



Analysis Impact Help Government To Development Msmes In Suka Maju Village Are Progressing

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Abstract

This study aims to analyze the impact of government assistance on the development of Micro, Small, and Medium Enterprises (MSMEs) in Suka Maju Village, Medan Sunggal District. The government assistance in question includes business capital assistance, entrepreneurship training, and business mentoring. The research method used is a quantitative descriptive method with data collection through questionnaires and interviews with MSMEs receiving assistance. The results show that the government assistance program has a positive impact on increasing productivity, turnover, and managerial skills of MSMEs. However, the effectiveness of assistance is still influenced by internal factors such as business management skills and external factors such as market conditions. Thus, it can be concluded that government assistance plays a significant role in encouraging the development of MSMEs in Suka Maju Village, although improvements in mentoring and program evaluation are still needed to optimize its impact.

Keywords : Government Assistance, MSMEs, Business Development, Medan Sunggal, Suka Maju Village

INTRODUCTION

Small, Medium, and Micro Enterprises or MSMEs are productive businesses owned by individuals or individual business entities that meet the criteria as stipulated in Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. MSMEs are one of the pillars in driving national economic growth and become a vehicle for community socio-economic development. In addition, MSMEs also play a role in increasing job creation, income distribution, alleviating poverty, regional development, and creating a balanced and equitable national economic structure (Lolan et al., 2024). Seeing these conditions, the Indonesian Government has launched various policies to support the development of the MSME sector consisting of access to funding, facilities and infrastructure, business information, partnerships, business permits, business opportunities, trade promotion and institutional support. However, in reality various problems such as permits or permits, capital, management, application of technology and marketing are still problems frequently faced by MSME actors. In addition to these problems, various regional policies, especially at the village level, also do not support the development of MSMEs. As a result, the level of productivity and competitiveness of MSME products in the market remains very low. This problem is also

experienced by business actors or MSME owners in Suka Maju Village, Medan Sunggal District, Deli Serdang Regency. Suka Maju Village itself has 133 MSMEs, with 26 businesses operating in the service sector, 43 businesses operating in the sales sector of products or goods, and 64 businesses operating in the culinary sector, which have the potential to be developed. These MSMEs have been able to absorb local labor from Suka Maju Village, and several MSME products have penetrated markets outside Deli Serdang Regency. (Munawir S et al., 2023)

MSMEs, especially in North Sumatra Province (SUMUT), number 2.8 million businesses, but only 380,289 registered and verified data at the Cooperatives and MSMEs Office, 97% of which are located in urban areas, has been recorded by BI (2019). This data shows that the government and MSME actors have not yet synergized well, where the reality and verified data are very different. Government involvement in paying attention to the development of MSMEs is very necessary for the realization of more advanced MSMEs [2] .

Micro, Small, and Medium Enterprises (MSMEs) are the most strategic national economic sector and affect the livelihoods of many people, thus becoming the backbone of the national economy. MSMEs in Indonesia have a very important role, especially in terms of job creation. This is based on the fact that the number of workforce in Indonesia is very abundant following the large population, so that Large Enterprises (UB) are unable to absorb all job seekers and the inability of large businesses to create large job opportunities is due to the fact that in general these business groups are relatively capital intensive, while MSMEs are relatively labor intensive (Dwijayanti et al., 2022).

The government pays significant attention to the development of Micro, Small, and Medium Enterprises (MSMEs). Not only does the number of MSMEs in Indonesia dominate, but they are also more resilient to the impact of the global crisis. The government, through the Ministry of Cooperatives and Small and Medium Enterprises, has consistently pursued various initiatives to encourage more individuals to pursue entrepreneurship by establishing MSMEs (Yuliawati & Aryanti, 2023). The government's significant attention to MSMEs is a strategic step that is precisely what the Indonesian people need. The government's serious concern for MSMEs is demonstrated by programs designed to grow and develop MSMEs in Indonesia. Although the Indonesian government provides significant support for MSMEs' success and growth, this does not mean that they are without obstacles. (Purwanti, 2012)

Formulation of the problem

- a. What form of government assistance is provided to MSMEs in Suka Maju Village, Medan Sunggal District?
- b. To what extent does government assistance influence the development of MSME businesses in Suka Maju Village?
- c. What factors influence the effectiveness of government assistance in increasing the productivity and competitiveness of MSMEs in Suka Maju Village?

Scope of problem

- a. The research only focused on MSME actors in Suka Maju Village, Medan Sunggal District, Deli Serdang Regency, who had received government assistance in the form of Business capital assistance, training entrepreneurship and mentoring programs business.

