

FACTORS INFLUENCING THE SUCCESS OF EMPING MELINJO MICRO SMALL ENTERPRISE BASED ON CREATIVE ECONOMY IN ALUR GADUNG VILLAGE, SAWIT SEBARANG DISTRICT, LANGKAT DISTRICT

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ABSTRACT

The purpose of this study was to examine and analyze the effect of Raw Materials, Connections, and Promotion on the Success of Creative Economy-Based Micro, Small and Medium Enterprises Emping Melinjo Emping Melinjo in Langkat Regency. This research uses a quantitative descriptive approach and data is collected through questionnaires. The population in this study is the entire MSME Industry in 2022 totaling 271 business actors, which are then used as a sample of 73 business actors. The data analysis tool used is the classic assumption method with multiple linear regression analysis, coefficient of determination, F test and t test. The results of this study indicate that: (1) Raw materials have a positive but not significant effect on business success. (2) Connection has a positive and significant effect on business success. (3) Promotion has a positive and significant effect on business success. And the value of the coefficient of determination (R²) is 0.529 which means that 52.9% of the variation in the value of business success is determined by four variables that influence business success, namely raw materials, connections, and promotions. While the rest (100% - 52.9% = 47.1%) is influenced by independent variables not examined.

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1. INTRODUCTION

Emping melinjo is a type of chip or opaque food that comes from ripe melinjo seeds. Many people like emping melinjo because it tastes delicious, it is also served at events such as weddings, religious ceremonies and some also sell it in restaurants as a meal companion. Langkat Regency is divided into 23 sub-districts, and one of them is the Sawit Across sub-district which consists of 6 villages, some of these villages consist of emping businesses, especially in Alur Gadung Village. However, these businesses are still produced on a micro scale, but if we look at the market share, emping has spread to various cities, such as the cities of Binjai, Medan, Pekanbaru and many other cities.

Villages in this sub-district, especially Alur Gadung village, are quite large emping producers in Langkat Regency. Melinjo, which is the basic ingredient for emping, is obtained by them by planting melinjo trees, so that they can produce lots of emping when the season comes. Their way of producing it is still very traditional and the flavors they make are also original. The development of emping depends on the creativity of the person who has bought it. Until now we have seen quite a lot of emping in packaging that has many different flavors. The initial capital for emping production equipment is only around IDR 300,000 and can be used in the long term. Many people in these villages only produce emping and then sell them to agents. Agents are people who distribute emping from the village to outside the city. And maybe because emping in the Sawit Seberang sub-district is quite famous, many people from outside the city come directly to buy emping without going through an agent. The price range for emping sold to agents is uncertain depending on demand outside the city or the agent's regular customers, the season also influences the price of emping, if it is in season then the price goes down, but if emping is not in season, it is even difficult for the tree to bear fruit. emping prices are high.

There are external and internal factors that have an impact on the formation of buyers' desires to consume a product. External impacts are impacts that originate from conditions around the individual and have maximum influence on consumer attitudes when they want a product. External potential

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includes cultural and social conditions, for example. On the other hand, internal factors are parts that influence product desires and are formed from internal environmental conditions[1].

According to what I see at the moment, more and more members of the village community are interested in producing emping, perhaps because the ingredients for this product are easily obtained in the hamlets in the Sawit Opposite sub-district. Because from what I have seen in several villages, some of the people do not have melinjo trees and they buy the basic ingredients from people who have quite a lot of melinjo trees and because the competitiveness of buying and selling MSMEs is getting tighter, the melinjo emping makers are innovating their merchandise by frying ready-made melinjo chips and providing flavor variants other than the original, such as balado and sweet corn to increase consumer interest. In this condition, researchers want to research this title because they want to see what factors cause emping to still be produced today.

