The Influence of Capital, Training, and Mentoring on the Success of UMKM Businesses in the Fashion Sector during rhe COVID-19 Pandemic in Pekanbaru

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Abstract

This study aims to determine the effect of Capital on the Success of Fashion Sector MSMEs during the Covid-19 Pandemic in Pekanbaru, to determine the effect of Training on the Success of Fashion Sector MSMEs during the Covid-19 Pandemic in Pekanbaru, to determine the effect of Assistance on the Success of Fashion Sector MSMEs during the Covid-19 Pandemic in Pekanbaru. To determine the effect of capital, training, and mentoring on the success of MSMEs in the Fashion Sector during the Covid-19 Pandemic in Pekanbaru. The population of this study is the fashion sector in Pekanbaru city. The sample selection technique was carried out using the probability sampling method of the mulitistage sampling model and obtained as many as 80 MSMEs. This research includes quantitative descriptive research and hypothesis testing is carried out with the help of SPSS statistical test tools. Capital has a significant effect on the business success of fashion sector MSMEs during the Covid-19 pandemic in Pekanbaru. This shows that the better the capital of MSME actors, the more the success of MSME businesses will increase. Training has a significant effect on the success of fashion sector MSME businesses during the Covid-19 pandemic in Pekanbaru. The more frequent the training provided, the more visible the development of MSMEs will be. Assistance has a significant effect on the success of MSME businesses in the fashion sector during the Covid-19 pandemic in Pekanbaru. This shows that the better the assistance to MSME actors, the more the success of MSME businesses will increase. There is a simultaneous influence of capital, training and mentoring on the success of MSME businesses. This shows that the better the business capital, the training received and the assistance obtained will affect the success of MSME businesses together.

Keywords: Capital, Training, Assistance, MSME Businesses.

1. Introduction

At the end of 2019, precisely in December, the world was shocked by an incident that was suspected to be a case of pneumonia with an etiology known as covid-19, the case originated from Wuhan City, China. The spread and increase in the number of covid-19 cases occurred very quickly and has spread between countries including Indonesia. Pekanbaru City, Riau province is the highest covid distribution place in Indonesia. As a result of the covid-19 pandemic, it has an impact on the economy of the people of Riau province. As in the economic sector, especially in MSME businesses. Based on data released by BPS Riau province, it can be seen that almost 70 percent of MSMEs in Riau are affected by covid 19. For this reason, a strategy is needed so that MSMEs can continue to run during a pandemic by providing training (Gunawan & Pratomo, 2023).

Some of the impacts of the Covid-19 pandemic felt by Pekanbaru City MSMEs according to a summary of data from the Pekanbaru City Small and Medium Enterprises Cooperative Office such as, a decrease in turnover which originally reached 100% before the Covid-19 pandemic then during the pandemic less than 50%, there were several businesses that went out of business, then there were also several businesses that laid off their workers because they could not afford to pay wages (Sari & Komalasari, 2021).

Responding to the phenomenon that occurred during the pandemic, the government did not remain silent to help ease the burden on MSMEs affected by Covid-19. The central government through the Ministry of Cooperatives and

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SMEs (Kemenkop UKM) has distributed Productive Presidential Assistance (Banpres) or Direct Cash Assistance (BLT) of IDR 2.4 million to micro-entrepreneurs affected by the pandemic. In Pekanbaru City, there are 9,588 MSMEs proposed to receive assistance from the central government, consisting of 7,888 MSMEs in Phase 1 and then in phase 2 as many as 1,700 MSMEs. Not only the central government but in the regions through the Pekanbaru City Cooperative, Small and Medium Enterprises (UKM) Office also participated in making empowerment efforts for MSMEs affected by Covid-19, namely by conducting training (Gunawan & Pratomo, 2023; Hamburg, 2022; Huda & Rosita, 2022). As well as empowerment programs related to economic recovery efforts in a form to help the condition of MSMEs during the Covid-19 Pandemic (Hidayat et al., 2023). But it can be seen that the efforts made by the government to MSMEs during this pandemic cannot be said to be maximized in helping to restore the condition of MSMEs during the Pandemic.

