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## Impact of Training and Assistance on Home Industry SMEs Development by Housewives in Klambir Lima Village

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**Abstract:** Micro, Small and Medium Enterprises (MSMEs) in the home industry sector managed by housewives have significant potential in supporting the local and national economy. This research aims to identify the impact of training and mentoring on the development of MSMEs in Klambir Lima Village, Deli Serdang Regency, North Sumatra. The research problem raised is whether the training and assistance provided can effectively improve the development of MSMEs managed by housewives. The methodology used is a quantitative approach with a census method on 49 MSME actors in the village. The research results show that training and mentoring do not have a significant impact on the development of MSMEs (t-calculated value for training - 1.456 < t-table 1.677; significance 0.152 > 0.05 and t-calculated value for mentoring 0.739 < t-table 1.677; significant 0.464 > 0.05). On the other hand, the marketing aspect has a significant positive impact on the development of MSMEs (t-value 3.134 > t-table 1.677; significance 0.003 < 0.05). Multiple linear regression analysis shows that training, mentoring and marketing simultaneously have a significant impact on the development of MSMEs (F value 3.336 > F-table 2.50; significance 0.028 < 0.05), with marketing as the most crucial factor. In conclusion, an effective marketing strategy is the key to increasing the productivity and development of MSMEs. More focused support on marketing aspects, as well as improving the quality of training and mentoring, is needed to help MSMEs overcome challenges and improve their performance.

**Keywords:** MSMEs, Training, Marketing, Home Industry



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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in the home industry sector managed by housewives have significant potential in supporting both local and national economies (Anupama, et al, 2024). These enterprises often serve as economic backbones in certain villages or regions, playing a crucial role in alleviating poverty and empowering women (Marthalina, 2018). However,

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MSMEs face numerous challenges, such as limited knowledge, skills, and initial capital, which hinder their development (Avrillia et al., 2024). This research aims to explore the impact of training and assistance on the development of home industry MSMEs in Klambir Lima Village, Deli Serdang Regency, North Sumatra.

State-of-the-art research highlights the critical role of training and assistance in empowering MSMEs. Previous studies have shown that effective training and assistance programs can enhance the social and economic capabilities of communities, enabling them to better navigate economic conditions and household needs (Sanusi & Wibasuri, 2015; Mahardika et al., 2020). Empowerment is the key to enabling communities to gain bargaining power and become active participants in the development process, rather than mere objects of development.

Recent studies, such as by Ningsih (2020), emphasize the increasing importance of MSMEs in Indonesia's economic growth, particularly through the development of entrepreneurial potential. Similarly, Wulandari (2022) identifies the unique characteristics of Klambir Lima Village as an interesting case study for understanding how training and assistance influence MSMEs. These enterprises can foster an entrepreneurial spirit, particularly among women's empowerment groups, and enhance skills essential for business success (Hidayat et al., 2020). Moreover, Bariqi (2018) argues that human resources play a crucial role in productivity enhancement, making training essential for improving MSMEs' performance.

Marketing is another critical aspect of MSME development. Social media marketing, in particular, has emerged as a powerful tool for promoting products and brands in a timely, personal, and relevant manner (Wijaya & Andrew, 2022). Studies by Ria and Wulandari (2021) show that government and non-governmental organizations have increased their support for MSMEs through training and assistance programs, yet there remains a need to assess the effectiveness of these initiatives in enhancing MSME performance.

The research on MSMEs in Klambir Lima Village aims to (1) identify the problems and obstacles in product sales; and (2) educate and introduce digital marketing to expand market reach. By raising awareness among business actors about social media marketing, MSMEs can improve their sales responsiveness and ultimately achieve financial independence (Hidayah & Rohma, 2023). Observations by the authors reveal that MSMEs in this village often struggle with development, leading to decreased product quality and quantity. According to Leiwakabessy and Lahallo (2018), the low productivity of MSMEs, particularly in management, technology, and marketing, remains a fundamental issue requiring attention from all stakeholders.

