

Analysis of Business Capital, Ability and Will to Sales of Small Businesses in Kota Pari Village North Sumatra

^{1st} Sri Rahayu
Universitas Pembangunan Panca Budi
Medan, Indonesia
sri rahayu@dosen.pancabudi.ac.id

^{2nd} Annisa Ilmi Faried
Universitas Pembangunan Panca Budi
Medan, Indonesia
annisailmi@dosen.pancabudi.ac.id

^{3th} Rahmad Sembiring
Universitas Pembangunan Panca Budi
Medan, Indonesia
rahmadsembiring@dosen.pancabudi.ac.id

^{4th} Sumaya
Universitas Pembangunan Panca Budi
Medan, Indonesia
sumaya@gmail.com

Abstract- This study aims to analyze business capital, ability, and willingness to sell small businesses managed by housewives in Kota Pari Village, North Sumatra. Small businesses managed by housewives play an important role in driving the local economy and improving family welfare. However, the factors that influence the success of these small businesses are not fully understood. This study uses a quantitative approach with data collection through questionnaires distributed to small business owners who are housewives in Kota Pari Village. The research sample consisted of 200 respondents who were randomly selected. The data obtained were then analyzed using descriptive statistical techniques and regression analysis. The results showed that business capital, ability to manage the business, and willingness to develop have a significant impact on the success of small businesses managed by housewives in Kota Pari Village. Adequate business capital provides them with the resources to start and run a business better, while skills in management, marketing and finance play an important role in increasing productivity and profitability. In addition, a strong willingness to learn and grow enables business owners to overcome obstacles and pursue opportunities in their businesses. This research provides positive implications for policymakers and small business support institutions in the region. Encourage greater access to venture capital, skills training, and training for small businesses. mentoring can help housewives managing small businesses to achieve greater success and overall contribute to the economic growth of Kota Pari Village and its surroundings.

Keywords: Business Capital, Ability and Will, Small Business Success

I. INTRODUCTION

A. Background

Small businesses managed by housewives play an important role in supporting the local economy and improving family welfare in many areas, including Kota Pari Village in North Sumatra. As part of the informal economy, these small businesses

are often the main source of income for families in the area. However, the constraints faced by these small business owners often hamper the potential growth and sustainability of their businesses.

However, the role of business capital, ability and willingness in the success of small businesses managed by housewives in Kota Pari Village has not been comprehensively understood. Therefore, this study aims to fill this knowledge gap by analyzing the impact of these three factors on the success of small businesses.

Business success is usually identified by the scale of the business. This can be seen from the volume of production that was previously able to consume a certain amount of raw materials per day increasing to be able to manage more raw materials. Business success criteria are based on the number of employees (number of employees working, low employee turnover, length of service, and education level of employees) and increased sales turnover (number of orders, level of promotion of orders, level of prices offered, and level of income from sales).

One of the problems often experienced by MSME actors is financial management and there are still those who have not used accounting information, but actually accounting information can be the basis for making business decisions in order to achieve business success. The impact of



neglecting financial management may not be obvious, but without effective accounting methods, businesses that have the prospect of succeeding can go bankrupt. Accounting is one of the keys to business success. The information provided by accounting records is useful for MSME decision-making, thereby improving the management of the company. Accounting information in MSMEs is a series of processes that include identifying, measuring, recording, calcifying, summarizing and presenting financial data that occurs from product sales activities.

B. Importance of the Research being carried out

This research has a number of important reasons that justify the need to carry it out:

- 1) Theoretical Uses
- 2) The results of this study are expected to contribute to the development of science in general and the field of human resource management in particular.
- 3) Practical Uses, This research is how to analyze the community's understanding of business capital, ability and willingness to sell small businesses managed by housewives in Kota Pari Village, North Sumatra.

C. Problem Formulation

Problem formulation is the first step in the research process and aims to identify the problem to be studied. In the context of research on the analysis of business capital, ability and willingness to sell small businesses managed by housewives in Kota Pari Village, North Sumatra, the following problem formulation may be relevant:

- 1) Does business capital have a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra?
- 2) Do Ability and Willpower have a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra?
- 3) Do business capital, ability and willingness simultaneously have a positive and significant effect on the sales of small businesses managed by housewives in Kota Pari Village, North Sumatra?

