THE INFLUENCE OF HUMAN RESOURCES COMPETENCE, E-COMMERCE, AND WORKING CAPITAL ON MSME PERFORMANCE POST COVID-19

(Empirical Study in Meranti Islands Regency)

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Abstract

This study aims to analyze the effect of human resource competence, e-commerce, and working capital on the performance of MSMEs post-covid-19 in Meranti Islands Regency. The data used in this study is primary data, with a questionnaire as an instrument. The method used for sample selection is non-probability sampling technique. In this study, the total MSMEs in Meranti Islands Regency affected by COVID-19 were 8696 MSMEs. The research sample is 120 SMEs. However, only 100 MSMEs answered the questionnaire and could be processed. The data analysis technique used in this study is multiple linear regression analysis using Statistical Product and Service Solution (SPSS) data processing software version 23. The results show that the competence of human resources, e-commerce, and working capital affect the performance of MSMEs.

Keywords: Competence HR, E-Commerce, working capital, MSMEs Performance

INTRODUCTION

Since the emergence of Coronavirus nocvel 2019 (Covid-19) infection in Wuhan China in December, it spread rapidly throughout China and many other countries. So far, COVID-19 has affected more than 43,000 patients in 28 countries or regions where the main problem is health. The World Health Organization (WHO) has announced a new name for the epidemic disease caused by COVID-19. Regarding the virus itself, the International Committee on Taxonomy of Viruses has renamed the previously named 2019-nCoV as severe respiratory illness syndrome coronavirus -2 (SARS-CoV-2). The increase in the number of corona cases occurred in a short time and required immediate treatment. Corona virus can easily spread and infect anyone regardless of age. This virus can be transmitted easily through contact with sufferers. Unfortunately, until now there is no specific drug to treat cases of corona virus infection (Covid-19).

Covid-19 has an impact on all sectors, one of which is the economic sector. This is felt significantly by the perpetrators of Micro, Small and Medium Enterprises (MSMEs) who are experiencing an economic crisis. The reason is, the decline in people's purchasing power due to the Covid-19 pandemic has also greatly affected the sustainability of MSME businesses. The economic crisis experienced by MSMEs without being based can be a threat to the national economy.

Currently, Indonesia is experiencing economic development by developing small businesses. Small business activities in both traditional and modern sectors are being promoted by the government for the welfare of the community. One type of small business that is growing is small and medium enterprises (SMEs). SMEs are present as a solution to a healthy economic system, because SMEs are one of the industrial sectors that are not affected by the global crisis that hit the world. Therefore, the role of SMEs is sufficient for economic growth in Indonesia.

The ratification of Law Number 11 of 2020 concerning Job Creation (UU Cipta Kerja) brings blessings to micro, small and medium enterprises (MSMEs). Because providing convenience, protection, and empowerment to MSMEs is one of the objectives of the creation of the Job Creation Law.

MSMEs are the worst business sector. This is also the cause of the slowdown in Indonesia's economic growth. Based on data from the ministry of cooperatives, which explained that 163,713 Micro, Small and Medium Enterprises (MSMEs) were affected by the corona virus pandemic. MSME entrepreneurs feel the decline in sales, lack of capital, and hampered distribution. The MSME sector that was most affected during the Covid-19 pandemic was food and beverage, besides that there were also creative industries and agriculture. (www.depkop.go.id).

Law No. 20 of 2008 which has been approved by the government states that MSME development includes expanding conductive business advertisements for MSME development, increasing MSME productivity and competitiveness, increasing MSME business competence in the micro, small and medium business sector, increasing human resource capacity, improving MSME image. , and develop a synergy of community and stakeholder participation in empowering MSMEs.

To assess the overall performance of SMEs, it is necessary to conduct research that examines the factors that can improve the performance of SMEs. This is because the improvement in the performance of MSMEs is generally still experiencing various problems and is not fully in line with what is expected. The problems commonly faced by MSME actors are problems with capital, management, marketing and difficulty in producing quality products, thus affecting the sustainability of the business being run. Also added by Tarigan and Susilo (2008), MSMEs have quite complex problems, so that they can affect the performance of MSMEs, namely; the lack of human resource competence for MSME actors, business actors have not been able to switch to online-based sales (e-commerce), and lack of working capital.