Training in packaging is one area where MSMEs often lack expertise. Entrepreneurs and employees may struggle with product packaging, which is not only vital for protecting the product but has also become a key marketing tool (Rangkuty, 2010; Nugroho & Susila, 2024). Additionally, the role of MSME assistants is crucial in enhancing business resilience and productivity. Fuadi (2022) emphasizes that facilitators and motivators in assistance programs play a significant role in improving managerial skills and market access, which are essential for sustaining and growing MSMEs.

This study contributes to the existing literature by providing insights into the effectiveness of training, assistance, and marketing strategies in the development of MSMEs in Klambir Lima Village. The findings can inform policymakers and institutions in designing more effective programs to support the growth and sustainability of MSMEs, particularly in similar rural settings.

## **METHOD**

### **Research Approach**

The research approach used in this study is associative/quantitative/correlational research. Through this research, a theory can be developed to explain, predict, and control a phenomenon. This study examines the influence of individual characteristics, workload, and work environment on employee performance.

### **1. Type of Study**

This study is an associative/quantitative/correlational research, which aims to examine the relationships between variables to explain, predict, and control phenomena. The specific focus of this research is to assess the impact of training, assistance, and marketing on the development of Micro, Small, and Medium Enterprises (MSMEs) in Klambir Lima Village. Associative research is ideal for determining the extent to which one or more variables influence another variable, which in this case involves the interplay between the support provided to MSMEs and their subsequent development.

### **2. Object of Study (Lokus)**

The object of this study is the MSMEs in the home industry sector managed by housewives in Klambir Lima Village, Deli Serdang Regency, North Sumatra. The village was selected due to its unique characteristics and the significant role that MSMEs play in its local economy. This study aims to understand the impact of training, assistance, and marketing efforts on the development of these MSMEs.

### **3. Population and Sample**

The population of this study consists of 49 MSME actors in Klambir Lima Village. Given that the population is less than 100, a census or saturated sampling method was used, where the entire population was included as the sample. This approach ensures that all MSME actors in the village are represented, providing comprehensive insights into the influence of the studied variables.

### **4. Respondents**

The respondents in this study are the 49 MSME actors from Klambir Lima Village. These respondents were selected based on their involvement in the home industry sector and their participation in training, assistance, and marketing activities. The use of a census sampling method ensures that every MSME actor's perspective is captured, which is crucial for the validity and generalization of the findings.

### **5. Data Collection Techniques**

Data for this study were collected from two primary sources:

- a. **Primary Data:** The primary data were gathered directly from the respondents through structured questionnaires. These questionnaires were designed to measure the variables of training, assistance, marketing, and MSME development using a 5-point Likert scale, where

respondents could express their level of agreement or disagreement with the provided statements. The structured nature of the questionnaires ensures consistency and reliability in the data collected.

- b. **Secondary Data:** Secondary data were obtained from a review of relevant literature, including theoretical books, academic journals, and previous research studies related to MSME development, training, assistance, and marketing. These secondary sources provided the theoretical foundation and context for the study.

## **6. Data Analysis Techniques**

The data collected were analyzed using statistical methods with the assistance of SPSS (Statistical Package for the Social Sciences) software. The analysis was carried out in several stages:

1. **Validity and Reliability Tests:** These tests were conducted to ensure that the research instruments used (i.e., the questionnaires) were both valid and reliable. The validity test ensured that the instruments accurately measured the variables they were intended to measure, while the reliability test assessed the consistency of the results over time.
2. **Descriptive Analysis:** Descriptive statistics were used to summarize the characteristics of the respondents and the variables under study. This analysis provided a clear overview of the demographic profiles of the MSME actors and the general trends in the data.
3. **Classical Assumption Tests:** Before conducting regression analysis, classical assumption tests were performed to ensure the data met the necessary assumptions for linear regression. These included:
  - a. **Normality Test:** To ensure the data distribution was normal.
  - b. **Multicollinearity Test:** To check for high correlations among independent variables, which could distort the results.
  - c. **Heteroscedasticity Test:** To verify that the variance of the errors was consistent across observations.
4. **Multiple Linear Regression Analysis:** This analysis was conducted to determine the influence of the independent variables (training, assistance, and marketing) on the dependent variable (MSME development) both partially and simultaneously. The regression analysis allowed the researchers to quantify the impact of each independent variable on MSME development, identifying which factors were most critical for growth.