D. Research Objectives

Research objectives are a clear guide to what you want to achieve through your research. In the context of the research on Analysis of business capital, ability and willingness on Sales of small businesses managed by housewives in Kota Pari Village, North Sumatra, here are some research objectives that you can consider:

- 1) To determine and analyze business capital has a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.
- 2) To know and analyze the Ability and Willingness has a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.
- 3) To determine and analyze business capital, ability and willingness simultaneously have a positive and significant effect on small business sales managed by housewives in Kota Pari Village, North Sumatra.

E. Research Hypothesis

Is there a significant influence between business capital and the performance of small businesses managed by housewives in Kota Pari Village.

- 1) Business capital has a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.

Ability and Willpower has a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra. Business capital, ability and willingness simultaneously have a positive and significant effect on the sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.

II. LITERATURE REVIEW

A. Definition of Sales

Small business sales can be interpreted as the result of maximum achievement of business activities that produce increasing material. The achievement of the success of a business can be seen from the increase in capital, existing labor, increased profits, increased sales volume, increased

production volume. The scale of a business that experiences an increase in production volume from initially spending a little raw material to a lot is also an indication that the business is successful and growing. From the existing understanding, it can be concluded that business success is the achievement of company goals and ideals in a better way from time to time to make the business superior and not lose competitiveness.

B. Sales Success Rate

Business The level of business success can be assessed quantitatively and qualitatively, namely 1. Quantitative assessment This assessment uses average revenue per day and average net profit per day.

1) *Qualitative assessment Assessment*

This qualitative approach uses indicators such as revenue per day, number and completeness of goods, number of buyers, expansion of business scale, and profit earned. If there is an increase in these things, there is business success, and vice versa. Business success has the criteria of increased capital, increased revenue, sales volume, and increased production. Business success can be assessed by looking at the ability to survive and develop a company, and achieve its goals (Nurwani and Safitri, 2019). Based on the results of the above statement, it can be concluded that the level of business success can be assessed quantitatively and qualitatively and the achievement of company goals. Qualitative is usually obtained from the respondent's opinion regarding changes in the company's current condition with the company's previous condition.

2) *Factors causing business sales success*

As for factors that influence business success are as follows:

- a) Ability and willingness
- b) Entrepreneurs if they want to be successful must be balanced between their sense of will and the abilities they have. If he has the will even though his ability is not good then he will try so that he can, otherwise if the ability he has is good but there is no spirit of willingness to try then later also cannot become a successful entrepreneur.

- c) Have an unyielding spirit and strong determination
- d) Entrepreneurs if they have an unyielding spirit and strong determination will not easily give up with the ups and downs that their business will face later.
- e) Sufficient capital
- f) Entrepreneurs when they have sufficient capital will find it easier to develop their business, for example in terms of production, as well as other business activities.
- g) Knowing the target market
- h) By knowing the right target market, the company will find it easier to market its products. For example. The goods produced are intended for what kind of people and for what age.
- i) Use of appropriate technology technology that technology will help business
- j) activities to be even better.
- k) Relationship
- l) If the marketing area of a business is already wide and has many business relations, the business can more easily market its products quickly and get more consumers.
- m) Innovation and creativity
- n) A business will be successful if the person who owns the business has a high spirit of innovation and creativity. That way it will be easy to keep up with the times because in this day and age business owners are required to create something new so as not to lose competitiveness with their competitors, and must make their products superior.

3) *Indicators of Business Sales Success*

Indicators of business success are as follows:

- a) Improved product quality
- b) The quality of products produced from the beginning of building a business until the business runs has increased
- c) Increased revenue
- d) Income is specifically used in relation to the flow of income over a period of time derived from the provision of factors of production (labor and capital) each in the form of profit from sales on a regular basis.
- e) Production equipment increased The company's equipment increased to support

the company's production activities to be more optimal.

4) *Definition of Business Capital*

Capital is one of the important aspects used for the continuity of the production process of a business. Capital is goods or equipment used to carry out the production process. Capital is all forms of wealth that can be used directly or indirectly in the production process to increase profits. From the above statement it can be concluded that capital is one of the important aspects in running and improving a business, as well as business capital. can be obtained from private capital or from loans, types of tangible capital and intangible capital.

