

## Analysis of Factors Affecting MSME Productivity in Langsa City Tourism Village

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**Abstrak.** Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi produktivitas Usaha Mikro, Kecil, dan Menengah (UMKM) pada Desa Wisata di Kota Langsa, dengan fokus pada variabel modal, sumber daya manusia (SDM), digitalisasi, dan dukungan pemerintah. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 58 pelaku UMKM Desa Cinta Raja sebagai sampel jenuh. Data dianalisis melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa secara parsial, variabel SDM berpengaruh positif dan signifikan terhadap produktivitas UMKM, sedangkan modal, digitalisasi, dan dukungan pemerintah tidak berpengaruh signifikan. Secara simultan, keempat variabel independen tidak berpengaruh signifikan terhadap produktivitas UMKM. Temuan ini menegaskan bahwa kualitas SDM merupakan faktor dominan yang mempengaruhi peningkatan produktivitas UMKM, sedangkan aspek modal, digitalisasi, dan dukungan pemerintah belum dimanfaatkan secara optimal. Penelitian ini merekomendasikan peningkatan kompetensi SDM, penguatan literasi digital, serta perbaikan program pendampingan pemerintah untuk mendorong produktivitas UMKM di desa wisata.

**Kata kunci:** UMKM; Produktivitas; Modal; Sumber Daya Manusia; Digitalisasi; Dukungan Pemerintah.

**Abstract.** This study aims to analyze the factors influencing the productivity of Micro, Small, and Medium Enterprises (MSMEs) in tourism villages in Langsa City, focusing on capital, human resources (HR), digitalization, and government support. A quantitative approach was employed using a survey method through questionnaires distributed to 58 MSME actors in Cinta Raja Village, selected using saturated sampling. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, and F-tests. The results indicate that partially, the HR variable has a positive and significant effect on MSME productivity, while capital, digitalization, and government support show no significant effect. Simultaneously, the four independent variables do not significantly influence MSME productivity. The findings highlight that HR quality is the dominant factor affecting MSME productivity, whereas capital, digital utilization, and government support have not been optimally implemented. This study suggests enhancing HR competence, improving digital literacy, and strengthening government assistance programs to improve MSME productivity in tourism village area.

**Keywords:** MSMEs; Productivity; Capital; Human Resources; Digitalization; Government Support.

## Introduction

MSMEs are a sector that plays an important role in encouraging national economic growth because they contribute to job creation and increase people's income (Harahap *et al.*, 2022). In the development of community-based tourism, MSMEs are the main part in supporting the development of tourist villages through the provision of local products such as culinary, handicrafts, and tourism services. Tourism villages have been proven to be able to strengthen the local economy through the use of natural and cultural potential that is managed in a participatory manner by the community (Warsihna *et al.*, 2023). However, the productivity of MSMEs is still influenced by capital capacity, human resource competence, digitalization capabilities, and government support (Kurnianty & Sitorus, 2023). In Langsa City, there are two villages designated as tourist villages, namely Cinta Raja Village and Pondok Kemuning Village. Cinta Raja Village has a more developed number of MSMEs and is the center of economic activity of tourist villages. However, MSME actors in the village still face limited access to capital (Nadhiro *et al.*, 2025), uneven quality of human resources (Pradana & Sumiyana, 2023), and low utilization of digital technology (Prasetyo & Kamil, 2023).

Meanwhile, Pondok Kemuning Village is a newly developed tourist village and is still in the early stages of MSME development. The potential for natural tourism is quite strong, but the number of MSMEs is still limited so it is not possible to quantitatively measure productivity. This condition shows that the two tourist villages have different characteristics that both require strengthening aspects of capital, human resources, digitalization, and government support (Tohir *et al.*, 2023). The literature shows that capital is needed to increase business capacity (Aulia & Hidayat, 2021), human resources determine operational effectiveness and innovation capabilities (Lestari *et al.*, 2021), digitalization plays a role in increasing efficiency and market expansion (Avicena & Hasmarini, 2025), while government support is an important element in the provision of facilities, training, and policies

for MSME empowerment (Ardiyani & Syafnita, 2021). However, studies that specifically analyze the influence of these factors on the context of tourist villages in Langsa City are still very limited. Therefore, this study aims to analyze the influence of capital, human resources, digitalization, and government support on the productivity of MSMEs in Cinta Raja Tourism Village, as well as provide a complementary picture of the condition of Pondok Kemuning Village as a companion tourism village. The results of the research are expected to contribute to the development of tourism-based MSME literature and become a reference for local governments in designing more effective MSME empowerment strategies. MSME productivity is the ability of business actors to manage resources efficiently to produce optimal output (Nursyifa *et al.*, 2022). Productivity is influenced by the capacity of the workforce, the use of technology, business capital, and the adaptability of business actors to changes in the business environment. In the context of MSMEs, productivity is an important indicator to assess operational effectiveness and business sustainability (Hariani, 2024). Ridho *et al.* (2025) stated that productivity can be measured through indicators of knowledge, skills, abilities, and work attitudes.

