

The Effect of Entrepreneurship Training and Business Assistance on Strengthening the Role of MSME Players Assisted by PLUT-KUMKM in South Sulawesi Province

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(Received: 11 December 2022; Accepted: 2 January 2023; Published: 4 January 2023)

ABSTRACT

This research was conducted to determine the effect of entrepreneurship training and business assistance on strengthening the role of MSME actors assisted by PLUT KUMKM Prov. South Sulawesi Makassar City. By using quantitative methods and sample collection, namely probability sampling. With partial and simultaneous tests. The results of this study are that there is a significant influence between entrepreneurship training and business assistance on strengthening the role of MSME actors assisted by PLUT-KUMKM Prov. South Sulawesi Makassar City. Partially, entrepreneurship training (X1) has an effect on strengthening the role of MSME actors and business assistance has an effect but not significant on strengthening the role of MSME actors. The percentage of the influence of entrepreneurship training and business assistance assisted by PLUT KUMKM South Sulawesi Province is 33.3%.

Keywords: *training, assistance, strengthening the role of msme actors*

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1. INTRODUCTION

MSMEs are businesses that receive a lot of attention and privileges from legal entities (Hanim, Soponyono & Maryanto, 2022). MSMEs play an important role in driving an Indonesian economy Sulistyanto, Dwinarko, Syafrizal, Mujab & Daeful (2021). Several fields of MSME are in great demand, starting from fashion, culinary, craft and services (Ranto, 2016). Apart from being a job vacancy that is in great demand by the public, MSMEs also play a very important role in reviving Indonesia's economic growth after the currency crisis in 1997 (Wibawa & Anggitaria, 2020).

The number of MSMEs in South Sulawesi Province based on 2019 data has reached more than 940 thousand business units, which will then increase to 1.2 million in 2020. Such as MSMEs in Makassar City currently. Based on the above data acquisition data Based on data from the UPT PLUT KUMKM, the number of MSMEs in Makassar City is currently 2,683. MSME empowerment is basically the responsibility of the local government and the community. Who can observe the problems of MSME actors that hinder the development of their businesses (Hafsah, 2004:43-44) in (Alyas & Rakib, 2017; Isma, 2020). According to (Ramli & Rakib, 2022; Isma, 2022) that MSMEs play an extraordinary role in reducing unemployment and making MSMEs as source of growth in employment opportunities.

The problem that is often faced by MSMEs is none other than the problem of human resources who are less competent in their field and the weakening of motivation to create something new (Tambunan, 2012; Isma & Alisyahbana, 2022) in (Bahri, Mulbar & Suliana 2019).

Based on the observation that MSME actors cannot be free from problems. In the process of developing this business, there are many problems that need to be resolved and solutions provided (Andayani & Roesmningsih 2021). The performance of every MSME actor in Indonesia really needs big business because they are still lacking in competence to express creative ideas for their business products (Asyifa, Rakib & Tahir, 2019).

According to Herman, Dakwah & Kusmayadi (2022) strengthening is a form of support for someone who aims to make something weak become strong. According to Muh. Uzer Usman in (Herman, Dakwah & Kusmayadi, 2022) reinforcement is a reciprocal form of something that has been obtained which is then stated in the form of its nature and behavior.

Based on the opinion of Thomas W. Z. (1996) in Azwar (2013) who argued that entrepreneurship is a science which in its process applies creativity. Meanwhile, according to Drucker (1999) in (Christoffel, Mintardjo, Imelda, Kawung & Michael, 2020) entrepreneurship is a person's ability to create new things that are different from others. Meanwhile, according to (Yusmira et al., 2018; Isma et al., 2022) entrepreneurship is a vehicle for creativity and innovation activities. According to (Karwati, 2017) training is also delivered in the form of assistance in the form of skills training and organizing a learning environment. Meanwhile, according to (Farean, 2020) training is basically a structured effort to develop skills. According to Azizah, Syam & Rakib (2019) entrepreneurship training is the single most important strategy for developing and expanding the Indonesian economy. According to Veithzal Rivai in (Nurnilasari, Rianto, & Khodijah, 2021) indicators are training participants, instructors (trainers), training materials, training methods. According to Kamil, (2010) in (Astutiningrum, 2019; Pada et al., 2022) defines training as a form of consulting someone in finding solutions to the problems they face. In Rahmanissa's research in Utami (2018) the accompaniment indicators consist of enabling, strengthening, protecting, supporting.