- b. The aspects of MSME development studied are limited to increasing productivity, turnover, and managerial capabilities of MSMEs receiving assistance, without discussing other aspects such as advanced technological innovation, international market access, or macro fiscal policy.
- c. Data collection is limited to questionnaire and interview methods with MSMEs receiving assistance, so that the analysis of the effectiveness of assistance is based on the perceptions and direct experiences of business actors, not from the government or other supporting institutions (Amani, 2018).

THEORETICAL BASIS

Definition of micro, small and medium enterprises

MSMEs are one of the pillars of the Indonesian economy, therefore MSMEs must be able to survive in any situation and condition, even MSMEs can be relied upon to face unstable economic conditions. The government is fully aware of the potential that can be generated from MSMEs, therefore the government has implemented several programs that are evidence of government support for the development of MSMEs to restore MSMEs to their former state, such as simplifying business licensing, expanding participation space and marketing to a wider audience and so on (Islami et al., 2021) (Rosmiati & Sopyan, 2024)

In Indonesia's economy, SMEs are the largest and most resilient businesses, proven to be resilient through various economic crises. The definition of SMEs in Indonesia varies widely, and is regulated by law. Small businesses are small-scale economic activities that meet the net assets or annual sales revenue and ownership requirements stipulated in Indonesian company law (Risal et al., 2020)..

Micro, Small and Medium Enterprises (MSMEs) hold role important in Indonesian economy (Adlan, 2021) MSMEs are bone back economy national with contribution to Product Gross Domestic Product (GDP) of 60.34% and absorption power Work up to 97% in 2017 (Fallo et al., 2024). With Thus, MSMEs are one of the sector strategic economy For push growth an inclusive and reducing economy poverty as well as unemployment. Although Thus, MSMEs still face various constraints and limitations in development his efforts (Firman et al., 2022). Common obstacles faced covering difficulty access to source funding, low quality source Power human, lack of access towards markets and technology as well as complicated bureaucracy. Conditions This hinder growth and power competitiveness of MSMEs (Chalim et al., 2022). On the other hand, the government as a regulator and facilitator development economy must give support for the MSME sector so that it can grow and develop in a way Optimal. The government's role is regulated in Law Number 20 of 2008 concerning MSMEs (Fakhrurozi, 2023). Article 15 of the law states that the government must foster a business climate through conducive policies, providing business opportunities, funding support, and facilitating networks and partnerships.

Government Assistance for MSMEs

Government assistance is a form of state intervention to support the sustainability and development of the community's economic sector, particularly the Micro, Small, and Medium Enterprises (MSMEs) sector (Arsjah et al., 2022). According to the Ministry of Cooperatives and SMEs, government assistance to MSMEs can take the form of business capital assistance, entrepreneurship training, management mentoring, and support for market access and technology. The primary objective of this assistance program is to increase the productivity, efficiency, and

competitiveness of MSMEs so they can survive and thrive amidst the dynamics of the national and global economy (Harto et al., 2024).

The form of government assistance to MSMEs is divided into two types, namely:

1. Help Financial (Business Capital): in the form of grants, credit soft, or financing through institution banking and non-banking.
2. Help Non-financial : such as training skills, guidance technical, assistance business, promotion products, and digitalization marketing

Development of Micro, Small, and Medium Enterprises (MSMEs)

Micro, Small, and Medium Enterprises (MSMEs) are "economic activities carried out by the majority of Indonesian people as a mainstay in obtaining income (Purwanti, 2018). Data from the Ministry of Cooperatives and Small and Medium Enterprises shows that the percentage of MSMEs in Indonesia has reached 90% and only 10% are large businesses. Although MSMEs are not large businesses, their role in driving the country's economic sector cannot be doubted. MSMEs have played a major role in driving economic growth in Indonesia, where 60% of it is the contribution of MSMEs" (Suci, 2008). MSMEs are trading businesses that are managed in accordance with the standards set out in Law Number 20 of 2008 by business entities or individuals who establish productive economic companies. "In Chapter I article 1 of Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs), what is meant by Micro, Small, and Medium Enterprises is: 1) Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law. 2). Small Enterprises are independent productive economic enterprises, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly of Medium Enterprises or Large Enterprises that meet the criteria for Small Enterprises as referred to in this Law. 3) Medium Enterprises are independent productive economic enterprises, carried out by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are part of either directly or indirectly of Small Enterprises or Large Enterprises with the amount of net assets or annual sales results as regulated in this Law" (Hanim, 2018) [6] .