5) *Characteristics of Business Capital*

Overall business capital is divided into 3 namely:

- a) Investment capital
- b) Investment capital is capital that is issued and used in the long term. Business capital used for investment is quite large in value because it is for the long term, and the amount can shrink periodically.
- c) Working Capital
- d) Working capital is capital used to make or buy trade goods, and is issued regularly.
- e) Operating Capital
- f) Operating capital is capital used for business operations, for example to pay for electricity, water, etc.

6) *Business Capital Indicators*

The indicators for measuring business capital are:

- a) Working Capital; Working capital is capital used to make or buy trade goods.
- b) Initial Investment Capital; Capital used at the beginning of building a business.
- c) Operating Capital; Capital used in the operational process of the business.
- d) Utilization of Additional Capital; If the company's capital is not only its own capital but there is also additional capital, then what is the utilization of this capital.
- e) Barriers in Accessing Capital; What barriers are experienced by business owners in accessing capital to sustain their business.

7) *Definition of Ability and Willpower Ability*

comes from the word mampu which means power (can, able) to do something, while ability means ability, proficiency, strength (Tim Penyusun Kamus Besar Bahasa Indonesia. Ability means the capacity of an individual to perform various tasks in a job. From these definitions, it can be concluded that ability is the ability or proficiency of an individual in mastering a skill and is used to perform various tasks in a job. Furthermore, it states that the overall ability.

An individual basically consists of two groups of factors, namely :

- a) Intellectual Ability, is the ability needed to perform various mental activities (thinking, reasoning and problem solving).
- b) Physical Ability, is the ability to perform tasks that demand stamina, skill, strength, and similar characteristics.
- c) Intellectual Ability, is the ability needed to perform various mental activities (thinking, reasoning and problem solving).
- d) Physical Ability, is the ability to perform tasks that demand stamina, skill, strength, and similar characteristics.
- e) Cognitive Ability; Cognition relates to or involves cognition. While cognition is an activity or process of gaining knowledge (including awareness, feelings, etc.) or an effort to recognize something through one's own experience. Cognitive abilities are performances that can be observed as a result of activities or the process of gaining knowledge through one's own experience.
- f) Knowledge, is a person's ability to recall or recognize names, terms, ideas, symptoms, formulas and so on, without expecting the ability to use them. This knowledge or memory is the lowest thinking process.
- g) Comprehension is a person's ability to understand or comprehend something after something is known and remembered. In other words, understanding is knowing about something and being able to see it from various aspects.
- h) Application is a person's ability to apply or use general ideas, procedures or methods, principles, formulas, theories and so on, in

new and concrete situations. This application or application is a higher level thinking process than understanding.

- i) Knowledge, is a person's ability to recall or recognize names, terms, ideas, symptoms, formulas and so on, without expecting the ability to use them. This knowledge or memory is the lowest thinking process.
- 8) *Factors Affecting Ability and Willingness*
Ability is influenced by several factors, [1] states there are Several factors influence ability, namely:
- a) Beliefs and Values, A person's beliefs about himself and others will greatly affect his daily behavior. If the person has positive thoughts about himself and others, he will become someone who has the characteristics of a forward-thinking person.
 - b) Skills, Skills play role in most capabilities. The development of skills specifically related to competencies can have an impact on both organizational culture and individual competencies.
 - c) Experience, Experience is a necessary skill element in the world of work, but to become an expert, experience is not enough.
 - d) Personality Characteristics, Personality includes many factors including change, but personality is not something that cannot change. A person's personality can change at any time if they interact with their surrounding forces and environment.
 - e) Emotional Issues Emotional barriers can limit skill acquisition. Fear of making mistakes, being embarrassed, feeling disliked all tend to limiting the initiative of an employee.
 - f) Intellectual Ability Ability depends on cognitive thinking such as conceptual thinking and analytical thinking.