Rahendra Farean (2020) conducted research on the effect of training, mentoring and coaching by the KUMKM Service on the development of Jambi's MSMEs. The results of his research were that all X variables had a positive influence on Y variable (MSME development). Nurul Azizah, Agus Syam, Muhammad Rakib (2019) The title of the research is Analysis of the effect of entrepreneurship training to increase the entrepreneurial ability of business groups in Kab. Gowa. The results of this study state that the more often entrepreneurship training is carried out, the more business development it can improve.

Septiani (2017) entitled conducting research with the title of the influence of service and mentoring of the PLUT-KUMKM DIT Integrated Service Unit on the creative economy. The results show that the service and assistance variables have a significant positive effect on the creative economy of MSME actors.

Research by Muhammad Azizul (2015) examines the Effect of Entrepreneurial Assistance on the Performance of MSMEs in Jambi City. Based on the results of training research, guidance and consultants simultaneously and partially influence the variable Y financial performance. Ade Ika Astutiningrum (2019) researched the effect of training, mentoring, and coaching on the success of MSMEs in Kec. North Semarang. The results of the research are that the independent variables of training, mentoring and coaching have a significant positive effect on the dependent variable of MSME success.

Entrepreneurship training carried out by the South Sulawesi PLUT KUMKM Integrated Service Unit which has been carried out repeatedly in various fields such as production, distribution and marketing in order to grow competent human resources with entrepreneurial insight. However, this training turned out to have many shortcomings. Likewise with the business assistance carried out by the South Sulawesi UPT PLUT KUMKM Integrated Service Unit based on the observations of researchers, it is still very minimal which causes it is not uncommon for MSME actors to have set up businesses with unclear goals and plans which have resulted in many businesses failing. (Mubarok et al., 2020; Isma et al., 2019).

In line with the above information, the title that will be examined is prepared as follows: "The Influence of Entrepreneurship Training and Business Assistance on Strengthening the Role of MSME Actors Assisted by the South Sulawesi PLUT-KUMKM Integrated Service Unit.

The formulation of the problem in this study is whether there is an influence of entrepreneurship training and business assistance on strengthening the role of MSME actors assisted by PLUT KUMKM Sulsel. The purpose of this study was to determine the effect of entrepreneurship training and business assistance on strengthening the role of MSME actors assisted by UPT PLUT KUMKM South Sulawesi Province. The hypothesis in this study is that it is suspected that entrepreneurship training and business assistance have an influence on strengthening the role of MSME actors assisted by UPT PLUT KUMKM South Sulawesi Province.

2. METHOD

This research uses a quantitative approach with a survey method (Sugiyono, 2015). Which was carried out from September to October 2022. The independent variable for this research is Entrepreneurship Training and Business Assistance. While the dependent variable is Strengthening the Role of MSME Actors. This research involved MSME actors assisted by UPT PLUT KUMKM South Sulawesi Province in Makassar City as the study population. In total, there are 229 MSME actors who have attended MSME entrepreneurship training and business assistance. Therefore, non-probability sampling techniques are used in the sample determination process (Sugiyono, 2015). The sample in this study was determined using the slovin formula, (Sugiyono, 2015) population element (N) = 229, the error level set by the researcher was 5%, so the sample size was 65 respondents. This study uses a Likert Scale as a tool for measuring independent variables, where respondents will choose the answers that will have been provided. According to (Sugiyono, 2015) the Likert scale is a tool used to develop an instrument used to measure a person's attitude and opinion towards the problem of an object. Descriptive analysis in this study uses the TCR formula. That way the resulting analysis is not in the form of comparisons or related.

Before being designated as a research instrument, these statements have been validated first. With a validity test where respondents' answers will be tested with the Pearson's Product-Moment Correlation test to determine the validity of each item (Situmorang, Helmi, & Luthfi, 2015). Normality testing using the Kolmogorov Smirnov Situmorang and Luthfi (2015) approach. Multicollinearity testing with the SPSS application can be seen whether there are multicollinearity problems (Sugiyono, 2015). Heteroscedasticity testing by looking at the pattern of the scatter plot model image can be seen from the results of the heteroscedasticity test (Situmorang, Helmi, & Luthfi, 2015).