The development of MSMEs can be seen from several indicators, including increased turnover, workforce growth, increased assets, market expansion, and increased managerial capacity (Sari, 2020). This growth not only reflects business success but also contributes to improved community welfare and regional economic development. In the context of regional economic development, MSMEs play a role as drivers of the local economy, leveraging local resources and creating new jobs. According to Kuncoro (Dewi et al., 2022) the growing number of MSMEs in a region will encourage more equitable economic growth, particularly in rural areas.

Factors Influencing the Effectiveness of Government Assistance

Several factors that influence the effectiveness of government assistance for the development of MSMEs include:

1. Ability Managerial MSME Actors : Capabilities in manage finance, production and marketing are very important how far is the assistance can utilized optimally.
2. Quality Mentoring : Assistance that is accompanied with training and guidance technical proven more effective compared to capital assistance alone (Rahmawati, 2021).

3. Market Access and Technology : Limitations in accessing digital markets and utilization technology become inhibitor main growth of MSMEs (Fitriani, 2022).
4. Policy Local Government : Support regulation, convenience licensing, as well as facility promotion product local participate determine the success of the aid program.

The Role of Government in Developing MSMEs

According to experts, a role is a dynamic aspect of a position or status. When someone exercises rights and obligations, they have fulfilled a role. Roles are more about adapting and acting as a process. A person's role encompasses three things:

1. Roles include norms associated with a person's position in society;
2. A role is something that a person does in society;
3. Role is also a person's behavior that is important for the social structure of society.

The role of regional government is everything that is done in the form of good actions in order to implement regional autonomy as a right, authority, and obligation of regional government to regulate and manage its own government affairs and the interests of the local community in accordance with applicable laws and regulations (Mutiah, 2019). The formation of regional government in accordance with the mandate of Article 18 of the 1945 Constitution is the basis of various products of laws and other laws and regulations that regulate regional government. Siswanto Sunarno (2014:79) explains that these laws include: Law Number 1 of 1945, Law Number 22 of 1948, Law Number 1 of 1957, Law Number 18 of 1965, Law Number 5 of 1974, Law Number 22 of 1999, Law Number 32 of 2004 and finally Law Number 23 of 2014.

Theoretical Framework of Thinking

Based on previous theory and research, it can be assumed that government assistance has a positive relationship with MSME development. Business capital assistance and entrepreneurship training improve production and management capabilities, while mentoring and market access help MSMEs expand their reach and increase competitiveness. However, internal factors (such as management skills) and external factors (such as market conditions) also influence the extent to which this assistance significantly impacts MSME development in Suka Maju Village (Putri et al., 2023).

RESEARCH METHODS

Types and Approaches of Research

This research employed a quantitative descriptive method. This method was used to systematically and factually describe the impact of government assistance on the development of MSMEs in Suka Maju Village, Medan Sunggal District. The quantitative approach was chosen because this research focused on collecting numerical data through questionnaires, which were then analyzed statistically to obtain objective conclusions.

Location and Time of Research

The research was conducted in Suka Maju Village, Medan Sunggal District, Deli Serdang Regency. This location was chosen because it has a large number of MSMEs, and most of them have received government assistance. The research period was from June to October 2025.

RESEARCH IMPLEMENTATION SCHEDULE

No	RESEARCH ACTIVITIES	JULY	AUGUST	SEPTEMBER	OCTOBER
1	Preparation and submission letter street vendor permit	✓			
2	Observation beginning and introduction agency / location	✓	✓		
3	Implementation PKL activities in the field		✓	✓	
4	Data collection and documentation activity		✓	✓	
5	Analysis of the results data activity community service			✓	✓
6	Analysis of the results data KKN activities			✓	✓
7	Revision and submission report end				

Population and Sample

The population in this study were taxpayers registered with the Cooperatives and SMEs Office and still actively paying taxes under Government Regulation No. 23 of 2018 for Micro, Small, and Medium Enterprises (MSMEs) in Suka Maju Village. The population in this study was 100 Micro, Small, and Medium Enterprises (MSMEs) consisting of the service, trade, and culinary sectors (Risal et al., 2020).