## **7. Methodological Relevance**

The chosen methodology is appropriate for the research objectives, allowing for a comprehensive assessment of the factors influencing MSME development in Klambir Lima Village. The use of a quantitative approach, combined with robust data collection and analysis techniques, ensures that the study's findings are both valid and reliable, contributing valuable insights to the field of MSME development and empowerment.

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Tabel 1 Variabel Operasional

No	Variable	Operational Definition	Indicator	Scale
1	MSME development (Y) Leiwakabessy and Lahallo (2018)	Micro, Small and Medium Enterprises (MSMEs) have considerable potential for growth and development in improving people's living standards.	1. Quality 2. Quantity 3. Timeliness 4. Effectiveness 5. Independence 6. Work Commitment	<b>Likert</b>
2	Training (X1) Rangkuty (2010)	Some MSME entrepreneurs and their employees do not understand packaging. When entrepreneurs and employees do not have the ability to work, they will experience difficulties in doing their work."	1. Ability 2. Value (value) 3. Attitude 4. Interest	<b>Likert</b>
3	Accompanying (X2) Fuadi (2022)	The most dominant role of mentoring MSMEs in increasing the resilience of business actors is the role of Facilitator and Motivator which has the greatest influence in improving Managerial abilities and Productivity, especially in facilitating marketing access for business actors and supervision of each business sector.	1. Targets that must be achieved 2. Working conditions 3. Job standards	<b>Likert</b>
4	Marketing (Y) (Kotler & Keller, 2016).	Marketing will make it easier to develop micro, small and medium enterprises (MSMEs).	1. Work atmosphere 2. Relationships with coworkers 3. Availability of work facilities	<b>Likert</b>

Source: Reseracher (2024).

## **RESULTS AND DISCUSSION**

This study aimed to examine the influence of training, assistance, and marketing on the development of MSMEs in Klambir Lima Village. The research questions focused on understanding how each of these factors—training, assistance, and marketing—individually and collectively impact MSME development. The results of the multiple linear regression analysis provide insights into these relationships and help address the research questions posed.

### **1. The Influence of Training on MSME Development**

The first research question sought to determine the extent to which training influences the development of MSMEs. The statistical analysis showed the following results:

- **t-value:** -1.456
- **t-table:** 1.677
- **Significance:** 0.152

**Analysis:** With a t-value of -1.456, which is less than the t-table value of 1.677, and a significance level of 0.152 (greater than the 0.05 threshold), the results indicate that training does not have a statistically significant partial effect on MSME development in Klambir Lima Village. This suggests that the current training programs may not be effectively addressing the needs of MSME actors, failing to enhance their capacity and performance significantly.

**Scientific Synthesis:** The lack of a significant impact of training on MSME development could be due to various factors such as the relevance of the training content, the delivery methods, or the duration of the training sessions. According to Gibb (2017), effective training for small enterprises must be tailored to the specific needs of the business and its environment. The current findings align with the literature, indicating that generic training programs may not be sufficient to drive meaningful improvements in MSME performance.

**Table 1: The Influence of Training on MSME Development**

<b>Variable</b>	<b>t-value</b>	<b>t-table</b>	<b>Significance</b>	<b>Conclusion</b>
Training	-1.456	1.677	0.152	Not Significant

### **2. The Influence of Assistance on MSME Development**

The second research question examined whether assistance provided to MSMEs influences their development. The results were as follows:

- **t-value:** 0.739
- **t-table:** 1.677
- **Significance:** 0.464

**Analysis:** With a t-value of 0.739, which is less than the t-table value of 1.677, and a significance level of 0.464 (greater than 0.05), it can be concluded that assistance does not have a significant partial effect on the development of MSMEs in Klambir Lima Village. This finding implies that

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the current assistance provided may not be sufficiently targeted or intensive to bring about a noticeable improvement in MSME capabilities or productivity.

**Scientific Synthesis:** The ineffectiveness of assistance programs could be linked to their design and implementation. As per Storey (2016), assistance to small enterprises needs to be comprehensive, continuous, and closely aligned with the business's operational challenges. The current assistance might lack these critical components, rendering it less impactful.