This can be seen from the phenomenon that people's purchasing power has decreased due to the Covid-19 virus pandemic. This has caused the level of demand for products produced by MSMEs to fall in recent months. MSMEs do not have the ability to finance their business, because their business capital has run out (Ngurah et al., 2023; Thurman, 2020). Meanwhile, the level of demand in the market has fallen. Thus, MSMEs run out of capital because there is no turnover of funds (Toha & Habibah, 2023). The ability of MSMEs tends to be low in using technology, and marketing MSME products is also difficult because people are reluctant to shop by direct contact during the Covid-19 pandemic (Chahal et al., 2020). Programs, activities and policies related to the development of MSMEs that have not been implemented effectively and efficiently, especially for MSMEs affected by the Covid-19 pandemic in going through the pandemic crisis (Gunawan & Pratomo, 2023; Rustiawan et al., 2023; Wisawapaisarn & Yodmongkol, 2021).

From the explanation of the above problems, it is necessary to have training and assistance for MSMEs so that the success of MSME businesses during a pandemic is formed so that they are still able to try to survive during a pandemic. It is hoped that many social services and government agencies will provide training and business assistance to MSMEs to overcome economic problems from the impact of covid-19 (Agarwal et al., 2022). With so many training and mentoring programs for MSMEs during the covid-19 pandemic in Pekanbaru city, it should have a positive impact on MSME business actors in Pekanbaru city. Based on the background that has been described. So it is necessary to conduct further research by taking the title "The Effect of Capital, Training and Assistance on the Success of the Fashion Sector Umkm Business during the Covid-19 Pandemic in Pekanbaru"

2. Literature Review

Micro, Small and Medium Enterprises according to Bank Indonesia in Latifah (2021):

Small businesses are productive businesses owned by Indonesian citizens, in the form of individual business entities, unincorporated business entities, or incorporated business entities such as cooperatives; not a subsidiary or branch owned, controlled or affiliated, either directly or indirectly with medium or large businesses.

Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) Article 1 states that:

1) Micro Businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria of Micro Businesses as stipulated in this Law;
2) Small Business is a stand-alone productive economic business, conducted by an individual or business entity that is not a subsidiary or not a branch of a company owned, controlled, or a part either directly or indirectly of a Medium Business or a Large Business that meets the criteria of a Small Business as referred to in this Law.
3) Medium Enterprises are productive economic businesses that stand alone, conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or part of either directly or indirectly by Small Enterprises or Large Enterprises with a net worth or annual sales as regulated in this Law.

The resource-based strategy theory according to Mahoney in (Clark et al., 2018) is relevant to explain the factors that influence business success. The resource based strategy theory in this study implies that business success can be influenced by using better resources such as administrative organization patterns, and maximizing entrepreneurial competencies (Lajuni & Samsu, 2022). Capital is an important element in starting and developing MSMEs (Marson & Ferris, 2020; Ngurah et al., 2023; Slorach & Ellis, 2020). With sufficient capital, MSMEs can purchase necessary equipment and raw materials, as well as finance daily operations (Pratiwi et al., 2022). If capital is lacking, MSMEs may struggle to grow or even survive. Training can provide the knowledge and skills needed to manage MSMEs (Gunawan & Pratomo, 2023).

