THE INFLUENCE OF SOFT SKILLS ON THE COMPETITIVE ABILITY OF MSMEs IN TATELU RONDOR VILLAGE, DIMEMBE DISTRICT, NORTH MINAHASA REGENCY

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Abstract- The aim of this research is to determine the influence of Soft Skills on the competitive ability of MSMEs and to determine the application of Soft Skills for business actors in developing their businesses. This research was carried out in Tatelu Rondor Village, Dimembe District, North Minahasa Regency. The research method used is a quantitative method. Data analysis in this research was carried out using a simple regression analysis technique which describes the relationship between one independent variable (predictor X) and one dependent variable (response Y). Simple regression aims to study the linear relationship between two variables. In this simple regression analysis, an equation will be determined that connects two variables which can be expressed in the form of a first power equation (linear equation or straight line equation). The research results show that most MSME owners in Tatelu Rondor Village are aged between 35 - 45 years and most of them are men, 70%. From the existing calculation results, it can be clearly seen that there is no influence between the predictor variable X (Soft Skill) on the independent variable Y (competitive ability) with a significance level of 5%. This means that soft skills, which are abstract skills and are related to a person's emotional intelligence in running a business for MSMEs in Tatelu Rondor Village, do not affect their competitive ability.

Keywords: Influence, Soft Skills, MSMEs

I. INTRODUCTION

The development of entrepreneurship today has several indicators related to employment opportunities. These indicators include, entrepreneurship created due to the impact of limited job opportunities, entrepreneurship created due to encouragement to fulfill economic needs, entrepreneurship created due to easy access to information, and entrepreneurship created due to high levels of innovation in carrying out business activities.

The mentality of micro business actors is absolutely necessary, this is because business competition in the modern era is so tight. Micro business actors must be responsive to the current situation and conditions of society, must be able to develop their creativity so that their business can develop further, not easily give up and be able to bounce back from the failure of a product being marketed, be tenacious in entrepreneurship, and must be able to make decisions on the right time and situation for the business problem being handled.

Soft skills are something that is really needed in entrepreneurial development, diversity in consumer needs and consumer behavior patterns are benchmarks in entrepreneurial development. In this case, the diversity of consumer needs and consumer behavior patterns must be captured quickly and precisely through the soft skills possessed by micro entrepreneurs, just as every consumer has different tastes, but this can be anticipated with soft skills. namely with a polite attitude in serving consumers accompanied by a smile and a friendly attitude towards consumers. The aim is to obtain large profits for the company (Kiet Tumiwa, et.al. 2023).

Identification of the problem in this research is that micro business actors lack provision in the soft skills aspect, soft skills among micro business actors need to be developed so that they can compete in the business world in today's modern era, and soft skills have an important value for consumer satisfaction but the Micro businesses have not yet fully implemented it. Therefore, the author took the research title "The Influence of Soft Skills on the Competitive Ability of MSMEs in Tatelu Rondor Village, Dimembe District, North Minahasa Regency".

II. RESEARCH METHODS

This research uses quantitative methods. The data used in this research are primary data and secondary data. Primary data was obtained through direct interviews with business owners, while secondary data was obtained from existing data on the MSMEs studied.

Data collection techniques were obtained through questions given directly to MSME owners in the form of a questionnaire. Sugiyono (1999), "Questionnaires are a data collection technique by providing a set of questions, or written statements to respondents, in this case MSME owners. Through a questionnaire, researchers will obtain the results of questions regarding "The

Influence of Soft Skills on the Competitive Ability of MSMEs in Tatelu Rondor Village, Dimembe District, North Minahasa Regency". The questionnaire given to MSME owners contained 10 questions divided into 5 questions regarding Soft Skills and 5 questions regarding the Competitive Ability of MSMEs. Each question is structured with 5 alternative questions, namely: SA (Strongly Agree), A (Agree), SA-1 (Slightly Agree), D (Disagree), and SD (Strongly Disagree). In this research, each respondent's answer is then given a score or numbering using a Likert Scale. The score is between 1 and 5, with the following conditions (Sugiyono, 2008): Strongly Agree (SA) is given a score of 5, Agree (A) is given a score of 4, Slightly Agree (SA-1) is given a score of 3, Disagree (D) is given score 2, Strongly Disagree (SD) was given a score of 1.