Literature Review

Micro, Small and Medium Enterprises (MSMEs)

Economics is the study of how humans, individually and in groups (society), make choices in using limited resources so that they are used to fulfill their desires as maximally as possible (achieving maximum satisfaction and prosperity).[2]. A field that has quite an impact and is run by entrepreneurs in Indonesia is called MSMEs. On the other hand, MSMEs are faced with obstacles when dealing with digitalization in the business sector so that they can survive the competition. Economic problems are the problem of choosing to allocate scarce resources. Resources that are not scarce should no longer be debated in economics. Economic activities in today's society are very complicated. These activities consist of various activities, usage and sales [3].

The definition of MSMEs in Indonesia is contained in Republic of Indonesia Law no. 20 of 2008 concerning MSMEs. In article 1, it is explained that Micro Business is a productive business owned by an individual or an individual business that has micro business provisions as in the Law. On the other hand, independent productive businesses run by individuals or business entities that are not part of the company they own, under their control, either directly or indirectly, starting from medium to large businesses that follow the provisions of small businesses as in the Law are referred to as Businesses. Small [4].

MSMEs can be described as part of businesses in the community that can provide various products and services that can create various jobs in order to reduce unemployment in this country. The business department has several characteristics, namely: a) Bookkeeping which is usually simple and does not comply with standard bookkeeping administration provisions. Often bookkeeping is not in line with current conditions, so it is difficult to assess business activities. b) Business profits are slim due to high competition. suppression of expenditure to the point of long-term efficiency f) Limited sales, cooperation and market diversification g) The origin of funds collected from the capital market is low, due to limited administrative conditions. In obtaining funds on the stock exchange, a company is required to follow standard administrative provisions and be open. MSMEs play a key role in the Indonesian economy. SME business activities can support and encourage the economy. Because every MSME that has been established can offer jobs to job seekers. Apart from that, MSMEs can provide additional income for people who have permanent jobs.

Classification of MSMEs

The largest business group according to the development vision is MSMEs which are also certain to withstand various economic shocks, so strengthening micro businesses is very important, a group of small and medium businesses that cover various groups. Below is the classification of MSMEs: 1) Livelihood Activities, namely MSMEs that are used as opportunities to work to earn a living, which are generally called non-formal aspects. For example, street vendors 2) Micro Enterprise, namely MSMEs which have the characteristics of not being lazy but do not have entrepreneurial talent 3) Small Dynamic Enterprise, namely MSMEs which have entrepreneurial talent and can manage subcontract work and exports 4) Fast Moving Enterprise, are MSMEs which have entrepreneurial talent and want to carry out change into a big business (UB).

Goals and Role of MSMEs

The hope that empowering MSMEs can be realized is: a) creating economic conditions in the archipelago that are balanced, running and fair b) creating and implementing the potential of MSMEs to become independent and strong businesses; and c) growing the contribution of MSMEs to the regional economy, creating jobs, leveling incomes, improving the economy and eliminating poverty. In fact, Law

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no. 20 concerning MSMEs of 2008 states that MSMEs strive to grow and develop to become part of economic development in line with fair economic democracy.

Micro-enterprises play a crucial contribution in improvement economic because the presence of workers is usually high and the contribution of funds is low, allowing micro businesses to easily change when responding and adapting to existing conditions. The role of MSMEs is considered to be able to provide a good role for the Indonesian economy. MSMEs can absorb workers and can minimize unemployment in Indonesia[5].

1. Contribution and participation of MSMEs in Indonesia

In Indonesia, MSMEs have a significant contribution to the Indonesian economy, especially in their participation in gross domestic product (GDP). As the contribution of MSMEs is crucial in economic, social and political aspects, currently MSMEs are given more attention in various countries.[6].

2. Contribution of MSMEs in the economic sector

MSMEs have a strategic contribution to the economic aspects of the archipelago. On the other hand, by contributing to the economic aspect and absorbing workers, MSMEs also contribute to distributing development output. It is hoped that MSMEs can manage the archipelago's resources, such as utilizing workers who are in line with people's affairs and succeed in maximizing economic growth. Small businesses also contribute to many aspects of the archipelago's economy in the areas of trade, industry and transportation. This aspect plays an important role in generating money entering the country through garment, furniture and tourism businesses.