Furthermore, testing the hypothesis, namely multiple linear regression according to Ghozali (2018) multiple regression aims to measure the extent of the relationship resulting from the variables studied. Partial testing is useful for finding the influence of variables on entrepreneurship training and business assistance on strengthening the role of MSME actors separately (Sugiyono, 2015). Partial testing is useful to find the influence of entrepreneurship training and business assistance variables on strengthening the role of MSME actors together (Sugiyono, 2015). Testing the correlation coefficient which aims to find how strong the influence of the independent variable on the dependent variable is presented in the form of a percentage (%) (Sugiyono, 2015). Testing the coefficient of determination aims to find the magnitude of the influence and how strong the independent variable can affect the dependent variable (Sugiyono, 2015).

3. RESULTS AND DISCUSSION

3.1. Variable Descriptive Analysis

Table 1. Variable Test Results for Entrepreneurship Training

Grain	N	Total Score	Average	TCR	Information
PK1	65	313	4,82	96,3	Very much
PK2	65	301	4,63	92,6	Very much
PK3	65	289	4,45	88,9	Very much
PK4	65	293	4,51	90,1	Very much
Total Average		1196	4,6	92	

Source: Researchers, 2022

Based on Table 1, the TCR value for the entrepreneurship training variable is 92% in the very good category.

Table 2. Business Assistance

Grain	N	Total Score	Average	TCR	Information
PU1	65	298	4,58	91,6	Very much
PU2	65	298	4,58	91,6	Very much
PU3	65	293	4,51	90,1	Very much
PU4	65	294	4,52	90,4	Very much
Total Average		1183	4,55	91	

Source: Researchers, 2022

Based on Table 2, the TCR value for the business assistance variable is 91% in the very good category.

Table 3. Strengthening the Role of MSME Actors

Grain	N	Total Score	Average	TCR	Information
PP1	65	296	4,55	91,0	Very much
PP2	65	296	4,55	91,0	Very much
PP3	65	293	4,51	90,1	Very much
PP4	65	297	4,57	91,3	Very much
Total Average		1182	4,54	90,9	

Source: Researchers, 2022

The TCR value of the variable strengthening the role of MSME actors is 90.9% in the very good category.

3.2. Classical Assumption Testing

3.2.1. Normality

Table 4. Normality Test Results

	N		Unstandardized Residual
Parameters ^{a,b}		<i>M</i>	65
		<i>Std. Devi.</i>	.0000000
			1.25379669
	Asymp Sig		.200 ^d

Source: Researchers, 2022

The significance value from the results of the tests carried out obtained the Kolmogorov Smirnov value of 0.200, which means that it can be indicated that it turns out that the distribution of the residual variables that have been obtained is categorized as normal because the significance value is greater than the standard significance of 0.05 or stated $0.200 > 0.05$.

3.2.2. Multicollinearity Test

Table 5. Multicollinearity Test

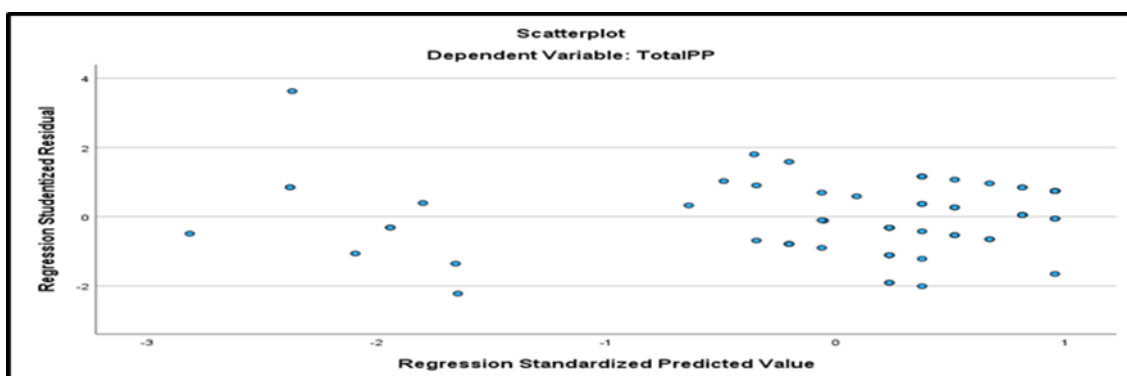
Keterangan	Sig.	C. Statistics
	<i>Tolerance</i>	<i>VIF</i>
1 Constant		
Pelatihan Kewirausahaan	0,409	2.443
Pendampingan Usaha	0,409	2.443

Source: Researchers, 2022

The tolerance value of the variables of entrepreneurship training and business assistance is 0.409 and VIF is 2.443, which means that it can be said that there is no such thing as multicollinearity because the tolerance value is $0.409 > 0.1$ and the VIF value is $2.443 < 10$.