The data analysis technique uses a simple regression analysis technique which describes the relationship between one independent variable (predictor X) and one dependent variable (response Y), which is expressed by:

$$\hat{Y} = a + bX$$

Where:
Y   = regression line/response variable
a   = constant
b   = regression constant
X   = independent variable
The magnitude of the constants a and b can be determined using the equation:

$$a = \frac{(\sum Y_i)(\sum X_i^2) - (\sum X_i)(\sum X_i Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

$$b = \frac{n(\sum X_i Y_i) - (\sum X_i)(\sum X_i)(\sum Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

n = amount of data

Correlation Coefficien

To measure the strength of the relationship between predictor variable X and response Y, correlation analysis is carried out, the results of which are expressed by a number known as the correlation coefficient. Usually regression analysis is often carried out together with correlation analysis, which can be calculated using the following:

$$r = \frac{n \sum_{i=1}^{n} Xi\, Yi - (\sum_{i=1}^{n} Xi)(\sum_{i=1}^{n} Yi)}{\sqrt{[n \sum_{i=1}^{n} X_i^2 - (\sum_{i=1}^{n} Xi)^2][n \sum_{i=1}^{n} Y_i^2 - (\sum_{i=1}^{n} Yi)^2]}}$$

This value means that the relationship between the independent variable (predictor) X and the dependent variable (response) Y is very strong, the percentage is 95%. So, soft skills have a big influence on the competitive ability of MSMEs in Tatelu Rondor Village

Significance and Hypothesis Testing

Hypothesis testing is intended to see whether a proposed hypothesis is rejected or accepted. A hypothesis is an assumption or statement that may be true or false about a population. By observing the entire population, in this case the MSMEs being interviewed, it will be possible to determine whether a hypothesis is true or false. In hypothesis testing, a null assumption or statement is required. The null hypothesis is the hypothesis to be tested, stated as Ho, and rejection of Ho, is interpreted as acceptance of the other hypothesis stated by H1.

If the Coefficient of Determination (r2) has been determined, then a significant test of the proposed hypothesis is then carried out. This research uses the t test, to find out whether the independent or independent variable X has a significant effect on the dependent or dependent variable Y. The meaning of significance is that the influence between variables applies to the entire population. The t test can be carried out with the following steps:
1. Determine the hypothesis
2. Determine the level of significance
3. Calculate the 't count' value using the formula
4. Determine the rejection area
5. Determine the t table, using the t-test table,
6. Criteria for testing 't count' and 't table' values
7. Conclusion of significance test results

III. DISCUSSION

This research took questionnaire data from 20 MSMEs that carry out their business activities in Tatelu Rondor Village, Dimembe District, starting from Jaga 1 to Jaga 3. The business activities in Tatelu Rondor Village vary from motorbike, car, credit, food stalls, stalls grocery, provider of decoration services for the dead and seller of live fish.

The questionnaire in this study had 10 questions and was distributed to 20 MSME owners. Summary of questionnaire results based on respondent age in table 3.1. Where respondents aged 15 - 25 years are 10%, respondents aged 35 - 45 years are 45%, respondents aged 45 - 55 years are 5%, respondents aged 55 - 65 years are 5% and respondents aged 65 - 75 years are 10% .

Table 3.1 Respondent Age Categories

Number	Age	Total	Percentage
1	Age 15 – 25 Years	2	10%
2	Age 25 – 35 Years	0	0
3	Age 35 – 45 Years	9	45%
4	Age 45 – 55 Years	6	30%
5	Age 55 – 65 Years	1	5%
6	Age 65 – 75 Years	2	10%
	Total	**20**	**100%**

Source: Processed Data

In terms of gender, most of the respondents were 14 male respondents or around 70% and 6 female respondents or 30%. From table 3.2 it can be seen that most business actors are men.

Table 3.2 Respondent Categories Based on Gender

Number	Gender	Total	Percentage
1	Woman	6	30%
2	Man	14	70%
	Total	**20**	**100**

Source: Processed Data

Pengaruh *Soft Skill* Terhadap Kemampuan Bersaing UMKM

The answers to the questionnaire given to respondents, in this case business actors or MSMEs in Tatelu Rondor Village, whose results have been processed according to the Likert Scale method, can be seen in table 3.3 below:

Table 3.3 Questionnaire Data Processing Using a Likert Scale

Respondent	Soft Skills (X)	Competitive Ability (Y)

Source: Processed Data

The answers to the questionnaire given to respondents, in this case business actors or MSMEs in Tatelu Rondor Village, whose results have been processed according to the Likert Scale method, can be seen in table 3.4 below:

Table 3.4 Questionnaire Data Processing Using a Likert Scale

Respondent	Soft Skills (X)	Competitive Ability (Y)
1	22	22
2	22	23
3	21	21
4	23	24
5	23	24
6	21	25
7	22	23
8	23	23
9	24	24
10	25	25
11	20	24
12	23	18
13	23	24
14	21	25
15	25	23

16	24	21
17	20	22
18	23	23
19	22	19
20	22	20

Source: Processed Data

Next, the data is calculated using simple Linear Regression Analysis which describes the relationship between one independent variable (X) and one dependent variable (Y), through the equation Ŷ=a+bX.