**Table 2: The Influence of Assistance on MSME Development**

Variable	t-value	t-table	Significance	Conclusion
Assistance	0.739	1.677	0.464	Not Significant

### 3. The Influence of Marketing on MSME Development

The third research question explored the impact of marketing on MSME development. The analysis revealed the following:

- **t-value:** 3.134
- **t-table:** 1.677
- **Significance:** 0.003

**Analysis:** With a t-value of 3.134, which exceeds the t-table value of 1.677, and a significance level of 0.003 (less than 0.05), it can be concluded that marketing has a significant partial effect on the development of MSMEs in Klambir Lima Village. This finding suggests that effective marketing strategies are crucial for increasing the visibility and sales of MSME products, thereby fostering growth and development.

**Scientific Synthesis:** The significant impact of marketing underscores the importance of a strong market presence for MSMEs. As noted by Kotler and Keller (2020), marketing is a critical driver of business growth, particularly for small enterprises that need to establish a competitive edge in their markets. The positive correlation between marketing and MSME development in this study highlights the potential benefits of investing in targeted marketing efforts.

**Table 3: The Influence of Marketing on MSME Development**

Variable	t-value	t-table	Significance	Conclusion
Marketing	3.134	1.677	0.003	Significant

**Figure 1: The Influence of Marketing on MSME Development** *Visual representation illustrating the significant impact of marketing on MSME growth*

### 4. The Combined Influence of Training, Assistance, and Marketing on MSME Development

The final research question aimed to assess the combined effect of training, assistance, and marketing on MSME development. The regression analysis yielded the following results:

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- **F-value:** 3.336
- **F-table:** 2.50
- **Significance:** 0.028

**Analysis:** The F-value of 3.336, which is greater than the F-table value of 2.50, and a significance level of 0.028 (less than 0.05) indicate that training, assistance, and marketing together have a significant influence on the development of MSMEs in Klambir Lima Village. This finding implies that while training and assistance may not individually impact MSME development, their combined effect with marketing contributes to the overall growth and success of these enterprises.

**Scientific Synthesis:** The significant simultaneous influence of the three variables suggests that a holistic approach is necessary for effective MSME development. This aligns with the resource-based view (RBV) theory proposed by Barney (1991), which posits that a firm's resources, when combined effectively, can create a competitive advantage. In the context of this study, the combined resources of training, assistance, and marketing provide MSMEs with the tools they need to thrive.

**Table 4: The Combined Influence of Training, Assistance, and Marketing on MSME Development**

Variables	F-value	F-table	Significance	Conclusion
Training, Assistance, Marketing	3.336	2.50	0.028	Significant Simultaneous Influence

**Figure 2: The Combined Influence of Training, Assistance, and Marketing on MSME Development** *Graphical representation showing the significant combined impact on MSME growth*

## CONCLUSIONS

The findings of this study reveal important insights into the factors influencing MSME development in Klambir Lima Village. While training and assistance individually do not significantly affect MSME growth, marketing has a substantial impact. Moreover, when combined, training, assistance, and marketing collectively contribute to the development of MSMEs. These results suggest that an integrated approach, combining various support mechanisms, is essential for fostering the growth and success of MSMEs.

### 1. Summary of Findings

**A. Training:** The study concludes that training does not have a significant influence on the development of MSMEs in Klambir Lima Village. This finding suggests that the current training programs may not be effectively tailored to meet the specific needs of MSMEs, thus failing to enhance their capabilities and performance.

**B. Assistance:** Similarly, assistance provided to MSMEs does not show a significant impact on their development. This implies that the existing assistance programs may lack the necessary



components or intensity to drive meaningful improvements in the business operations and productivity of MSMEs.

**C. Marketing:** In contrast, marketing exhibits a significant influence on the development of MSMEs. This highlights the crucial role that effective marketing strategies, particularly those leveraging digital platforms, play in enhancing the visibility and sales of MSME products, leading to business growth and sustainability.

**D. Combined Influence:** When considered simultaneously, training, assistance, and marketing collectively have a significant impact on the development of MSMEs. This indicates that while training and assistance alone may not be sufficient, their integration with robust marketing strategies can drive positive outcomes for MSMEs.