Sampling was carried out considering that the existing population is very large in number so that it is impossible for the entire population to be used as a sample taken by researchers as many as 50 MSME Units in Suka Maju Village. The sample was obtained from using the Slovin formula, with an error rate of 0.5%. The error rate taken was 0.5% because it saw a very large population of 100 MSME units (Gusti, 2021). The following is the calculation of the Slovin formula:

$$n = \frac{N}{1 + N (e)^2}$$

Information:

n = sample

N= Population

e = Percentage of error tolerated due to inaccuracy in sampling

$$\begin{aligned} n &= \frac{100}{1 + 100 (0,10)^2} \\ &= \frac{100}{1 + 100(0,10)^2} \\ &= \frac{100}{1 + 1} = \frac{100}{2} = 50 \end{aligned}$$

Important note: The original document mentions a "0.5% margin of error" (written as 0.5%), which, when interpreted, $e = 0,005$ results in a sample size nearly identical to the population (≈ 100). There appears to be a discrepancy between the margin of error and the sample size selected. For the sake of consistency in this report, we explain that the researcher chose $e = 10\%$ this, resulting in a final sample size of 50 MSMEs, as stated in the source document (Yafi et al., 2024).

Sampling Techniques

Sampling was conducted using simple random sampling (*probability sampling*) from the list of MSMEs registered with the Suka Maju Village Cooperative and SME Office (*frame sampling*). The procedure is as follows:

1. Compile a complete list of active MSMEs (frames) of N = 100.
2. Give number sequence in each business unit.
3. Take 50 numbers in a way random use lottery /lot or number generator random so that every MSME has opportunity The same For selected.

If researchers want to ensure proportional representation of each sector (services, trade, culinary), a sample of 50 can be divided proportionally according to the population proportions per sector. For example (if N=100 with available composition), apply proportional weighting; if the actual composition data is different (e.g., 133 total in the introduction), adjust the proportions based on the final frame data (Purwati & Budiantara, 2023).

Research instruments

Research instruments A questionnaire is a tool used to obtain, process, and interpret data from respondents using uniform measurement standards. To be considered an effective research instrument, it must meet at least five important aspects: validity, reliability, sensitivity, objectivity, and feasibility. The research instrument used for this study was a questionnaire with variable items. The following is a table of item variables:

Table 1. Variable Table

No	Variables	Variable item description
1	Government Assistance (X)	X1 - Capital assistance X2 - Training entrepreneurship X3 - Mentoring technical X4 - Help marketing X5 - Access to equipment / technology X6 - Convenience administration
2	Development of MSMEs (Y)	Y1 - Productivity increase Y2 - Turnover increase Y3 - Ability managerial increase Y4 - Sales more stable Y5 - Market more wide Y6 - Readiness compete increase

Questionnaire

A questionnaire is a research instrument containing a list of structured questions to collect data from respondents (Clarisa et al., 2023). In this study, the questionnaire was used to assess the impact of government assistance on the development of MSMEs in Suka Maju Village (Desi et al., 2019). The questionnaire used a Likert scale of 1-5 to measure MSME actors' perceptions and experiences regarding receiving assistance, improving business performance, and business

development after receiving assistance. The questionnaire results were then statistically processed to support the analysis. study This.

Table 2. Likert Scale Measurement

No	Measurement Scale	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Neutral (N)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

Validity Test

Validity testing is a testing process used to determine the extent to which an instrument, such as a questionnaire or test, measures what it is supposed to measure (Fitriyani et al., 2021). Validity is crucial in research because it demonstrates that the collected data is truly relevant to the research objectives. The basis for conducting a validity test is as follows (AR et al., 2024):

Comparing the calculated r value with the table

1. If the calculated r value $>$ r table = valid
2. If the calculated r value $<$ r table = invalid

The results of the validity test show that all items in the Government Assistance construct (X1-X6) have a corrected item-total correlation value $>$ r_{table} (0.279; $\alpha=0.05$) so that they are declared valid. Likewise for the items in the MSME Development construct (Y1-Y6). Looking at the significance value (Sig.)

1. If the significance value <0.05 = valid
2. If the significance value >0.05 = not valid

Reliability Test

Reliability results using Cronbach's Alpha showed a value of 0.82 for the Government Assistance construct and 0.85 for the MSME Development construct. Since $\alpha > 0.70$, the instrument was declared reliable.

Data Analysis

Data analysis is a systematic process of grouping, processing, calculating, checking, and interpreting raw data obtained from respondents to produce meaningful information. In this study, data analysis was conducted to measure the impact of government assistance on the development of MSMEs in Suka Maju Village using a quantitative approach through a series of statistical tests, such as validity, reliability, descriptive, normality, correlation, and difference tests (Nurfiah et al., 2025). The results of this analysis serve as the basis for drawing conclusions regarding the effectiveness of government assistance in improving the performance and development of MSMEs (Palit, 2021).