Training can cover various aspects, such as business management, marketing, finance and production (Bagis &

Darmawan, 2022; Bakhtiar et al., 2021; Batista et al., 2024). MSMEs that receive good training usually perform better than those that do not. Mentoring can help MSMEs face challenges and obstacles in running their businesses (BARAN, 2022). Assistance can be in the form of consultation, guidance, or even moral support. Good mentoring can help MSMEs to become stronger and more stable (Hamburg, 2022).
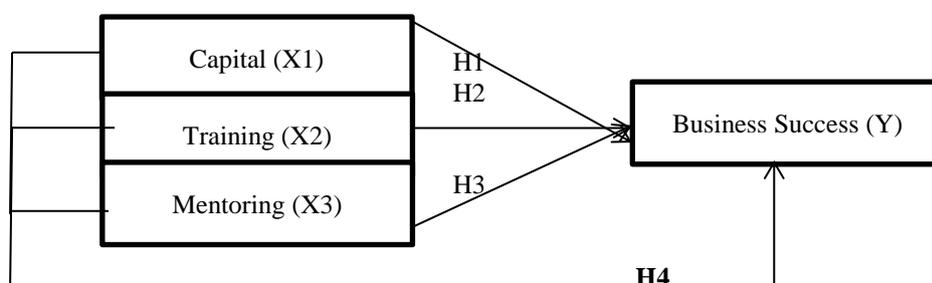

Figure 1. Framework of Thought

Research Hypothesis

H1: Capital has a significant effect on the success of MSME businesses.

H2: Training Has a Significant Effect on the Success of MSME Businesses

H3: Mentoring has a significant effect on the success of MSME businesses

H4 : Capital, Training and Mentoring has a significant effect on the success of MSME businesses

3. Research Method

The research method used in this research is quantitative method. Quantitative research is research based on collecting and analyzing data in the form of numbers (numerical) in order to describe, predict, and control phenomena that become research issues (Sugiyono, 2017). Quantitative research emphasizes its analysis in data in the form of numbers that are processed using statistical methods (Mulyadi, 2011). With the quantitative method that researchers do, the significance of the influence of the Effect of Capital, Training and Assistance on Business Success will be obtained (Hutabarat & Dini, 2021; Meliza & Prijadi, 2023; Ngurah et al., 2023; yono & Juniarto, 2020). The population in this study is the umkm fashion sector in Pekanbaru city. There are 406 umkm population in the fashion sector in Pekanbaru city based on data from the Pekanbaru City Cooperative and UMKM Office. The research sample based on researcher justification was 80 MSMEs consisting of lower-class, middle-class and upper-class business criteria. The sampling method used is the probability sampling method of the mulitistage sampling model. Data is processed using SPSS.

4. Results and Discussions

4.1. Result

4.1.1. Descriptive Analysis

Explaining that from a total of 80 respondents, it can be concluded that the business success variable (Y) has an average statistical value of 30.95 and has a standard deviation of 3.981, the capital variable (X1) has an average statistical value of 20.98 and has a standard deviation of 3.097, the training variable (X2) has an average statistical value of 25.95 and has a standard deviation of 3.610, and the mentoring variable (X3) has an average statistical value of 17.83 and has a standard deviation of 2.453.

4.1.2. Validity Test

Table 1. Validation Test

Variables	No Item Instrumen	Person Correlation RCount	R Table -5%	Ket
Business Success	Y1	0.822	0.219	Valid
	Y2	0.761	0.219	Valid
	Y3	0.762	0.219	Valid
	Y4	0.714	0.219	Valid
	Y5	0.818	0.219	Valid
	Y6	0.769	0.219	Valid
	Y7	0.398	0.219	Valid
Permoda lan	X11	0.699	0.219	Valid
	X12	0.745	0.219	Valid
	X13	0.835	0.219	Valid
	X14	0.741	0.219	Valid
	X15	0.754	0.219	Valid

Variables	No Item Instrumen	Person Correlation RCount	R Table -5%	Ket
Training	X21	0.707	0.219	Valid
	X22	0.760	0.219	Valid
	X23	0.737	0.219	Valid
	X24	0.797	0.219	Valid
	X25	0.752	0.219	Valid
	X26	0.755	0.219	Valid
Assistance	X31	0.801	0.219	Valid
	X32	0.925	0.219	Valid
	X33	0.867	0.219	Valid
	X34	0.823	0.219	Valid

It was found that all r counts of statement items were greater than r table 0.219. This means that the items used to measure each variable are declared valid.

