

PENGARUH STRATEGI PROMOSI, KUALITAS PELAYANAN DAN RESPONSIBILITAS TERHADAP TINGKAT KEBERHASILAN PELAKU UMKM DI UPTD PLUT SUMUT

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ABSTRAK

UPTD Pusat Layanan Usaha Terpadu (PLUT) Sumatera Utara merupakan lembaga yang dibentuk oleh Dinas Koperasi dan UMKM untuk mengakomodasi kebutuhan pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di wilayah Sumatera Utara. Permasalahan strategi promosi yang kurang efektif, kualitas pelayanan yang diberikan dalam keberhasilan program pendampingan, dan kemampuan responsibilitas kebutuhan serta masalah yang dihadapi oleh pelaku UMKM belum berjalan dengan maksimal.

Penelitian deskriptif kuantitatif adalah metode penelitiannya, dan penelitian eksplanatori adalah sifat penelitiannya. Pengumpulan data meliputi kuesioner, studi dokumentasi, dan wawancara. Dipakai regresi linear berganda yang dilengkapi dengan evaluasi terhadap asumsi-asumsi klasik, termasuk normalitas data dan ketidaksamaan varians (heteroskedastisitas, dan multikolinearitas. Populasi dalam penelitian 200 nasabah, 133 diantaranya dipilih melalui *simple random sampling*, dan diuji validitas dan reliabilitasnya pada 30 diantaranya.

Kesimpulan pengaruh strategi promosi, kualitas pelayanan dan responsibilitas secara simultan (uji f) memberikan pengaruh positif terhadap tingkat keberhasilan $F_{hitung} 15.601 > F_{tabel} 2.67$ dengan sig. $0.000 < 0.05$. Secara parsial (uji t) strategi promosi $t_{hitung} 2.099 > t_{tabel} 1.65657$ dan sig. $0.038 < 0.05$, kualitas pelayanan $t_{hitung} 2.319 > t_{tabel} 1.65657$ dan sig. $0.022 < 0.05$, responsibilitas $t_{hitung} 3.603 > t_{tabel} 1.65657$ dan sig. $0.000 < 0.05$. Hasil dari pengujian koefisien R^2 menggambarkan sejauh mana variabel responsibilitas, kualitas layanan, dan strategi promosi menyumbang senilai 24,9% pada variasi tingkat keberhasilan, sebagaimana ditandai dengan *Adjusted R²* senilai $r 0,249$. Sementara itu, 75,1% sisanya dipengaruhi oleh sebab-sebab lain di luar variabel yang diteliti.

Kata kunci : strategi promosi, kualitas pelayanan, responsibilitas dan tingkat keberhasilan

**THE INFLUENCE OF PROMOTIONAL STRATEGIES, SERVICE QUALITY AND
RESPONSIBILITY ON THE LEVEL OF SUCCESS OF
UMKM ACTORS IN UPTD PLUT SUMUT**

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ABSTRACT

UPTD Micro, Small, and Medium Enterprises (MSMEs) in the North Sumatra region are served by the North Sumatra Integrated Business Service Center (PLUT), which was founded by the Office of Cooperatives and MSMEs. However, poor advertising tactics, poor service quality, and a lack of responsiveness to the demands and difficulties experienced by MSME stakeholders have restricted the effectiveness of its support programs.

Using a quantitative descriptive research approach, this study aims to explain. Questionnaires, document analysis, and interviews were used to gather data. Multiple linear regression and traditional assumption tests including heteroscedasticity, multicollinearity, and normality were used to analyze the data. 133 clients were chosen from the 200 clients in the research population using simple random sampling and 30 respondents participated while performing tests for validity and reliability.

The F-test, which shows a significant simultaneous impact and a critical value of $0.000 < 0.05$, indicates that combined use of advertising tactics, service quality, and accountability favorably influences the success rate ($F_{\text{count}} = 15.601 > F_{\text{table}} = 2.67$). Service quality significantly affects each individual ($t_{\text{count}} = 2.319 > t_{\text{table}} = 1.65657$ and $\text{sig.} = 0.000 < 0.05$, responsibility also demonstrates a significant influence. $\text{Sig.} = 0.022 < 0.05$ and $t_{\text{table}} = 1.65657$. According to the Adjusted R Square value of 0.249, advertising techniques, service quality, and accountability account for 24.9% of the variation in success rate, with additional factors not included in this study influencing the remaining 75.1%.

Keywords : strategy to promotion, quality of service, responsibility and success rate.