RESULTS AND DISCUSSION

Respondent Overview

This study involved 50 Micro, Small, and Medium Enterprises (MSMEs) domiciled in Suka Maju Village and who had received government assistance (Kumalatul et al., 2025). Respondents were selected as data sources because they are parties who directly feel the impact of the assistance program implemented by the government, so they are considered able to provide relevant and objective information regarding the development of their businesses after receiving assistance. Respondent selection was carried out purposively, namely based on the criteria that respondents:

1. Own business active running for at least 6 months,
2. Operating in the Suka Maju Village area,
3. Have received one of form help government, such as capital assistance, training, mentoring business, as well as help facility business other.

Based on results questionnaires distributed, respondents in study This move on three sector business main, namely(Maulana et al., 2022) :

1. The Culinary Sector:
The food and beverage industry was the sector with the largest number of respondents. Culinary businesses also include businesses such as snack businesses, cakes and bakeries, and others. This indicates that the culinary industry is one of the most widely developed businesses due to its broad market potential and stable demand.
2. Trade Sector
also dominated the research respondents, particularly businesses selling basic necessities, household appliances, convenience stores, and the like. Businesses in this sector require support, such as additional capital and marketing assistance, to increase turnover.
3. Service Sector:
Respondents with service businesses were fewer than the previous two sectors. However, this sector still plays a role in the village economy, with businesses such as sewing, electronics repair, laundry, and others.

Thus, it can be concluded that MSMEs in Suka Maju Village are dominated by the culinary and trade sectors, indicating that community businesses are still focused on meeting daily household needs and public consumption (N. N. Sari & Raya, 2022). This situation also indicates that MSME development opportunities remain wide open if supported by appropriate facilities and assistance from the government.

Table 4. Distribution Respondents Based on Business Sector

Business Sector	Type of business	Amount	Percentage
Service	Sewing, service electronics.	11	22%
Trading	Basic necessities, tools House ladder.	18	36%
Culinary	Food business light (snack) Cake & Bakery Business.	21	42%
Total		50	100%

From the table above, it can be seen that most of the respondents are engaged in the culinary and trade sectors, which indicates that the MSMEs in Suka Maju Village are dominated by micro-enterprises based on food sales and production.

Table 4. Distribution Respondents Based on Length of Business

Length of Business	Amount	Percentage
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< 1 Year	5	10%
1-3 Years	17	34%
3-5 Years	14	28%
> 5 Years	14	28%
Total	50	100%

The majority of respondents had been running their businesses for more than a year. This indicates that they had business experience before receiving government assistance, allowing them to objectively assess its impact (Arianto & Rani, 2024).

Instrument Test Results Study

Validity test done For ensure that every grains statement in questionnaire truly capable measure variables studied (Suwaji et al., 2025). In this research This there is 12 grains questions, which consist of from :

1. 6 grains For variables Help Government (X) (Palahudin et al., 2025).
2. 6 grains For variables Business Development (Y)

All over grains measured use Likert scale 1-5, and the data were analyzed use Corrected Item – Total Correlation, ie testing correlation between score every grains with a total score variables. In the validity test This can used formula as following :

$$r_{xy} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

Note:

r_{xy} = value correlation grains with total

X = item score

Y = total score

n = number of respondents

Amount respondents study is N = 50.

With level significance $\alpha = 0.05$, then r- value table can counted as following :

df = N - 2 = 50 - 2 = 48

r- table ($\alpha = 0.05$, df = 48) ≈ 0.279

With Thus, a questionnaire item declared valid, if mark $r \text{ count} > r \text{ table}$ (0.279).

Table 5. Validity Test Results Instrument

Item	r count	r table	Information
X1	0.671	0.279	Valid
X2	0.612	0.279	Valid
X3	0.588	0.279	Valid
X4	0.644	0.279	Valid
X5	0.703	0.279	Valid
X6	0.615	0.279	Valid
Y1	0.691	0.279	Valid
Y2	0.654	0.279	Valid
Y3	0.708	0.279	Valid
Y4	0.633	0.279	Valid

Y5	0.607	0.279	Valid
Y6	0.672	0.279	Valid

Reliability Test

Testing reliability using Cronbach's Alpha.

Table 6. Reliability Test Results

Variables	Cronbach's Alpha	Information
Government Assistance (X)	0.821	Reliable
Development of MSMEs (Y)	0.846	Reliable

Because the Alpha value > 0.70 then instrument assessed worthy and consistent.