Table 2. Reliability Test Results

No.	Variables	Cronbach's Alpha	Reliability	Ket
1	Business Success	0.807	0.807 > 0.6	Reliable
2	Capital	0.811	0.811 > 0.6	Reliable
3	Training	0.844	0.844 > 0.6	Reliable
4	Assistance	0.877	0.877 > 0.6	Reliable

The reliability test results show that the reliability coefficient value of each variable is greater than the provisions, namely: 0.6 so that the instrument used is declared reliable.

4.1.3. Classical Assumption Test

Normality Test. The normality test with the One-Sample Kolmogorov-Smirnov Test table (Table 3). From the Kolmogorov-Smirnov table above, it can be seen that the Asymp. Sig. (2 tailed) is 0.095 where the value is greater than $\alpha = 0.05$ (0.095> 0.05). Thus it can be concluded that the data is normally distributed.

Multicollinearity test is the existence of a definite linear relationship between independent variables. The multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have correlation between independent variables.

Table 3. One-Sample Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			80
Normal Parameters[a,b]		.0000000	.0000000
		1.10610220	1.88023968
Most Extreme Differences		.095	.035
		80	.022
		.064	-.035
Test Statistic			-.095
Asymp. Sig. (2-tailed)			.095

Table 4. Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Capital	.567	1.762
	Training	.649	1.540
	Assistance	.643	1.555
a. Dependent Variable: Business Success			

There are no symptoms of multicollinearity among the independent variables because VIF < 10 or Tolerance > 0.1. VIF on the capital variable is 3.010 < 10 and Tolerance is 0.332> 0.1. VIF on the training variable of 2.374 < 10 and Tolerance of 0.421 > 0.1. VIF on the mentoring variable is 2.527 < 10 and Tolerance is 0.396> 0.1. So it can be interpreted that there is no multicolineirity.

Heteroscedasticity test Glejser test below obtained a significance value between the independent variable and the absolute residual of 0.127, 0.083 and 0.811> 0.05. It means that there is no heteroscedasticity in the regression model of this study.

4.1.4. Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Cons)	2.310	.631		3.660	.000
Capital	.068	.044	.285	1.544	.127
training	-.105	.034	-.508	-3.094	.083
Assistance	-.012	.051	-.041	-.240	.811
a. Dependent Variable: Business Success					

The results of multiple linear regression tests processed using SPSS.

a) The constant value (a) is 1.399. This means that if the variables of capital, training and mentoring are assumed to be zero (0), then business success is 1.399.
b) b) The regression coefficient value of the capital variable is 0.575. This means that every increase in capital by 1 unit will increase business success by 0.575 and vice versa, assuming other variables remain constant.
c) c) The regression coefficient value of the training variable is 0.233. This means that every increase in training by 1 unit will increase success by 0.233 and vice versa, assuming other variables remain constant.

d) d) The regression coefficient value of the mentoring variable is 0.642. This means that every increase in mentoring by 1 unit will increase business success by 0.642 and vice versa, assuming other variables remain constant.

4.1.5. Hypothesis Test

4.1.5.1. Partial Test (T Test)

The t table value at the 0.05 significance confidence level is 1.664. Thus, the results of each test are as follows:

a. Capital. It is known that t count (8.094) > t table (1.664) and significance (0.000) <0.05. This means that the capital variable has a significant effect on business success.
b. Training. It is known that t count (4.297) > t table (1.664) and significance (0.000) <0.05. This means that the training variable has a significant effect on business success.
c. Mentoring. It is known that t count (7.813) > t table (1.664) and significance (0.000) < 0.05. This means that the mentoring variable has a significant effect on business success.