3. Contribution of MSMEs in social aspects

The contribution of small businesses is not only providing goods and services for users who are only small buyers but also for users in cities who buy heavily. On the other hand, small businesses also provide raw materials and services for medium and large businesses covered by regional authorities. The social hope of MSMEs to achieve the smallest scale of prosperity is to provide certainty for people's clothing, food and shelter.

MSMEs play a major role in economic growth and aspects, not only in developing countries but in developed countries too. Industrial countries attach great importance to MSMEs because this group of companies not only attracts a smaller number of workers than large businesses, for example in developing countries, but also plays a role in education and increases GDP the highest compared to shares of macro companies.[7].

Business Success

The existence of food SMEs, including snack SMEs, in Indonesia is able to absorb quite a large number of workers and encourage the establishment of supporting industries such as the food processing industry and the packaging industry, namely an industry that produces packaging for products such as packaging made from plastic, paper, glass, etc. and others[4]. The process of carrying out a better transformation in the hope of improving the welfare of the people is called economic development [8]. A condition when a business advances from before is called a successful business. Business success is an important hope in a company when all existing activities are directed at achieving success. The success or failure of a business can be caused by various external or internal conditions. Becoming a successful business scale can be observed from various conditions, namely, bookkeeping, company condition, and others [9].

A successful business is characterized by profits or increased material expenditure by the business actor, but the point is that a successful business is not just visible, but a successful business can be felt by the business actor, such as relationships and inner satisfaction. A successful business itself has several indicators such as profit, productivity, competitiveness, business income The aspect of being trusted is that you can get certain desires for business activities which are profits. There are also many conditions or aspects outside of cash which can essentially be observed. These factors are: a) Natural resources b) Human resources b) Capital c) Management skills d) Social and cultural.

Business Success Factors

1. Raw material

Products used in production activities that can be quickly and directly observed together with goods and finished products are called raw materials[10]. The availability of raw materials plays an important role because the running of production depends on raw materials[11]. Raw materials are individuals who start a new business when faced with obstacles and uncertainty in order to

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gain profits and increase through identifying opportunities and combining the resources needed to be processed.[12]. Raw materials have several indicators such as production budget, purchase price, storage costs, and raw material inventory. The following are the factors that encourage Raw Materials, namely: a) Individual aspects, including personal conditions, b) Environmental aspects, including relationships with the existing environment, c) Sociological aspects, including relationships with family and others.

2. Connection

Business relations are a group aspect in the economic aspect that is used to coordinate and create relationships between members of the group [13]. Connections have indicators such as kinship, friendship, social media, coworkers.

3. Promotion

A part that is used to showcase and advise consumers about the products and services available in a company through advertising, personal marketing, sales promotions or publications is called promotion. [14]. Promotion is an aspect of the marketing process and is known to be part of the marketing mix. Promotion is very crucial in companies because on the one hand it makes users believe in the products offered, on the other hand it is a determinant of the company's success when dealing with rivals in the market. [15]. Promotion is an application by a company to explain and inform products to potential users [16].

It is hoped that promotions can have an influence on users when deciding to grow their sales scale. Promotion not only communicates or informs, but also requires relationships that can create conditions where users want to make choices and own the product [17]. Promotion has several indicators including, advertising, individual sales, sales marketing, public relations.

Creative Economy

An economic concept that is based on a person's abilities and skills is the concept of a creative economy [14].The creative economy is a crucial concept in empowering the people's economy[18]The creative economy is a condition of demand and supply which has a broader meaning than the creative industry[19]The economic assessment of a production during the creative era is not determined by raw materials or production methods like in the industrial era, but much more in the use of creativity and creating new discoveries by developing sophisticated technology. Industry is no longer competing in the world market by only offering price or product quality, but can compete on the basis of new discoveries, creativity and imagination. Creativity is not only in works that are based on art and culture, but can also be based on science and technology, engineering and communication. There are 3 important aspects that are at the core of the creative economy, namely: Creativity, New Findings, and Discovery.