This study looks at the effect of HR competence, E-commerce, and working capital on the performance of MSMEs. Research (Fibriyani & Mufidah, 2018) in his research found that the competence of human resources had a positive effect on the performance of MSMEs. The better the competence of human resources, the higher the performance of the MSMEs. However, different results found in research (Ardiana et al., 2010) that knowledge of SME human resources does not affect the performance of SMEs. Research (Helmalia & Afrianawati, 2018) and Setyorini et al., 2019) states that e-commerce has a positive and significant effect on improving the performance and income of MSMEs. However, different results in research (Hardilawati, 2019) related to small businesses, e-commerce has a positive but not significant effect in improving marketing performance. Research (Pinni Alpionika 2019) states that working capital affects the performance of MSMEs. However, different results in research (Muhammad Ayub Baktir 2017) that working capital has no significant effect on the performance of SMEs.

This research is the development of research conducted by Pinni Alpionika (2019) regarding the effect of working capital, innovation and education level on the performance of MSMEs in Siak Regency. The difference between this study and previous research is that the researcher replaces one variable, namely the level of education with HR competence and adds another variable, namely e-commerce in order to align with the phenomena described in this study. Furthermore, the researchers also replaced the object of research from Siak Regency with Meranti Islands Regency. The reason why the researchers took the title of this research is based on the case that occurred in the Meranti Islands Regency where the problem so far is the lack of capital for business development, the lack of concrete guidance for business actors, both in the trade, agriculture, fisheries and other productive sectors that have have a big impact on the success of the business actor himself. Because coaching

is one of the main things besides providing initial capital. Then along with the digital era and the Covid-19 Pandemic, SME entrepreneurs can use Social Media for product promotion and marketing, especially in the midst of the Covid-19 Pandemic which has an impact on the sluggish business world. Where transactions such as souvenirs from business actors are decreasing, due to the lack of people traveling. Therefore, researchers are interested in taking this title to find out whether the competence of human resources (HR), E-Commerce, and working capital have an effect or not on the current performance of MSMEs post-covid-19.

Based on the description above, the researchers are interested in conducting a study entitled "Influence Of Hr Competence, E-Commerce, And Working Capital On The Performance Of Msmes Post-Covid-19 (Empirical Study Of Msmes In Meranti Islands)".

The importance of raising this theme is that the results of the research are expected to provide useful benefits for all parties, especially for MSMEs, for researchers, for academics, and for readers.

LITERATURE REVIEW
Resource Based View (RBV) Theory

Resource Based View theory was pioneered by Wernerfelt (1984). This theory discusses the company's internal resources and capabilities and their relationship to strategic decision making. In addition, this theory also views the company as a collection of resources and capabilities (Penrose, 1959; Wernerfelt, 1984).

Resource Based View is an applied theory of HR management strategy (Strategic Human Resources Management) that can be used to develop models and enable prediction and understanding of the impact of resource practices.

power on organizational functions. The company's resources and capabilities can be seen from how developed the company is. If a company has good resources, then the company will develop rapidly and have advantages for the company.

MSME Performance

According to (Ranto, 2016) MSME performance is the overall achievement of work results and compared with work results, targets, targets or criteria that have been determined in advance and have been mutually agreed upon in a business entity with asset and turnover criteria that have been determined in the law.
1. Profit growth
2. Capital growth
3. Sales Growth

Competency of Human Resources (HR)