Table 6. T test

Coefficients^a

Model	Unstand ardized Coefficients		Standardizd Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.399	1.012		1.383	.171
Capital	.575	.071	.448	8.094	.000
Training	.233	.054	.211	4.297	.000
Assistance	.642	.082	.396	.813	.000

4.1.5.2. Simultaneous Test (F Test)

Table 7. F test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regressi on	1155.146	3	385.049	302.769	.000
Residuals	96.654	76	1.272		
Total	1251.800	79			

Based on the results of the processed data, it can be seen that the significant value is 0.000 < α = 0.05. The results of this analysis are reinforced by looking for the Ftabel value with the value of df (n1) = k-1 = 4-1 = 3, df (n2) = n-k = 80-3 = 77 and a significant level of 0.05, the Ftabel value is 2.72. The Fcount value is greater than the Ftable value (302.769> 2.72) and the Sig value. 0.000 < α = 0.05. So it can be concluded that the results of this study show that all independent variables (training, capital, mentoring) simultaneously have a significant effect on the dependent variable (business success).

4.1.5.3. Coefficient of Determination (R)2

The results of the coefficient of determination (R^2) show how much the independent variables used in this study are able to explain the dependent variable.

Table 8. R test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797^a	.635	.621	2.451

The R Square value of 0.635 is obtained, which means that the percentage of influence of the training capital variable and mentoring on business success is 63.5%. While the remaining 36.5% is influenced by other variables not included in this regression model.

4.2. Discussion

1) The Effect of Capital on Business Success

It can be concluded from the t test (partial) significance data that the first hypothesis "It is suspected that capital has a significant effect on the business success of fashion sector MSMEs during the covid-19 pandemic in Pekanbaru" is accepted, by obtaining a significance value of 0.000 <0.05 and a value of 1.664 < 8.094. So it can besaid that capital has an influence and significance on the success of MSME businesses so that the first hypothesis is accepted.

2) The Effect of Training on MSME Business Success

It can be concluded from the significance data of the t test (partial) that the second hypothesis "It is suspected that training has a significant effect on the success of MSME businesses in the fashion sector during the Covid-19 pandemic in Pekanbaru" is accepted, by obtaining a significance value of 0.000 <0.05 and a t table value of 1.664 < 4.297. So it can be said that training has an effect and is significant on the success of MSME businesses so that the second hypothesis is accepted.

3) The Effect of Mentoring on Business Success of MSMEs in Pekanbaru

It can be concluded from the significance data of the t test (partial) that the third hypothesis "It is suspected that mentoring has a significant effect on the success of MSME businesses in the fashion sector during the co-19 pandemic in Pekanbaru" is accepted, by obtaining a significance value of 0.000 <0.05 and a t table value of 1664 <7.813. So it can be said that mentoring has a significant effect on the success of MSME businesses so that the third hypothesis is accepted.

5. Conclusion

Capital has a significant effect on the success of MSME businesses in the fashion sector during the Covid-19 pandemic in Pekanbaru. This shows that the better the capital of MSME actors, the more the success of MSME businesses will increase. Training has a significant effect on the success of fashion sector MSME businesses during the Covid-19 pandemic in Pekanbaru. The more frequent the training provided, the more visible the development of MSMEs will be. Assistance has a significant effect on the success of MSME businesses in the fashion sector during the Covid-19 pandemic in Pekanbaru. This shows that the better the assistance to MSME actors, the more the success of MSME businesses will increase. There is a simultaneous influence of capital, training and mentoring on the success of MSME businesses. This shows that the better the business capital, the training received and the assistance received will affect the success of MSME businesses together. Based on the results of this study, the author provides a suggestion or input from the author, namely that the Government needs to increase training for MSMEs. Especially in the provision of trainers who are experts in their fields. Materials that are in accordance with the needs of MSMEs. And the purpose of the training is in accordance with the expected results. the government needs to provide assistance according to the needs of the community / MSME business group which is the object. For future researchers who will conduct research in the same matter, it is hoped that they can continue to develop this research.

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