Types and Aspects of the Creative Economy

Through the existence of a creative economy, industrialization can be developed into a creative industry. The creative industry is an industry that produces output through the use of individual creativity, skills and talents in providing additional value, employment and improving the quality of life. Until now, the Indonesian Government has also observed the condition of the creative industry, which consists of 15 parts, namely: Advertising, Architecture, Market for Arts, Crafts, Design, Fashion, Video, Film and photography, games,software, television and radio, research and development and culinary[20]. Currently, there are quite a lot of emping developments in the creative economy, for example, raw emping is fried thoroughly like crackers, then given food flavoring using balado powder and sweet corn, then packaged and marketed, and sometimes customers make it into emping chili sauce which is usually eaten at this time. there is a celebration or wedding event.

2. METHOD

This is a casual quantitative research regarding the factors that influence the success of Emping Melinjo MSMEs based on creative economy in Alur Gadung Village, Sawit Seberang District, Langkat Regency. In this research, the dependent variable is business success (Y), and the independent variable is the success of Emping Melinjo MSMEs (X), Raw Materials (X1), Connections (X2), Promotion (X3). The population in this study is micro and small businesses in Langkat Regency which consists of 271, this data was taken from Alur Gadung village. This research uses the 10% Slovin formula to determine the sample[21]. The total sample size is determined through the use of the Slovin technique, namely determining samples from a population using the formula:

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$$n = N / (1 + (N \times e^2))$$

With:

n = Total sample

N = Scale Population

e = Error (10%)

With 271 business actors, the researchers took a sample of 73 emping melinjo MSME business actors.

Data collection technique

In order to receive definite data in this research, data collection methods were used, namely:

1. Observation

Direct observation is the activity of collecting data through direct research of the atmosphere around the research object which is driven by research activities, so that a definite description of the atmosphere of the research object is obtained

2. Questionnaire

A questionnaire is a way of collecting data that is used through the technique of submitting a collection of written questions for the data source to answer. This questionnaire can be given to data sources that have MSMEs with a creative economy basis in this research sample.

3. Interviews

Interviews are used to obtain data using face to face interviews. How to determine this data can be directed through a real situation that can be explained by the researcher based on the desired time and data.

4. Documentation

Documentation is used to complete the data obtained in writing or images that can fully explain the desired data.

Research Instrument

According to Sugiyono, a research instrument is a tool used to determine the natural or social events that are seen. This research assesses using a Likert scale. Through a Likert scale, the variables being measured are explained as indicator variables[21]. On a Likert scale, there are 4 answer choices. The four scales are Strongly Agree (SS), Agree (S), Disagree (KS), and Disagree (TS).

Technique Analysis Data

When you want to explain research output into conclusions in choosing answers to existing problems, analysis techniques are used. Determining the decision is carried out after the questionnaires filled in from the respondents are collected, then processing and analysis is carried out in order to obtain a definite and good output. In this research, the data analysis used is multiple linear regression analysis.

1. Multiple Linear Regression Analysis

This analysis uses a calculation using statistical techniques and to make data analysis easier, this research uses SPSS 20. The function of multiple linear regression analysis is to measure the impact of > 1 independent variable on the dependent variable. The following is a modeling of the ties between variables arranged in the following equation:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + e$$

With:

a = Intercept or constant

X1 = Raw Materials

X2 = Connection

X3 = Promotion

b1, b2, b3, b4 = regression coefficients

Y = Business Success

e = Standard error

b1 = Regression coefficient between raw materials and business success.

b2 = Regression coefficient between connections to business success.

b3 = Regression coefficient between promotion and business success.