Where:

Y   = regression line/response variable
a   = constant
b   = regression constant
X   = independent variable

The magnitude of the constants a and b can be determined using the equation:

$$a = \frac{(\sum Y_i)(\sum X_i^2) - (\sum X_i)(\sum X_i Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

$$b = \frac{n (\sum X_i Y_i) - (\sum X_i)(\sum X_i)(\sum Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

To make calculations easier, a table of answers from respondents who have been ranked using the Likert Scale is created as follows:

Table 3.5 Calculation of Value Components

Number	X	X²	Y	Y²	XY
1	22	484	22	484	484
2	22	484	23	529	506
3	21	441	21	441	441
4	23	529	24	576	552
5	23	529	24	576	552
6	21	441	25	625	525
7	22	484	23	529	506
8	23	529	23	529	529
9	24	576	24	576	576
10	25	625	25	625	625
11	20	400	24	576	480
12	23	529	18	324	414
13	23	529	24	576	552
14	21	441	25	625	525
15	25	625	23	529	575
16	24	576	21	441	504
17	20	400	22	484	440
18	23	529	23	529	529
19	22	484	19	361	418
20	22	484	20	400	440
$\sum$	**449**	**10119**	**453**	**10335**	**10173**

Source: Processed Data

Koefisien regresi *b* ditentukan dengan menggunaan rumus :

$$b = \frac{n\left(\sum X_i Y_i\right) - \left(\sum X_i\right)\left(\sum Y_i\right)}{n\sum X_i^2 - \left(\sum X_i\right)^2}$$

$$= \frac{20\,(10.173) - (449)(453)}{20(10.119) - (449)^2} = \frac{203.460 - 203.397}{202.380 - 201.601} = \frac{63}{779} = 0{,}080$$

$$a = \frac{\left(\sum Y_i\right)\left(\sum X_i^2\right) - \left(\sum X_i\right)\left(\sum X_i Y_i\right)}{n\sum X_i^2 - \left(\sum X_i\right)^2}$$

$$\frac{(453)(10.119) - (449)(10.173)}{20(10.119) - (449)^2} = \frac{4.583.907 - 4.567.677}{202.380 - 201.601} = \frac{16.230}{779} = 20{,}83$$

Persamaan regresi linear sederhananya adalah: Y = a + bX = 20,83 + 0,080 X

After we get the straight line equation, the next step is to calculate the correlation coefficient using the formula:

$$r = \frac{n\sum_{i=1}^{n} Xi\,Yi - \left(\sum_{i=1}^{n} Xi\right)\left(\sum_{i=1}^{n} Yi\right)}{\sqrt{[n\sum_{i=1}^{n} X_i^2 - (\sum_{i=1}^{n} Xi)^2][n\sum_{i=1}^{n} Y_i^2 - (\sum_{i=1}^{n} Yi)^2]}}$$

$$\frac{20(10.173) - (449)(453)}{\sqrt{[20(10.119) - (449)^2][20(10.335) - (453)^2]}}$$

$$= \frac{203.460 - 203.397}{\sqrt{[202.380 - 201.601][206.700 - 205.209]}}$$

$$= \frac{63}{\sqrt{[779][1.491]}} = \frac{63}{\sqrt{1.161.489}} = \frac{63}{1.077} = 0{,}058$$

This value means that the relationship between the independent variable/predictor X (soft skills) and the dependent variable/response Y (competitive ability) is not very strong, namely 5.8%. The next step is to carry out the t test, where r or correlation coefficient is 0.058 and the number of respondents or n is, then the hypothesis proposed is:

$H_0 : \beta = 0$; variable X is not significantly affected by Y

$H_1 : \beta \neq 0$; variable X has a significant effect on Y

Significance level (α) = 5%

Value 't count', $t\frac{r\sqrt{n-}}{\sqrt{1-r^2}} = \frac{0{,}058\sqrt{20-2}}{\sqrt{1-0{,}003}} = \frac{0{,}058\, x\, 4{,}24}{0{,}99} = \frac{0{,}24592}{0{,}99} = 0{,}25$

Mean 't count = 0,25 with degrees of freedom, df = n – k = 20 – 2 = 18 By using the t test table for significant rates α = 5% = 0,05 dan df = 18The t value obtained in the table is t table = 2.101

Comparing tcount with ttable:

$t_{count} < t_{table}$ --→ 0,25 < 2,101.

From the existing calculation results, it can be clearly seen that there is no influence between the predictor variable X (Soft Skill) on the independent variable Y (competitive ability) with a significance level of 5%. This means that soft skills, which are abstract skills and are related to a person's emotional intelligence in running a business for MSMEs in Tatelu Rondor Village, do not affect their competitive ability. This is due to the condition of the area in Tatelu Rondor Village, which is a mining area, many immigrants from other areas who seek a living through community mining help facilitate MSME business activities in Tatelu Rondor Village and its surroundings.

IV. CONCLUSION

a. Based on observations, most MSME owners in Tatelu Rondor Village are aged between 35 - 45 years and most of them are men, 70%.

b. Based on calculations, the correlation between the independent variable X (soft skills) and the dependent variable Y (competitive ability) is not very strong, namely 5.8%

c. There is no influence between soft skills and the competitive ability of MSMEs in Tatelu Rondor Village where $t_{count} < t_{table}$ --→ 0,25 < 2,101.

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