3.2.3. Heteroscedasticity Test

The following are the results of the tests obtained by researchers:



Source: Researchers, 2022

Gambar 1. Heteroskedastisitas

Based on the picture listed above, it can be said that there is no such thing as heteroscedasticity because in the scatterplot graph the dots are spread out and do not just gather in one place.

3.3. Hypothesis testing

3.3.1. Multiple linear regression

Table 6. Multiple Linear Regression Analysis

Information	B	Unstandardized Coefficients Std. Error	Standardize d Coefficients	T	Sig
(Constant)	8,319	1,751		4,750	0,001
Entrepreneurship training	0,405	0,136	0,475	2,976	0,004
Business Assistance	0,132	0,144	0,147	0,921	0,361

Source: Processed Data, 2022

$$Y = 8,319 + 0,405 X_1 + 0,132 X_2 + e$$

- A constant value of 8.319 is a condition when the variable strengthening the role of MSME actors has not been influenced by other variables.
- A constant value of 8.319 is a condition where the variables strengthening the role of MSME actors are not affected by variables.
- The regression coefficient of the business assistance variable is 0.405, which indicates that entrepreneurship training has a positive effect on strengthening the role of MSME actors which can be indicated if entrepreneurship training increases, the strengthening of the role of MSME actors will also increase following the increase in business assistance or in line with 0.405, with an estimate that there are variables other influences but not examined by researchers.
- The regression coefficient of the business assistance variable is 0.132, which indicates that business assistance has a positive influence on strengthening the role of MSME actors which can be indicated if business assistance increases, the strengthening of the role of MSME actors will also increase following the increase in business assistance or in line by 0.132, with an estimate that there are variables other influences but not examined by researchers.

3.3.2. T test

Table 7. Variable T Test

Information	B	Unstad. C	Standar. C	T	Sig
(Constant)	8,319	1,751		4,750	0,001
Entrepreneurship training	0,405	0,136	0,475	2,976	0,004
Business Assistance	0,132	0,144	0,147	0,921	0,361

Source: Researchers, 2022

Based on the table, it shows that the T-count value of entrepreneurship training is 2.976 and the standard t-table value is 1.998 and for a significant value of (0.004), therefore T-Count > T-Table, signi 0.004 < 0.05. So entrepreneurship training has a positive and significant effect on strengthening the role of MSME actors.

Based on the table, it shows that the T-count for business assistance is 0.921 and the standard T-table is 1.998 and the significant value is 0.361, therefore T-count > T-table, signi 0.361 > 0.05. So business assistance has a positive but not significant effect on strengthening the role of MSME actors.

3.3.3. F Test

Table 8. Variable F Test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	55.176	2	27.588	17.001	0,001
Residual	100.608	62	1.623		
Total	155.785	64			

Source: Researchers, 2022

Based on the table, the t-count value is 17,001 and the standard F-table value is 3.14 and a significant value. Amounting to 0.001, therefore T-Count > T-Table, signi. 0.001 < 0.05. So entrepreneurship training and business assistance have a positive and significant effect on strengthening the role of MSME actors.

3.3.4. Correlation coefficient

Table 9. Correlation Coefficient and Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.595	0.354	0.333	1.274

Source: Researchers, 2022

The correlation coefficient obtained from the test results is 0.595 which is included in the category that is approaching strong, meaning that it has a positive relationship, the more training and assistance is carried out, the more the role of MSME actors increases. The coefficient of determination obtained from the test results is 0.333, the remaining 33.3% percentage is influenced by variables that are not included in the researcher's research.

3.4. Discussion

Referring to the results of the analysis, it shows that there is a positive and significant influence between Entrepreneurship Training on strengthening the role of MSME actors partially and simultaneously on strengthening the role of MSME actors assisted by PLUT KUMKM in Makassar City. While the results of the analysis of Business Assistance have a positive but not significant effect on Strengthening the role of MSME actors (partial), but simultaneously Business Assistance has a positive and significant effect.