## Literature Review

### Capital

Capital is a fundamental factor that determines the production capacity and development of MSMEs. Kurnianty and Sitorus (2023) stated that capital shortages affect the ability of MSMEs to increase business capacity, make investments, and develop products. Capital can be sourced from personal funds, loans, or partnerships (Rifa'i & Husinsah, 2022). Capital indicators include capital structure, use of additional capital, barriers to access external capital, and business development after obtaining capital (Aulia & Hidayat, 2021).

### Human Resources

Human resources (HR) are a component that plays a major role in determining the operational effectiveness and competitiveness of MSMEs. The quality of human resources, such as managerial skills, technical skills, work

experience, and innovation capacity, greatly affects the ability of businesses to increase productivity (Pradana & Sumiyana, 2023). Human resource indicators include education, training, work experience, and business experience (Lestari *et al.*, 2021). Competent human resources are better able to adapt to market changes, utilize technology, and create product innovations.

### Digitization

Digitalization is an important factor in the transformation of modern MSMEs. The use of digital technology such as social media, e-commerce, digital payment systems, and ordering platforms can increase operational efficiency, expand market access, and strengthen the competitiveness of MSMEs (Prasetyo & Kamil, 2023; Evangelista *et al.*, 2023). According to Avicena and Hasmarini (2025), the digitalization of MSMEs can be measured through the use of social media, e-commerce, digital payments, digital ordering, and participation in digital training. However, low digital literacy is often an obstacle for MSMEs in rural areas to make optimal use of technology.

### Government Support

In addition to capital, human resources, and digitalization, government support also has a significant role in encouraging the productivity of MSMEs. The government acts as a facilitator and catalyst through the provision of capital assistance, training, mentoring, and strengthening market access (Ardiyani & Syafnita, 2021). Village government support is very important in the context of tourism villages because it functions to strengthen the local business ecosystem through empowerment programs that are in accordance with the needs of MSME actors (Tohir *et al.*, 2023). Indicators of government support include capital assistance and financial facilities, production technology, training, continuous mentoring, and product promotion (Inda & Mariyanti, 2025). Overall, the literature shows that the productivity of MSMEs is influenced by a combination of interconnected internal and external factors. Capital, human resources, digitalization, and government support each have an important role in strengthening the

competitiveness and production capacity of MSMEs, especially in tourism-based areas such as tourist villages. However, limitations in one of these factors can hamper the overall performance of MSMEs.

## Research Methodology

This study uses a quantitative approach with a survey method to analyze the influence of capital, human resources (HR), digitalization, and government support on the productivity of MSMEs in Cinta Raja Tourism Village, Langsa City. The research location was determined purposively based on the determination of the village as a tourist village by the Langsa City Government and the high involvement of MSMEs in local economic activities. The population in this study is all MSME actors in Cinta Raja Village registered under BUMDes, totaling 58 business actors. Because the population is relatively small, the study uses *a saturated sampling* technique (census), which is to make the entire population a research sample (Sugiyono, 2023). Thus, the total respondents in this study are 58 MSME actors. Data was collected using a structured questionnaire compiled on a five-point Likert scale, ranging from "strongly disagree" to "strongly agree". The questionnaire instrument includes five variables: capital, human resources, digitalization, government support, and MSME productivity. In addition to questionnaires, supporting data was obtained through field observation and brief interviews to ensure the suitability of empirical conditions with respondents' answers. Prior to analysis, the instrument is tested using validity and reliability tests to ensure the feasibility of the measurement. Validity was tested using *product-moment* correlation, while reliability was tested with *Cronbach's Alpha*. Data analysis was carried out through a classical assumption test which included normality, multicollinearity, and heteroscedasticity tests to ensure the fulfillment of multiple linear regression requirements. The main analysis technique uses multiple linear regression to test the influence of capital ( $X_1$ ), human resources ( $X_2$ ), digitalization ( $X_3$ ), and government support ( $X_4$ ) on the productivity of MSMEs ( $Y$ ). The t-test is used to determine the

partial influence of each independent variable, while the F test is used to see the simultaneous influence. In addition, the determination coefficient (*Adjusted R<sup>2</sup>*) was used to assess the model's ability to explain the variation in MSME productivity. All analyses were conducted using SPSS software.

## Results and Discussion

### Result

The study involved 58 MSME actors in Cinta Raja Tourism Village as respondents representing the entire population. The research instrument has met the eligibility requirements through validity and reliability tests. All statement items on the variables of capital, human resources, digitalization, government support, and MSME productivity were declared valid because they had an *r-count* value of > 0.361. Cronbach's Alpha value on all variables is also above 0.60, making the instrument reliable. Classical assumption tests including normality, multicollinearity, and heteroscedasticity tests show that regression

models meet the requirements of multiple linear analysis. The residual data is normally distributed, the Tolerance value is > 0.10 and VIF < 10, and there is no special pattern in the heteroscedasticity graph.