Competence is defined (Mitrani et.al, 1992; Spencer and Spenoer, 1993) as "an underlying characteristic's of an individual which is causally related to criterion-referenced affective an or superior performance in a job or situation. and related to the effectiveness of the individual's performance in his work. Departing from this understanding, the competence of an individual is something inherent in him that can be used to predict his level of performance. Something in question can involve motives, self-concept, nature, knowledge and abilities or expertise. HR competencies in the form of abilities and knowledge can be developed through education and training, while competency motives can be obtained during the selection process.
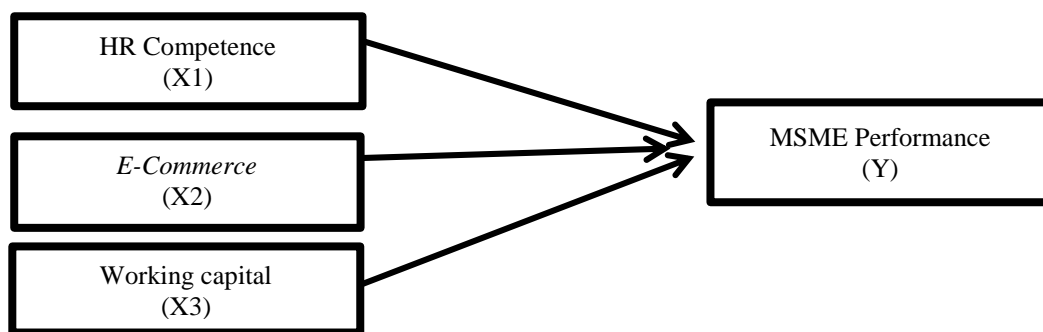
E-commerce

According to Rainer and Cigielski (2011: 55) electronic commerce (e-commerce) is the process of buying, selling, transferring, or exchanging products, services, or information via

computer networks, including the internet. Information Technology (IT) is actually present as a savior for operational and management SMEs (Maksuod, 2003:50). One form of trading through Information Technology (IT) is e-commerce with just a click, customers can get the desired goods, can find out what they want and can make transactions with anyone without being limited by time and distance.

Working capital

Working capital is business capital that must be issued to make or buy merchandise. This working capital can be issued every month or at certain times. In Alimuddin's research (2016). Working capital is a number of funds that are always available in the company that are used to finance company activities. The company's activities begin when funds have been issued and can be received back within one year.

RESEARCH METHODs

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┌─────────────────┐
│ HR Competence   │─────┐
│ (X1)            │     │
└─────────────────┘     │
                         ↘
┌─────────────────┐      ┌──────────────────┐
│ E-Commerce      │────→ │ MSME Performance │
│ (X2)            │      │ (Y)              │
└─────────────────┘      └──────────────────┘
                         ↗
┌─────────────────┐     │
│ Working capital │─────┘
│ (X3)            │
└─────────────────┘
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Research Hypothesis Development

Based on the background of the problem, the formulation of the problem, and the theoretical study described previously, the hypotheses to be developed in this research are:

H1 : Human Resource Competence Affects MSME Performance

Human resource competencies are competencies related to knowledge, skills, abilities and personality characteristics that directly affect their performance (Anwar, 2012).

This research is in line with Research (Fibriyani & Mufidah, 2018) in his research which found that human resource competence had a positive effect on the performance of MSMEs. The better the competence of human resources, the higher the performance of the MSMEs.

H2: E-commerce Affects MSME Performance

E-commerce is a process of buying and selling products electronically by consumers and from company to company with computers as intermediaries for business transactions (Laudon & Traver, 2016).

This study is in line with research (Helmalia & Afrianawati, 2018) and Setyorini et al., 2019) which states that e-commerce has a positive and significant effect on improving the performance and income of MSMEs.

H3: Working Capital Affects MSME Performance

The higher the capital will increase the company's performance as well, on the contrary the company's performance will decrease if the business capital obtained is low. (Abbas, 2018; Purwanti, 2012; Setiaji & Fatuniah, 2018; Utari & Dewi, 2014).

This research is in line with Sari's research (2015) which has stated that working capital is very influential on the performance of MSMEs.

Population and sample

The population is all micro, small and medium enterprises (MSMEs) in the Meranti Islands Regency, which is as many as 8,696 MSMEs. In this study, the researchers narrowed the population by calculating the sample using the slovin technique, so that the number of samples was determined as many as 100 MSMEs who became respondents. However, the authors distributed 120 questionnaires with the intention of more than 20 respondents as a guarantee to avoid the possibilities that would occur such as not returning the questionnaire from the respondents, incomplete questionnaire data needed and other things.