2. Coefficient of Determination Test (R Square)

The R Square test is used to observe whether the research conducted is appropriate or not by observing the impact of the independent variable on the dependent variable. R² is used to see the

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percentage of the type of dependent variable that can be explained by the type of independent variable. The R2 score is positioned between 0 and 1. When the R2 score moves towards 0, it means that only a small amount of the dependent variable is explained by the independent variable. When the R2 score approaches 1, there are more types of dependent variables that can be explained by the independent variables. When in reality it is calculated that $R^2=0$, this explains if the dependent variable fails to be explained by the independent variable. Nugroho explained that for multiple linear it is better to use R Square which looks like adjusted R Square in observing the coefficient of determination because it is determined by the total of independent variables used, when the independent variable is one, then use R square and when it is more than 1, use adjusted square.[22].

3. Hypothesis test

This process is carried out by testing the independent variable (X) along with the dependent variable (Y), through which existing functional relationships can be observed. When the output calculation explains if the probability score (P Value) < alpha 0.05 so that H0 is rejected and H1 is accepted. The simultaneous test is used to identify whether the influence of (X) is relevant to the simultaneous effect of (Y), the F test is carried out in the following way:

1. Determining the null alternative conjecture
2. The calculated F score is \leq F table, so H0 is accepted
3. Compare the calculated F score with the calculated F score with the table F score
4. If F count \leq F table, so H0 is accepted. If F count < F table, so H0 is accepted

4. RESULTS AND DISCUSSION

Data analysis

Validity Test Results

The validation test is carried out using SPSS 20, with the hope of knowing whether each question and statement given to the data source is guaranteed to be valid. The method used in this research is the correlation technique by comparing the calculated r correlation coefficient output with r table. If the r-correlation coefficient number > r-table, then the points in this study are considered certain. Using N = 73 we get r table = 0.213. The validity check output appears in this table:

Table 1. Validity Test Results

Variable	Critical Value (r table)	Information
Raw Materials (X1)	0.213	Valid
Connection(X2)	0.213	Valid
Promotion(X3)	0.213	Valid
Business Success (Y)	0.213	Valid

Source: Data processing from SPSS 20, 2023

In the output table for calculating correlation coefficients, all of them have numbers $r > r$ table (r table = 0.213). Together with a probability of 0.05. Therefore, it can be concluded that all questions and statements related to raw materials, connections, promotion and business success, all the results are valid and can be categorized as useful research measures. This means that all the questions and statements included in the survey can reveal the variables of entrepreneurial interest, relationships, raw materials, marketing and business success.

Reliability Test Results

In the output table for calculating correlation coefficients, all of them have numbers $r > r$ table (r table = 0.213). Together with a probability of 0.05. Therefore, it can be concluded that all questions and statements related to raw materials, connections, promotion and business success, all the results are valid and can be categorized as useful research measures. This means that all the questions and statements included in the survey can reveal the variables of entrepreneurial interest, relationships, raw materials, marketing and business success.

Reliability Test Results

An observation that is expected to be tested or can be trusted when the answers to questions and statements are the same or do not change from time to time. Through Cronbach Alpha statistical

testing[23], SPSS offers the possibility to measure reliability. Together with the reliability coefficient score (Cronbach's alpha) > 0.6 (standard alpha)[24].

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Standard Alpha	Information
Raw Materials (X1)	0.626	0.6	Reliable
Connection (X2)	0.639	0.6	Reliable
Promotion (X3)	0.607	0.6	Reliable
Business Success (Y)	0.679	0.6	Reliable

Source: Data processed from SPSS 20, 2023

Through the reliability testing output, it can be seen that all reliability coefficients > standard alpha score are 0.6, so that conclusions can be drawn on answers to questions and statements about raw materials, connections, marketing and business success. is a reliable answer to Questions and statements or is reliable. That is, responses to questions and statements about the company's interests, affiliations, raw materials, connections, marketing, and the success of the permanent business.

Classic assumption test

Data Normality Test Results

When the Kolmogorov-Smirnov score is significant < 0.05, then Ho is rejected, so the residual data is scattered rather than appropriate. When the Kolmogorov-Smirnov score is significant > 0.05, so that Ho is accepted, then the residual data is normally distributed[25].