III. RESEARCH METHODS

A. Research Materials

The material in this study is quantitative descriptive research using research data in the form of numbers and analysis using statistics. According to (Sugiyono, 2019) quantitative research is defined as a research method based on the philosophy of positivism, used to research on certain populations

or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses. In this data collection using research instruments, data analysis is quantitative with the aim of testing predetermined hypotheses. This research describes the analysis of the understanding of the people of Kota Pari Village, Pantai Cermin Subdistrict, Serdang Bedagai Regency about marketing strategies through digital marketing to increase sales of household products.

B. Research Procedure

Research procedures to support the realization of the solutions offered, first conduct initial observations in the field to approach through interviews and find the phenomenon of the problem. After observation and socialization, then assess the problems and find solutions to be offered, then prioritize the stages of implementation and then conduct research by providing counseling. The last is to evaluate the results by processing data and re-observing the level of community income through marketing strategies through digital marketing from the results of village potential that becomes a product and is ready for sale. The research concept can be seen in the figure below:

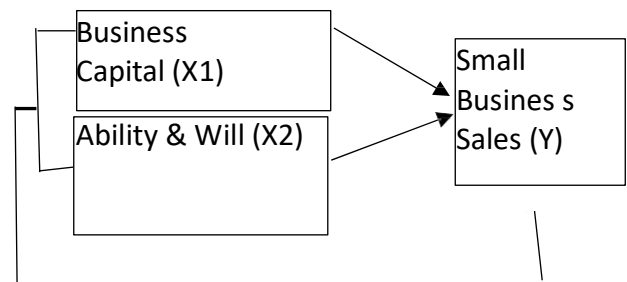


Figure 1. Conceptual Framework

1) Parameters Observed

A parameter is a measure of an entire research population that must be estimated. A parameter is also an indicator of a distribution of measurement results. It is information that can explain the boundaries or certain parts of a problem. Parameters are defined, measurable and constant or variable characteristics, dimensions, properties or values of a set of data because they are considered important for understanding the situation. In comparison parameters set the external limits of the situation but do not help in assessing it and statistics are a measure of a sample and not of a population.

2) *Place and Time of Research*

This research was conducted in Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency-North Sumatra. The implementation time of this research started from October 2023 to February 2024.

3) *Type and Scope of Research*

This type of research is causal research with a quantitative approach, which is research aimed at testing theories, building facts, showing relationships between variables, providing statistical descriptions, drawing and predicting the results with the aim of knowing the effect between one variable and another. The scope of this research is focused on analyzing the application of marketing strategies through digital marketing to the sale of household products in Kota Pari Village, Pantai Cermin Subdistrict, Serdang Bedagai Regency.

4) *Data Collection Technique*

The researcher will not end the data collection phase before the researcher is confident that the data collected from various different sources and focused on the situation.

The social research is able to answer the problem formulation of the research, so that accuracy and credibility are not in doubt. The data collection methods in this study are as follows: [27]

a) Observation

One of the techniques that can be used to find out or investigate non-verbal behavior is by using observation techniques. observation is a data collection technique that has specific characteristics when compared to other techniques. Observation is also not limited to people, but also other natural objects.

b) Interview

Interviews are one of the techniques used to collect research data. An interview is a two-way communication to obtain information from related informants. A free guided interview is

5) *Population and Sample*

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study are

all people in Kota Pari Village who have household industries.

6) *Data Analysis Method*

a) Data Quality Test

Before the data is analyzed and evaluated, the data is first tested with validity and reliability tests.

b) Validity Test (Feasibility)

That the validity test is used to measure whether a questionnaire is valid or not, where a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The instrument is said to be valid, which means that it shows that the measuring instrument used to obtain the data is valid or can be used to measure what should be measured. Thus, a valid instrument is an instrument that is really right to measure what is to be measured.

c) Reliability Test

That reliability is a tool to measure a questionnaire that is a The interview is conducted by asking questions freely but still staying on the interview guidelines that have been made. Questions will develop during the interview. The purpose of this interview is to obtain information relevant to the research.

7) *Documentation*

Documentation is a method used to obtain data and information in the form of books, archives, documents, written figures and images in the form of reports and information that can support research. Document study is a complement to the use of observation or interview methods and will be more reliable or have high credibility if supported by photographs or existing academic papers. But not all documents choose a high level of credibility.

indicators of variables or constructs. A questionnaire is said to be reliable or reliable, if a person's answer to a statement is consistent or stable over time and should not be random. If the answers to the indicators are random, it is said to be unreliable. The instrument is said to be reliable if the instrument is able to reveal data that can be trusted and in accordance with actual reality. Reliability indicates an understanding that the instrument is

reliable enough to be used as a data collection tool because the instrument is good.