Table 1. Operational definition and measurement of variables

Variabel	Definition	Indicator	Scale
MSME Performance (Y)	**MSME performance** is the overall work achievement and compared with the work results, targets, targets or criteria that have been determined in advance and have been mutually agreed upon in a business entity with asset and turnover criteria specified in the law. (Ranto 2016)	1. Capital growth 2. Sales growth 3. Profit growth	Likert
HR Competency (X1)	**HR competence** is a basic characteristic of a person related to work that can be developed through education and training. (Ardiana, Brahmayanti, and Subaedi 2010)	1.*knowledge* 2.*skill* 3.*ability*	Likert
E-Commerce **(X2)**	**E-commerce** is a business activity for the purpose of making profits such as sales, purchases, services, information, and trade through computer network intermediaries that are integrated and online faithfully (Arafah, 2010).	1.Quality system 2.Quality of information 3.Quality of service 4.System usage 5. Usage satisfaction 6.Benefit	Likert
Working Capital (X3)	**Working capital** is business capital that must be issued to make or buy merchandise. Wahyuni(2016)	1. Permanent working capital 2. Variable working capital	Likert

Data analysis technique
Multiple Linear Regression Analysis

In this study, researchers used regression analysis to determine whether there was an effect of independent variables (HR competency, e-commerce, and working capital). Against the dependent variable (SME performance). The data analysis tool used is SPSS (Statistical Package For Social Science) version 23 software.

The researcher uses multiple regression analysis if the researcher intends to predict how the condition (up and down) of the dependent variable will be, if two or more independent variables as predictors are manipulated (Sugiyono, 2012; 227).

Results and Discussion
Descriptive Statistical Analysis

Descriptive statistics provide an overview of data that can be seen from the minimum value, maximum value, average value (mean) and maximum and minimum standard deviation of each variable (Ghozali, 2018). The descriptive analysis of the research variables is as follows:

Table 2. Descriptive Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MSME performance	100	18,00	35,00	26,9000	3,46264
HR competence	100	43,00	70,00	57,0600	5,87035
e-commerce	100	36,00	80,00	60,8800	8,31243
working capital	100	14,00	25,00	20,6700	2,57437
Valid N (listwise)	100				

Source: SPSS 23 Output Data, (2021)

Based on table 2 above, it shows that all variables have a mean value greater than the standard deviation. So that indicates good results. This is due to the fact that the standard deviation is a reflection of a very large deviation, so that the spread of the data displays normal results and does not cause bias.

Data Quality Test
Data Validity Test

Validity testing shows the accuracy and accuracy of the questionnaires distributed to respondents. To determine the validity of the statement of each variable, then r count is compared with r table, r table can be calculated by df = N - 2. The number of respondents in this study is 100, so df = 100 - 2 = 98, r (0.05 ;98) = 0.1966. If rcount > rtable, then the statement is said to be valid.

Reliability Test

Reliability testing shows how much an instrument can be trusted and used as a data collection tool. The method used is the Alpha Cronbach method. A research instrument is said to be reliable if the alpha value > 0.60. The results of the reliability test show that the HR competency variable has a value of 0.834, the e-commerce variable has a value of 0.931, the working capital variable has a value of 0.796, and the performance of MSMEs has a value of 0.804. So it can be said that all variables have a higher level of instrument reliability, indicating that the measurement results obtained are more reliable.