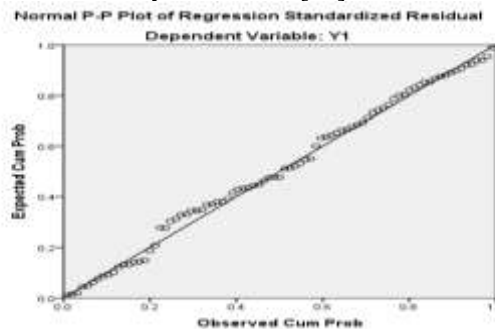


Figure 1. Normal Graph

In the Normal PP Plot Graph, it explains that the data is spread along a straight line and in accordance with the direction of the straight line. So that the regression modeling is in line with the assumption of normality[24].

Table 3. One-Sample Kolmogorov-Smirnov Test Results

	X1	X2	X3	Y1
Kolmogorov-Smirnov Z	1,055	1,079	1,500	1,181
Asymp. Sig. (2-tailed)	-215	-195	-53	-123

Source: Data processed from SPSS 20, 2023

The output from the test using SPSS is observed if the Kolmogorov-Smirnov score is: X1 = 1.055 > 0.05 so that the residual data is normally distributed. X2 = 1.079 > 0.05 so the residual data is normally distributed. X3 = 1,500 > 0.05 so the residual data is normally distributed. Y = 1.181 > 0.05 so the residual data is normally distributed.

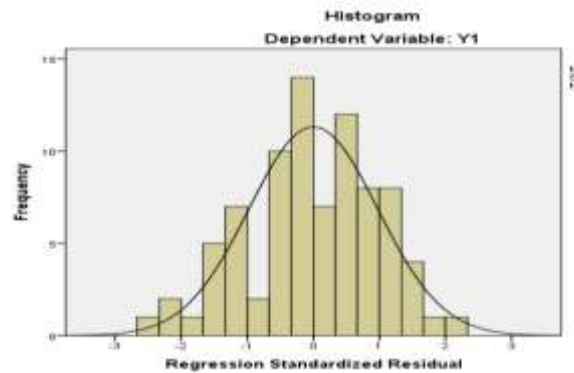


Figure 2. Histogram

(Source: Data processing from SPSS 20, 2023)

Observing the histogram graph and normal graphic images, it can be explained that the histogram graph explains a comparable model. At the same time, on a normal graph, you can see that the points are spread along a straight line, and the spread is neither wide nor too wide. These two graphs explain that the regression modeling is in line with the normality assumption and can be used.

Linearity Test Results

Testing the linearity of the regression line is evidence of whether the linear modeling applied is in line with the situation or not. This test is carried out through the use of the ANOVA tabular method or analysis. The significance coefficient value is confirmed as a criterion in determining the linearity of the regression line. If the significance coefficient $>$ alpha is confirmed to be 5%, a linear regression line can be concluded. The results of the ANOVA table analysis are:

Table 4. ANOVA

		F	Sig.
	(Combined)	0,687	0,8
Between Groups	Linearity	8,127	0,0
1*X1	Deviation from Linearity	0,961	0,479
	(Combined)	6,078	0,000
Between Groups	Linearity	50,551	0,000
1*X2	Deviation from Linearity	1,134	0,351
	(Combined)	4,610	0,000
Between Groups	Linearity	41,145	0,000
1*X3	Deviation from Linearity	0,551	0,832

Source: Data processed from SPSS 20, 2023

In line with Table 4, the significance score of deviation from linearity through the relationship between variables X1 (0.479), X2 (0.351), and

Multicollinearity Test Results

This test is expected to show whether each variable is linearly related to each other or not. Multicollinearity testing can be observed through the variance inflation factor (VIF) and tolerance value. These two scales explain which conditions of the independent variables are explained by other independent variables. "Multicollinearity exists when the tolerance value is 0.10 or = VIF 10. When the VIF score is no more than 10, it can be explained that it passes the multicollinearity test[23]. The test output is:

Table 5. Multicollinearity Test Results

Independent variable	Tolerance	VIF
Raw Materials (X1)	0.603	1,423
Connection (X2)	0.547	1,545
Promotion (X3)	0.434	1,363

Source: Data processed from SPSS 20, 2023

Heteroscedasticity Test Results

Heteroscedasticity testing is expected to be able to observe how in regression modeling there is a dissimilarity between the residuals of one observation and another observation.[21].