The results of processing the data that researchers have done show that the results of the coefficient T-count Entrepreneurship Training (X1) is (2.976) with a T-table of (1.998), then Entrepreneurship Training (X1) partially influences the Strengthening of the role of MSME actors (Y), because the T-count has a greater value than the T-table, namely (2.976) > (1.998). The research results obtained are in line with research conducted by Rahendra Farean (2020) who conducted research on (the effect of training, mentoring, and coaching of cooperatives and SMEs on the development of micro, small and medium enterprises (UMKM) in Jambi).

This research is also in line with research conducted by Nurul Azizah, Agus Syam, Muhammad Rakib (2019) who conducted research on Entrepreneurship Training Analysis in Improving Entrepreneurial Capability in Women Empowerment Business Groups in Pallangga District, Gowa Regency. The results of processing the data that the researcher has done are obtained that business assistance (X2) is equal to (0.921) while the standard T-table value is (1.998) and for a significant value of 0.361, then t-count > t-table and significant 0.361 > 0.05 so that it can be stated that the hypothesis Ha is rejected, and H0 is accepted, meaning that the independent variable business assistance (X2) partially has a positive but not significant effect on the dependent variable strengthening the role of MSME actors (Y).

However, it is different from the opinion of Rahendra Farean (2020), where the results of his research show that the assistance variable has a positive and partially significant effect. While the research of researchers partially business assistance has a positive but not significant effect. The results of the study also conflict with the results of research conducted by Muhammad Azizul

Hakim (2015) with the title Effects of PLUT-KUMKM Services and Assistance on DIY MSME Business Incubator Participants.

Based on table (4.16) it can be indicated that the T-count value of entrepreneurship training is (2.976), and the standard T-table value is 1.998, and the sig value is 0.004, so $t_{count} > t_{table}$ and significance value $< 0,05$ so that it can be stated that the hypothesis H_0 is rejected and H_a is accepted, meaning that the independent variable entrepreneurship training (X_1) partially influences the dependent variable strengthening the role of MSME actors (Y). The results of this study are in line with research conducted by Ade Ika Astutiningrum (2019) with the title "The Influence of Training, Assistance and Development of the Semarang City Government on the Success of MSMEs in North Semarang District".

The correlation coefficient obtained from the test results is 0.595 which is included in the category that is approaching strong, meaning that it has a positive relationship, the more training and assistance is carried out, the more the role of MSME actors increases. The coefficient of determination obtained is the R Square value of 0.333 or 33.3 percent. This shows that entrepreneurship training and business assistance have an effect on strengthening the role of MSME actors by 0.333 or (33.3 percent), but the remaining 60.7% is influenced by variables outside this study. Based on the results of the study of the hypothesis, it was found that entrepreneurship training had a more dominant effect on strengthening the role of MSME actors.

4. CONCLUSIONS AND SUGGESTION

The results of this study indicate that the entrepreneurial training variable (partial) has a significant positive effect on strengthening the role of MSME actors assisted by PLUT KUMKM in Makassar City. Where is the result of the T Test (Partial) the t-count value from entrepreneurship training is 2.976 and the standard T-table value is 1.998 and from a significance of 0.004, where $0.004 < 0.05$.

The results of this study shows that the business assistance variable (partial) has a positive but not significant effect on strengthening the role of MSME actors assisted by PLUT KUMKM in Makassar City. Where the results of the T Test (Partial) the value of the t-count variable for business assistance is as much as 0.921 and the standard t-table value is 1.998 and for a significant standard value of 0.361, meaning $0.361 > 0.05$. Entrepreneurship training and business assistance variables based on the results have a positive and significant (simultaneous) effect on strengthening the role of MSME actors assisted by PLUT KUMKM in Makassar City. Where from the F test is the T-count value, which is 17.001, while the value of the standard F-table is 3.14 and from signi. as much as 0.001, which means $0.001 > 0.05$.

In the variable entrepreneurial training has a significant effect on strengthening the role of MSME actors, the UPT PLUT KUMKM South Sulawesi Province should also further improve entrepreneurship training so that MSME actors can further strengthen their role. In the business assistance variable that has a significant effect on strengthening the role of MSME actors, the UPT PLUT KUMKM South Sulawesi Province should prioritize providing business assistance so that it can motivate and guide business development.

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