Classic assumption test
Normality test

Normality test is performed to see whether the residual value is normally distributed or not. In accordance with the Kolmogrov-Smirnov test, the significance value of the unstandarlized residual or Asymp.Sig is obtained. (2-tailed) of 0.082 is greater than 0.05. The results of this test indicate that the residual value is normally distributed because the significance value is greater than 0.05. Thus, the results of this study were declared acceptable because the data analyzed had met the criteria for the normality test. To further ascertain whether the residual data is normally distributed or not, in this study the normality test can be seen from the normal probability plot. Judging from the points

spread around the diagonal line and follow the diagonal line. This shows that the data is a normal distribution.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether in a regression equation there is an inequality of variance between the residuals from one observation to another. In this test, it is hoped that there will be no heteroscedasticity. The results of the heteroscedasticity test can be seen through the scatterplot graph. The results of the heteroscedasticity test on the scatterplot display of the dependent variable, namely MSME Performance, show the points spread above and below on the Y axis, so it can be concluded that this research model is free from heteroscedasticity.

Multicollinearity Test

The multicollinearity test aims to determine whether the relationship between the independent variables has a multicollinearity problem or not. In this study, the multicollinearity test was carried out by looking at the tolerance value and Variance Inflation Factor (VIF). The results of the multicollinearity test, seen from the VIF value of all independent variables < 10 where the HR competency variable has a value of 1.358, the e-commerce variable has a value of 1.154, and the working capital variable has a value of 1.323. While the Tolerance value of all independent variables is > 0.1 where the HR competency variable has a value of 0.736, the e-commerce variable has a value of 0.867, and working capital has a value of 0.756. it can be concluded that the regression model does not have problems or is free of multicollinearity.

Multiple Linear Regression Analysis Results

The data analysis tool used is the SPSS Software (Statistical Package For Social Science) Version 23. The data that has been collected was analyzed using a statistical analysis tool, namely multiple linear regression analysis. Multiple linear regression analysis test was conducted to measure the influence of the relationship between the independent variables on the dependent variable. The results of multiple linear regression can be seen as follows:

Table 3. Multiple Linear Regression Analysis

		Coefficients[a]				
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.087	2.451		-.444	.658
	HR competence	.126	.044	.214	2.899	.005
	e-commerce	.082	.028	.198	2.909	.005
	working capital	.763	.098	.567	7.783	.000
a. Dependent Variable: MSME performance						

Source: SPSS 23 Output Data, (2021)

From table 3 the results of data processing using SPSS, the final regression equation model is obtained as follows:

$Y = a + \beta 1X + \beta 2X + \beta 3X + \beta 4X + e$
$Y = -1.087 + 0.126\ X_1 + 0.082\ X_2 + 0.763\ X_3 + e$

Coefficient of Determination Test Results (R^2)

The coefficient of determination (R^2) which shows the percentage of the influence of the independent variable on the dependent variable. This percentage shows how much the independent

variable can explain the dependent variable. Based on the data processing carried out, the following results were obtained:

Table 4. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.603	2.18238

a. Predictors: (Constant), working capital, e-commerce, HR competencies
b. Dependent Variable: MSME performance

Source: SPSS 23 Output Data, (2021)

Table 4 shows that the Adjusted R Square value is 0.603, thus it can be concluded that the performance of MSMEs can be explained by the competence of HR, E-commerce and working capital of 60.3% while the remaining 39.7% is explained by other variables not observed in this study.

Discussion
The Influence of HR Competence on MSME Performance

Based on the test results using the SPSS 23 program, it can be seen that the HR competency variable with t count is 2.899 > t table 1.98472. With a significance level of 0.005 0.05, it can be concluded that the competence of HR affects the performance of MSMEs. This indicates that the higher the level of Human Resource Competence in MSMEs in Meranti Islands Regency, the higher the performance of the MSMEs will be.

Competence of human resources is one of the factors that influence the performance of SMEs. This is because a business unit is determined by how the individuals involved in it manage the business (Wahyudiati & Isroah, 2018). Human resource competencies are competencies related to knowledge, skills, abilities and personality characteristics that directly affect their performance (Anwar, 2012).

This research is in line with Research (Fibriyani & Mufidah, 2018) in his research which found that human resource competence had a positive effect on the performance of MSMEs. The better the competence of human resources, the higher the performance of the MSMEs.