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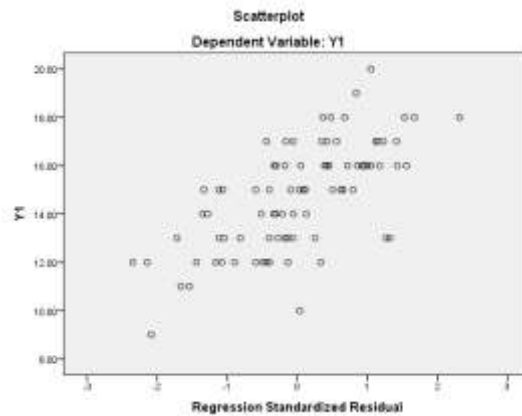


Figure 3. Heteroscedasticity test
(Source: Data processed from SPSS 20, 2023)

From the image above, it can be seen that the graphic points are scattered or no modeling is formed. In other words, there is no heteroscedasticity in the regression modeling used, so the regression model can be used in the analysis of raw materials, connections, promotions and successful businesses.

Autocorrelation Test Results

Checking autocorrelation uses the Durbin-Watson technique, with a DW score between -2 to 2, so it is suspected that there is no autocorrelation.

Table 6. Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.743a	0.552	0.529	1.51719	1,872

Source: Data processed from SPSS 20, 2023

Through the putput table, a DW score of 1,872 is obtained, because this score is between -2 and 2, so it is suspected that there is no autocorrelation

Multiple Linear Regression Test

This test is to determine whether the relationship between the independent variable and the dependent variable is positive or negative and to estimate the score of the dependent variable if the independent variable faces an increase or decrease.

Table 7. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
	B	Std. Error	Beta			
(Constant)	1.77	1,385			1,278	0.205
1	X1	0.038	0.088	0.039	0.434	0.665
	X2	0.319	0.091	0.329	3.49	0.001
	X3	0.352	0.087	0.357	4,033	0

Source: Data processed from SPSS 20, 2023

In line with the table explained are:

$$Y = 1.770 + 0.038(X1) + 0.319 (X2) + 0.352 (X3)$$

1. Constant score (a) has a positive score of 1,770. The positive sign indicates a one-way impact between the independent variable and the dependent variable. This condition explains that all independent variables, including raw materials (X1), connections (X2), promotions (X3), and have a score of 0% or nothing has changed, so the business success score is 1,770.
2. The regression coefficient score for the raw material variable (X1) has a positive value of 0.038. This explains that if raw materials increase by 1%, then business success will also increase by 0.038, along with the assumption that other independent variables are guaranteed to remain constant. The positive sign means that it explains the impact in one direction between the independent variable and the dependent variable
3. The regression coefficient score for the connection variable (X2) has a positive value of 0.319. This shows that if connections increase by 1%, business success will also increase by 0.319, along with

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the assumption that other independent variables are guaranteed to remain constant. The positive sign means that it explains the impact in one direction between the independent variable and the dependent variable.

4. The regression coefficient score for the promotion variable (X3) has a positive value of 0.352. This explains that if promotion increases by 1%, then business success will also increase by 0.352, along with the assumption that other independent variables are guaranteed to remain constant. The positive sign means that it explains the impact in one direction between the independent variable and the dependent variable.