## 2. Implications and Recommendations

**A. Need for Enhanced Training and Assistance Programs:** The findings underscore the necessity of improving the quality and effectiveness of training and assistance programs for MSMEs. It is recommended that these programs be redesigned to better align with the specific needs of MSMEs, focusing on practical, hands-on approaches that directly address the challenges faced by business owners.

**B. Importance of Innovative Marketing Strategies:** Given the significant influence of marketing on MSME development, it is critical to prioritize the adoption of innovative marketing strategies. This includes the use of digital marketing techniques to expand market reach, improve customer engagement, and ultimately increase sales. MSME actors should be equipped with the knowledge and tools to effectively utilize social media and other digital platforms.

**C. Need for Stronger Collaboration:** The study also highlights the importance of closer collaboration between the government, NGOs, and other stakeholders in supporting MSME development. Such partnerships can ensure that training, assistance, and marketing initiatives are well-coordinated, comprehensive, and sustainable. Collaborative efforts can also help in pooling resources and expertise to address the multifaceted needs of MSMEs, thus driving more significant progress in their development.

## Implications

### 1. Practical Implications

- a. Improvement of Training Programs:** The findings suggest that existing training programs need to be more relevant and tailored to the specific needs of MSMEs. Practically, this implies that training should focus on enhancing managerial and technical skills that directly contribute to business growth. Programs should be designed with input from MSME actors to ensure they address the real challenges faced in their daily operations.
- b. More Effective Assistance:** The lack of significant impact from assistance programs highlights the need for these initiatives to be more intensive and practically oriented. Assistance should focus on actionable strategies and provide ongoing support that MSME actors can directly apply to improve their business operations and outcomes.

- c. **Innovative Marketing Strategies:** The significant influence of marketing on MSME development underscores the importance of adopting innovative marketing strategies. Practically, this means that MSMEs should be supported in leveraging social media, e-commerce platforms, and digital marketing tools to expand their consumer base and increase sales. Training in digital literacy and marketing should be an integral part of MSME support programs.
  - d. **Collaboration with Government and NGOs:** The study highlights the necessity for stronger collaboration between MSMEs, the government, and NGOs. This collaboration is crucial in ensuring that MSMEs receive continuous support through quality training, assistance, and resources. Practically, this means establishing partnerships that provide financial, technical, and logistical support to MSMEs, helping them overcome barriers to growth.
- 2. Theoretical Implications**
- a. **Influence of External Support on MSME Development:** The study contributes to the existing body of knowledge on the role of external support mechanisms (training, assistance, and marketing) in MSME development. The findings challenge the assumption that all forms of external support have a uniform impact on business growth, suggesting that the effectiveness of these supports varies depending on their quality, relevance, and application.
  - b. **Role of Marketing in MSME Success:** The significant impact of marketing on MSME development provides empirical support for theories that emphasize the critical role of market orientation and marketing strategies in business success. This finding encourages further exploration of how different marketing approaches can be optimized to support MSME growth, particularly in the digital age.
  - c. **Integrated Approach to MSME Support:** The study reinforces the theoretical perspective that an integrated approach—combining training, assistance, and marketing—yields better outcomes for MSMEs. This suggests that future research should explore the synergies between various forms of external support and how they can be optimized to enhance MSME performance.

## **Recommendations**

1. **Enhance Training Programs:** It is recommended that MSME training programs be redesigned to better align with the specific needs of the businesses. This could involve incorporating more practical, hands-on sessions that focus on improving both managerial and technical skills relevant to MSMEs' operational challenges.
2. **Intensify Assistance Efforts:** Assistance programs should be made more intensive and personalized. This could include one-on-one mentoring, tailored business advice, and practical workshops that MSME actors can immediately apply to their businesses.
3. **Strengthen Digital Marketing Strategies:** MSMEs should be encouraged and supported in adopting innovative marketing strategies, particularly through digital platforms. Training in digital marketing should be prioritized, and MSMEs should be provided with the tools and resources necessary to effectively reach and engage with a broader consumer base.
4. **Foster Collaboration with Stakeholders:** It is essential to strengthen collaboration between MSMEs, the government, and NGOs to ensure continuous support. This could involve forming strategic partnerships that provide comprehensive support, including funding, training, and access to markets. Collaborative efforts should aim to create a supportive ecosystem that enables MSMEs to thrive.

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