8) *Classical Assumption Test*

The multiple linear regression classical assumption test aims to analyze whether the regression model used in the study is the best model. The regression model is said to be good if the data analyzed is suitable to be used as a recommendation for knowledge or for the purpose of solving practical problems. The classic assumption test is a test of statistical assumptions that must be met in linear regression analysis based on ordinary least square (OLS). The required tests include:

a) Normality Test

That the data normality test is carried out before the data is processed based on the proposed research models. normality test aims to determine whether the confounding or residual variables have a normal distribution. As a basis, the t test and F test assume that the residual value follows a normal distribution. If this assumption is violated, the regression model is considered invalid with the number of samples available.

b) Histogram

If the bar graph is shaped like a bell with a bulge in the middle, then the data used has residuals that have been normally distributed.

c) P-P Plot

Normal probability plot is done by comparing the cumulative distribution of the actual data with the cumulative distribution of the normal distribution. The normal distribution is depicted by a diagonal line from bottom left to top right. The cumulative distribution of the real data is depicted by plotting. [explains the criteria that can occur as follows:

- If the real data points spread around the diagonal line, the data is normally distributed.
- If the data actually spreads far from the diagonal line, the data is not normally distributed.

d) Kolmogorov Smirnov Test

e) The statistical test used to test residual normality is the Kolmogorov Smirnov (K-

S) statistical test. Guidelines for deciding whether the data range is close to or is a normal distribution based on the Kolmogorov Smirnov test can be seen from:

- Sig. or significant value or probability <0.05, then the data distribution is abnormal.
- Sig. or significant value or probability > 0.05, then the data distribution is normal.

9) *Multicollinearity Test*

That the multicollinearity test is used to test whether the regression model found a strong correlation between independent variables (free).

The conditions for detecting the presence or absence of multicollinearity are:

- a) Tolerance value < 0 .1 and VIF > 10 means that the variables have multicollinearity problems.
- b) Tolerance value > 0.1 and VIF < 10 means that the variables do not have problems. multicollinearity.

K. *Heteroscedasticity Test*

That the heteroscedasticity test is used to test whether in the regression model there is an inequality in the variance of the residuals from one observation to another. The regression model is called homoscedasticity if the variation of residuals from one observation to another is constant, and if the variance is different, it is called heteroscedasticity. A good model is that heteroscedasticity does not occur.

The data analysis model used to determine the magnitude of the influence of the independent variables on the dependent variable is an econometric model with analysis techniques using the ordinary least squares model. The equation model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Dependent Variable Small Business Sales
 α = Constant of Dependent Variable

β_1 = Multiple Regression Coefficient of Business Capital

β_2 = Multiple Regression Coefficient of Ability and Willpower

X1 = Free Variable Business Capital

X2 = Free Variable Ability and Will e = Error term

L. Hypothesis Test

10) A. Partial Test (t Test)

Partial Test (t test) shows how far the influence of each independent variable partially / individually on the dependent variable. For testing the associative hypothesis (relationship), the product moment correlation significance test formula is used. To determine whether or not the proposed hypothesis is partially accepted, the t test is carried out, with the following hypothesis formulation: 1) Ho: $\beta_1 = 0$, meaning that there is no significant effect of the independent variable X on the dependent variable Y. 2) Ha

: $\beta_1 \neq 0$, meaning that there is a significant effect of the independent variable X on the dependent variable Y Small business sales using the t test use the following rules: 1) Ho is accepted (Ha is rejected) if $-t_{table} < t_{count} < t_{table}$ or significant value of $t > 0.05$. 2) Ho is rejected (Ha is accepted) if $t_{count} < -t_{table}$ or $t_{count} > t_{table}$ or significant value of $t < 0.05$.