Hypothesis testing

Coefficient of Determination (R2)

In Table 6 Model Summary, the adjusted R2 score is 0.529, meaning that 52.9% of the successful business scores are determined by 4 variables that have an impact on successful businesses, namely raw materials, connections and promotion. On the other hand, the rest (100% - 52.9% = 47.1%) is explained by other variables.

t Test (Partial Test)

According to Table 7. Coefficients conclusions can be drawn if:

1. The impact of raw materials on business success
 H1: Raw materials have a positive impact but are not relevant to business success
 Because not all individuals who have raw materials get the desired output, various obstacles change individual desires, so the business being managed stops. Through partial test output, if the business desire gets a calculated t value of 0.434 (positive) and the resulting probability score is $0.434 > 0.05$, the possibility is confirmed, meaning it has a positive impact but is not relevant and rejects H1, so that the Raw Materials variable has a positive impact but is not relevant. successful venture.
2. The impact of connections will be the success of the business
 H2: Connections have a positive and relevant impact on business success
 Through partial test output, if the connection gets a calculated t value of 3,490 (positive) and the probability score obtained is $0.001 < 0.05$, the possibility is confirmed, meaning it has a relevant impact and does not reject H2, so that the connection variable has a positive and relevant impact on business success.
3. The impact of promotion on business success
 H3: Promotion has a positive and relevant impact on business success
 Through the partial test output, if the promotion gets a t-count score of 4,033 (positive) and the probability score obtained is $0.000 < 0.05$, the probability is determined, meaning that it has a relevant impact and does not reject H3, so that the promotion variable has a positive and relevant impact on business success.

F Test (Simultaneous Test)

The presumptive test shows that there is an overall impact, namely raw materials, connections, promotions on business success. The characteristic of the test is that when the probability score obtained is < 0.05 , conclusions can be drawn if it has a significant impact [24].

Table 8. ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	221,516	4	55,379	24,058	,000
	Residual	179,544	78	2,302		b
	Total	401,060	82			

Source: Data processed from SPSS 20, 2023

The F test output calculated using SPSS 20 obtained F count = 24,058 with a score of p value = 0,000 (a) < 0.05 so a conclusion can be drawn if the assumption is accepted which means there is an overall impact on the Raw Materials, Connections and Marketing variables that will be successful. significant effort. From all the research results above, what the researchers found in the field was in accordance with the results of the data processed by the researchers, that in terms of raw material variables, even though emping melinjo fruit is a seasonal fruit, the community still has no difficulty in producing it.

The connection variable has a very good impact on producers because there are also many producers whose chips are consumed by relatives, friends, co-workers and consumers who use social media to look for snacks or goods needed by those who use social media. The promotion variable is also very profitable and has a good impact on emping melinjo producers because with promotion they get increased profits, because public relations are very influential when carrying out promotions.

4. CONCLUSION

In accordance with the research output and discussion explained above, conclusions can be drawn as follows: The first assumption is that raw materials have a positive but not significant impact on business success. Because not all individuals who have raw materials get the desired output, various obstacles change individual desires, so the business being managed stops. Through the partial test output, if the business desire gets a t-count score of 0.434 (positive) and the resulting probability score is $0.434 > 0.05$, the possibility is confirmed, meaning it has a positive but not significant impact and rejects H1, so that the Raw Materials variable has a positive but not significant impact on business success. The second assumption is that Connection has a positive and significant impact on successful businesses. Through partial test output, if the connection gets a t-value of 3,490 (positive) and the probability score obtained is $0.001 < 0.05$, the possibility is confirmed, meaning it has a significant impact and does not reject H2, so that the connection variable has a positive and significant impact on business success. The third assumption is that promotion has a positive and significant impact on successful businesses. Through partial test output if promotion gets a t-count score of 4,033 (positive) and the probability score obtained is $0.000 < 0.05$, the possibility is confirmed, meaning it has a significant impact and does not reject H3, so that the promotion variable has a positive and significant impact on business success. The conclusion is that if the assumption is accepted, it means that there is a significant impact on the overall variables of Raw Materials, Connections, Promotion on business success.

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