The Effect of E-Commerce on MSME Performance

Based on the test results using the SPSS 23 program, it can be seen that the e-commerce variable with t count is 2,909 > t table 1,98472. With a significance level of 0.005 0.05, it can be concluded that E-commerce has an effect on the performance of MSMEs. This indicates that the higher the utilization of E-Commerce in the Meranti Islands Regency MSMEs, the higher the MSME performance will be.

E-commerce is a process of buying and selling products electronically by consumers and from company to company with computers as intermediaries for business transactions. E-commerce has created a new digital market with more transparent prices, ease of access, a global market with highly efficient trade (Laudon & Traver, 2016).

The results of this study are in line with research (Helmalia & Afrianawati, 2018) and Setyorini et al., 2019) which states that e-commerce has a positive and significant effect on improving the performance and income of MSMEs.

The Effect of Working Capital on MSME Performance

Based on the test results using the SPSS 23 program, it can be seen that the working capital variable with t count is 7.783 > t table 1.98472. With a significance level of 0.005 0.05, it can be

concluded that working capital affects the performance of SMEs. This indicates that the higher the level of working capital generated in the Meranti Islands Regency MSMEs, the higher the MSME performance will be.

The higher the capital will increase the company's performance as well, on the contrary the company's performance will decrease if the business capital obtained is low. (Abbas, 2018; Purwanti, 2012; Setiaji & Fatuniah, 2018; Utari & Dewi, 2014).

The results of this study are in line with the research by Pinni Alpionika (2019) which has stated that working capital greatly influences the performance of MSMEs. The effect of working capital on MSMEs is because working capital is business capital that must be spent to make or buy merchandise, if there is no working capital or little working capital it will not be able to improve the performance of its MSMEs.

CONCLUSION

Based on the results of research that has been carried out through the stages of data collection, data processing, and data analysis regarding the overall analysis. In this study it can be concluded that: (1) HR competence has an effect on the performance of MSMEs in Meranti Islands Regency. (2) e-commerce has an effect on the performance of MSMEs in the Meranti Islands Regency. (3) working capital has an effect on the performance of MSMEs in the Meranti Islands Regency.

Limitations

In this study, there are still some limitations as follows: (1) this study only uses research objects on MSMEs in the Meranti Islands Regency so that it does not provide a clearer picture nor generalize the situation in other areas. (2) In the process of data collection, the information provided by respondents through questionnaires sometimes does not indicate the respondent's true opinion. This happens because of differences in opinion and understanding among respondents. (3) This study only uses three independent variables, it is suspected that there are many other factors that can be independent variables that can affect the performance of MSMEs.

Suggestion

The suggestions that can be given by researchers for the perfection of further research are: (1) Further research is recommended to expand the object of research to other areas so that it can generalize and provide a more representative picture. (2) Further research is recommended not only through questionnaires but also by interviewing respondents more deeply so that the information obtained will be more accurate in accordance with the actual situation. (3) Further research is recommended to use other independent variables in order to add to the factors that affect the performance of SMEs.

Implication

The results of this study in theory can strengthen the existing theory that: (1) HR competence affects the performance of MSMEs. HR competencies are competencies related to knowledge, skills, abilities and characteristics that directly affect their performance (Anwar 2012). (2) E-commerce has an effect on the performance of MSMEs. E-commerce is the process of buying and selling products electronically by consumers from company to company with computers as intermediaries for business transactions (London & Travel 2016). (3) Working capital affects the performance of MSMEs. Working capital is capital that must be spent to make or buy merchandise (Wahyuni 2016).

Based on data analysis, it was found that there was an influence between the HR competency variables on the performance of MSMEs. This shows that the higher the level of competence of

human resources in the Meranti Islands Regency, the higher the performance of MSMEs will be. The better the competence of human resources, the better the performance of MSMEs. E-commerce found an influence between e-commerce variables on the performance of SMEs. This shows that the higher the use of e-commerce in MSMEs in Meranti Islands Regency, the higher the performance of MSMEs will be. Working capital found an influence between working capital on the performance of SMEs. The higher the level of working capital generated in the UMKM of Meranti Islands Regency, the higher the performance of the UMKM.

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