social Media	-0.095	0.055	-0.273	-1.741	0.085
Training	0.020	0.047	0.059	0.420	0.676

Multiple Linear Regression

Hypothesis testing used in this research is by using multiple linear regression analysis. The results of multiple linear regression analysis is presented in Table 4.

Table 4. Multiple Linear Regression Analysis Result

Statistics	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error			
(Constant)	16.012	3.438		0.029	0.977
Capital	0.156	0.101	-0.095	2.557	0.012
Social Media	0.295	0.079	0.292	3.739	0.000
Training	0.658	0.068	0.683	9.740	0.000

The Adjusted R Square value of the coefficient of determination is 0,759 or equal to 75,9%. Which means 75,9%. from the variation of the dependent variable, namely the productivity of SMEs which can be explained by the variation of the independent variables, namely capital, social media, and training. While the remaining 24,1% (100%-75,9%) is explained by variables not examined by this study such as education, small business development, or so on.

Simultaneous Test (F-Test)

The result of simultaneous test is presented in Table 5.

Table 5. Simultaneous Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	967.415	3	322.472	91.170	0.000
Residual	293.574	83	3.537		
Total	1260.989	86			

Based on [Table 5](#), the value of of F-table at the significance level of confidence is 0,05, which is 2,48. The value of F-count (91,170) > Ftable (2,48) and a significance probability of 0,000 < 0,05 means that the variables of capital, social media, and training have a positive and significant impact simultaneously on the productivity of PN III Fostered SMEs.

Partial Test (T-Test)

The result of partial test is presented in [Table 6](#).

Table 6. Partial Test Result

Statistics	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	16.012	3.438		0.029	0.977
Capital	0.156	0.101	-0.095	2.557	0.012
Social Media	0.295	0.079	0.292	3.739	0.000
Training	0.658	0.068	0.683	9.740	0.000

The results of the T test for profitability are 0.05 at the degrees of freedom (df) = 87-4 = 83 and equal to 1,988. Partially can be explained as follows. From [Table 6](#), it states that: First, the capital variable has a value of t-count > t-table (2,557 > 1,988) and a significant value of 0,012 < 0,05. This means that H0 is rejected and Ha is accepted, namely partially the capital variable has a positive and significant impact on the productivity of PN III fostered partner SMEs. Second, it is stated that the social media variable has a value of t-count > t-table (3,739 > 1,988) and a significant value of 0,000 < 0,05. This means that H0 is rejected and Ha is accepted, namely partially social media variables have a positive and significant impact on the productivity of PN III fostered partner SMEs. Third, it is stated that training I got a t-count > t-table (9,740 > 1,988) and a significant value of 0,000 < 0,05. This means that H0 is rejected and Ha is accepted, namely partially the training variable has a positive and significant impact on the productivity of PN III fostered partner SMEs.

Discussion

In the calculation results of partial hypothesis testing, the value of tcount > ttable or 2,557 > 1,988 and obtained a significant value of 0,012 < 0,05, which can be explained that H0 is rejected and Ha is accepted, namely partially the capital variable has a positive and significant effect on the productivity of PN III Fostered SMEs. So the results of the t-test are in line with the theory according to Munawir (2014: 19), "Capital is a part or rights owned by a company which is indicated in share capital, retained earnings and surplus, or the excess value of assets owned by the company over all of its debts". Production that affects the development of SMEs is capital, because SMEs are very dependent on capital. Capital is one of the influences in developing a business, the more capital the more goods/services are produced. The positive relationship between the capital variable and productivity obtained in this study means that PN III fostered partner SMEs in terms of the use of capital are in the efficient category, where the capital issued together with the use of labor is very good, especially for SMEs that have been operating for a long time already able to efficient use of their workforce. In accordance with previous researchers who conducted research at Pn III Medan City which stated that capital is one of the important elements in a company so that it requires serious handling so that there is no financial crisis in a company and operational activities are expected to achieve the expected goals.

Micro, Small and Medium Enterprises are one of the components of economic actors that have a significant contribution in stimulating economic growth in Indonesia ([Prawita et al., 2017](#); [Thamrin et al., 2017](#)). This happens because of the absorption of quite a lot of labour by MSMEs and the proximity of MSMEs to small people ([Fauzi & Majalengka, 2020](#); [Sudari et al., 2019](#)). Micro, Small, and Medium Enterprises are often regarded as the saviours of the Indonesian economy in times of crisis ([Ariani & Utomo, 2017](#); [Pakpahan, 2020](#)). MSMEs have special characteristics, namely they have relatively small

capital, relatively high risk, but high acceptance, and bring entrepreneurship to their owners (Alfrian & Pitaloka, 2020; Rumbianingrum & Wijayangka, 2018). Micro, Small, and Medium Enterprises have considerable potential in an effort to improve people's living standards (Sagala & Effiyanti, 2019). This is indicated by the role of MSMEs in opening and absorbing labour, equitable distribution of development results, and poverty alleviation/reduction efforts.

Capital is a part or rights owned by a company which is shown in share capital, retained earnings and surplus, or the excess value of assets owned by the company over all of its debts (Dewi & Wirajaya, 2013; Eka Pratiwi & Ardini, 2019; Nuriasari, 2018). Social media is the internet that allows users to present interactions and interactions, share, communicate with other users and form virtual social media (Hadi, 2018; Woods et al., 2019). Training is a narrow concept of human resource management that involves the activity of providing planned specific instruction or skills training (Brent & Finnigan, 2009; Sharma & Taneja, 2018). Productivity is the ratio between output and input. If productivity increases, it will improve efficiency and work systems, production techniques and increase the skills of the workforce (Ilahi, B., Muawanah, U., Lisa, 2021; Iskandar, 2018; Wardani & Widarno, B., Kristianto, 2019).

4. CONCLUSION

Capital has a positive and significant effect on the productivity of SMEs assisted by PN III Medan City. Production that affects the development of SMEs is capital, because SMEs are very dependent on capital. Capital is one of the influences in developing a business, the more capital the more goods/services are produced. The positive relationship between the capital variable and productivity obtained in this study means that PN III fostered partner SMEs in terms of the use of capital are in the efficient category, where the capital issued together with the use of labour is very good, especially for SMEs that have been operating for a long time already able to efficient use of their workforce. Social media has a positive and significant impact on the productivity of PN III PN III Partner SMEs in Medan. The use of social media in developing SMEs is one of the strong motivating factors for SMEs to continue to use social media in order to develop their business, increase product sales, and also communicate with consumers, as well as develop a wider market network. Training has a positive and significant effect on the productivity of SMEs assisted by PN III Medan City. The knowledge and skills obtained from the training program enable the community to carry out their work effectively, efficiently and with quality so that high business productivity will be achieved. Thus, the implementation is assumed to have a relationship or relation to the productivity of SMEs. Capital, social media and training have a positive and significant impact on the productivity of SMEs assisted by PN III Medan City.

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