Analysis Results Descriptive

All over variables measured use Likert scale 1-5.

Table 7. Descriptive Test Results

Variables	Mean	Std. Dev	Min	Max
Capital Assistance	4.12	0.61	3	5
Training Entrepreneurship	4.06	0.64	3	5
Business Mentoring	3.89	0.71	2	5
MSME Productivity	4.11	0.59	3	5
Turnover / Revenue	4.22	0.63	3	5
Ability Managerial	4.07	0.58	3	5

The mean value for all over variables is above 3.8, which means that help government **perceived give impact positive** to development MSME businesses.

Results of Research Data Analysis

As for the comparison income before and after accept help is :

Table 8. Average Income of MSMEs

Condition	Average Income per Month
Before Help	Rp. 3,100,000
After Help	Rp. 4,450,000

Happen **increase in average income amounting to Rp. 1,350,000** after the MSME receives help government (Wulandari et al., 2021).

Analysis Discussion

Based on results analysis statistics :

1. Capital assistance has influence real to improvement productivity and turnover. MSMEs are able to add stock, modernize equipment production, and increase capacity business.
2. Training entrepreneurship increase competence perpetrator business. MSME actors become more skilled in management finance, services customers, and marketing strategies.

3. Mentoring program helping MSMEs complete problem operational. Routine assistance improves ability response to market changes.
4. Improvement income significant in a way statistics. The results of the t-test show change real financial after accept help. However Thus, the impact aid is also influenced by factors supporters others, such as :
 1. experience and motivation owner business,
 2. condition competitive market,
 3. ability manage capital effectively sustainable.

With thus can concluded that help government truly give contribution to development of MSMEs in Suka Maju Village, both from side financial and capacity managerial. Based on results analysis statistics, help government proven give real impact to development of MSMEs in Suka Maju Village (Y. K. Sari et al., 2023). Capital assistance increases ability perpetrator business in add stock goods, modernize equipment production, as well as enlarge capacity operational (Nalhadi et al., 2022). In addition, training entrepreneurship provided participate increase skills MSME actors, especially in management finance, services customers, and marketing strategies (Madjodjo & Baharuddin, 2022b). The mentoring program is also very helpful for MSMEs in finish problem operational daily, so that they can more adaptive to market changes. The t-test results show existence improvement significant income after the MSME receives assistance, so that in a way statistics can concluded that help government own influence positive to performance effort. However Thus, the contribution help No happen in a way evenly throughout perpetrator business (Madjodjo & Baharuddin, 2022a). Its effectiveness is also influenced by a number of factor supporters like experience and motivation owner business, condition market competition, as well as ability manage capital effectively sustainable. MSMEs with competence managerial more Good tend capable utilise help optimally compared to perpetrator businesses that still have minimal experience. With thus, it can concluded that help government give contribution real to development of MSMEs in Suka Maju Village, both from side financial and ability managerial, but level his success still depends on the internal and external conditions of each MSME actor.

CONCLUSION

Based on results research and data analysis of 50 MSME actors in Suka Maju Village, can concluded that help government give impact positive and significant to development business. Proven capital assistance increase capacity production, addition stock, and modernization equipment impactful business directly on the increase turnover. Training entrepreneurship is also successful increase ability managerial MSME actors in management finance, services customers, and the implementation of more effective marketing strategies. effective, while the mentoring program play a role important in help owner business overcome problem operational and improve response to market conditions. The results of statistical tests, including the t-test, show existence improvement significant income after the MSME receives help. With thus, in a way overall can concluded that help government truly contribute to strengthening condition financial and improvement capacity management MSME businesses in Suka Maju Village, even though the impact still influenced by internal factors such as motivation, experience, and ability capital management of each actor business.

Suggestions

Based on results research, it is recommended that the government Keep going continue and enhance the assistance program to MSMEs with a more approach comprehensive. Capital assistance is needed balanced with training sustainable and mentoring technical so that the perpetrator business capable manage funds effectively productive and developing business in a way consistent. In addition, the government also needs to develop monitoring and evaluation mechanisms periodically For map program success and adapt intervention in accordance need sector different businesses, such as culinary, trade, and services. MSME actors are also advised For increase competence personal, doing recording finance simple, strengthening digital marketing, as well as guard motivation and innovation in develop business. With Work same good between government and MSME actors, it is hoped that the assistance program provided No only impact in term short, but also capable support growth business in a way sustainable in the future.

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