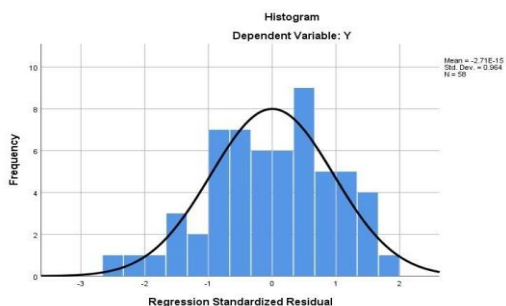


Figure 1. Normality Test

The histogram above shows that the residual distribution form is close to a bell-shaped, which is a characteristic of normal distribution. There are no extreme deviations such as swiping to the left or right so that the residual is considered to be normally distributed.

Table 1. T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics Tolerance
	B	Std. Error				
1(Constant)	28.362	3.988		7.112	.000	
X1	.049	.170	.039	.290	.773	.930
X2	.176	.073	.333	2.427	.019	.874
X3	.036	.075	.081	.483	.631	.578
X4	-.005	.069	-.012	-.071	.944	.542

Based on the *Coefficients* table, the following results were obtained:

#### Influence of X1 on Y

The t-calculated value = 0.290 with Sig. = 0.773.

Since 0.773 > 0.05, H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

#### Effect of X2 on Y

The t-count value = 2.427 with Sig. = 0.019. Since 0.019 < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

#### Influence of X3 on Y

The t-calculated value = 0.483 with Sig. = 0.631.

Since 0.631 > 0.05, H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

#### Influence of X4 on Y

The t-calculated value = -0.071 with Sig. = 0.944.

Since 0.944 > 0.05,

H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. Based on the results of the t-test:

X2 has a significant effect on Y (the H2 hypothesis is accepted). X1, X3, and X4 have no significant effect on Y (hypotheses H1, H3, and H4 are rejected). This shows that among all the independent variables tested, only X2 had a significant influence on Y, while the other variables did not make a significant contribution partially. The result of multiple linear regression yields the following equation:

$$Y = 28.362 + 0.049X_1 + 0.176X_2 + 0.036X_3 - 0.005X_4$$

The partial test (t) showed that only the HR variable (X<sub>2</sub>) had a positive and significant effect on the productivity of MSMEs (p = 0.019). Meanwhile, capital (X<sub>1</sub>), digitalization (X<sub>3</sub>), and government support (X<sub>4</sub>) had no significant effect because they had a significance value above 0.05. The results of the simultaneous test (F) showed that the four independent variables together did not have a significant effect on the productivity of MSMEs (p = 0.114). The Adjusted R<sup>2</sup> value of 0.063 indicates that the model is only able to explain 6.3% of the variation in MSME productivity, while the rest is influenced by other factors outside the research model.

## Discussion

The results of the study show that capital does not have a significant effect on the productivity of MSMEs. Although capital has a positive coefficient, its contribution is not strong enough to increase productivity. This condition can be caused by the limited amount of additional capital received by MSME actors or the use of capital that has not been directed to increase production capacity. These findings show that capital is not the main factor in determining the productivity of MSMEs in Cinta Raja Village. Human resources are proven to be a variable that has a positive and significant influence. MSME actors with better education, longer business experience, and adequate skills tend to produce higher output. These findings are in line with the theory that human resource competence is the foundation for increasing the productivity and competitiveness of MSMEs. Thus, increasing human resource capacity through training, mentoring, and coaching is an important key to

improving business performance. Digitalization has no significant effect on the productivity of MSMEs. Low digital literacy and the lack of use of technology such as e-commerce and digital payments have made MSME actors unable to take advantage of digitalization optimally. This explains why digitalization has not had a real impact on increasing productivity, even though in theory technology is able to expand the market and increase business efficiency. Government support also has no significant influence. This indicates that existing government programs are not structured or have not reached the actual needs of MSME actors. The lack of training, mentoring, or targeted capital assistance has made government intervention not able to directly increase the productivity of MSMEs. Simultaneously, the four variables did not show a significant influence on the productivity of MSMEs. This shows that the productivity factor of MSME actors in Cinta Raja Village is more influenced by other factors that are not included in the model, such as product innovation, market access, business motivation, and business environment. However, HR still emerged as the most dominant factor in this regression model.

## Conclusion

This study aims to analyze the influence of capital, human resources (HR), digitalization, and government support on the productivity of MSMEs in Cinta Raja Tourism Village, Langsa City. The results of the study show that only the human resource variable has a positive and significant effect on the productivity of MSMEs. Meanwhile, capital, digitalization, and government support did not have a significant impact partially. Simultaneously, the four variables also did not have a significant effect on the productivity of MSMEs, with a low Adjusted R<sup>2</sup> value, which indicates that the productivity of MSMEs was more influenced by other factors outside the research model. These findings confirm that human resource competencies including education, skills, and business experience are key factors in increasing the productivity of MSMEs in tourist villages. On the other hand, the aspect of capital, the use

of digital technology, and government support has not been optimal in supporting increased business productivity. The condition of Pondok Kemuning Village as a companion tourism village, which is still in the early stages of MSME development, also shows the need for a more comprehensive strategy to strengthen the MSME ecosystem in the Langsa City tourist village area.

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