M. Simultaneous Test (F Test)

This test is conducted to determine whether the effect of all independent variables simultaneously has a significant effect on the dependent variable at the Confidence Interval or 5% hypothesis testing level with the F test using the statistical formula. To determine whether or not the proposed hypothesis is accepted simultaneously, the F test is carried out, with the following hypothesis formulation: 1) Ho: $\beta_1 = \beta_2 = 0$, meaning that there is no significant effect of the independent variables Business capital (X1), Ability and Will (X2) simultaneously on the dependent variable small business sales (Y). 2) Ha: at least 1 $\neq 0$, meaning that there is a significant influence of the independent variables of Business Capital (X1), ability and Will (X2) simultaneously on the dependent variable of Small Business Sales (Y). Decision making using the F test uses the following rules:

- 1) Accept Ho (reject Ha), if $F_{hitung} < F_{table}$ or $Sig > 5\%$.
 - 2) Reject Ho (accept Ha), if $F_{hitung} > F_{table}$ or $Sig < 5\%$.
5. The Coefficient of Determination (R²) explains that the R-Square (r²) value is used to see how the variation in the value of the

dependent variable is influenced by the variation in the value of the independent variable.

Table 1. Respondens

| Gender | Respondents | Percentage (%) |
|--------|-------------|----------------|
| Male | 11 | 36,6 |
| Female | 19 | 63,4 |
| Total | 30 | 100 |

Conversely, if $r = 1$ is obtained, then a perfect positive correlation is obtained, meaning that there is a positive relationship between the variables, and whether or not the relationship is strong is indicated by the magnitude of the correlation coefficient as shown in the following guideline table:

Table 2. Interpretation of Correlation Coefficient

| Coefficient Interval | Relationship Level |
|----------------------|--------------------|
| 0,00 - 0,199 | Very Low |
| 0,20 - 0,399 | Low |
| 0,40 - 0,599 | Medium |
| 0,60 - 0,799 | Strong |
| 0,80 - 1,000 | Very Strong |

Source: Sugiyono (2017)

To find out the contribution of variable X to Y, it can be found by using the coefficient of determination formula.

IV. RESULTS AND DISCUSSION

A. Research Results

a) Analysis of Research Respondent Characteristics

Characteristics of Respondents by Age Table 3
Characteristics of Respondents by Age

| Age | Respondents | Percentage (%) |
|-------------|-------------|----------------|
| 20-30 Years | 6 | 20 |
| 31-40 Years | 10 | 33,3 |
| 41-50 Years | 8 | 26,7 |
| >50 Years | 6 | 20 |
| Total | 30 | 100 |

Source: Research Results, 2023 (data processed)

Based on Table 1 the characteristics of respondents based on age show that respondents aged 20-30 years were 6 respondents (20%), 31-40

years old were 10 respondents (33.3%), 41-50 years old were 8 people.

respondents (26.7%) and age > 50 years amounted to 6 respondents (20%). Based on this, the most respondents in this study were consumers aged 31- 40 years.

| | | | | |
|-------|---------|--------|------|------|
| Y.6.2 | 39.1250 | 49.602 | .503 | .844 |
|-------|---------|--------|------|------|

Source: SPSS 16 Processing Results, 2023

From table 4.10 above, the results of the SPSS output show that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score on the tabulation of respondents' answers. The results of the validity test of 12 (twelve) question items on the Sales variable can be declared valid (valid) because all coefficient values are greater than 0.30.

B. Characteristics

a) Respondents Based on Gender

Table 3 Characteristics of Respondents Based on Gender

Source: Research Results, 2023 (data processed)

Based on Table 4.2, the characteristics of respondents based on gender can be seen that respondents with male gender were 11 respondents (36.6%) and 19 respondents (63.4%) were female. This shows that business owners in Kota Pari Village are predominantly female.

This study has 2 (two) independent variables, namely Business Capital (X1), Ability and willingness (X2) and 1 (one) dependent variable, namely small business sales (Y). In distributing questionnaires, each statement item from each variable must be filled in by respondents totaling

30 people. The questionnaire answers are provided in 5 alternative answers, namely:

- a) Strongly Agree (SS) with a score of 5
- Agree (S) with a score of 4
- Neutral (N) with a score of 3
- Disagree (TS) with score 2
- Strongly Disagree (STS) with score

C. Data Quality Test

a) Validity Testing

To determine the feasibility of the items in the questionnaire list that have been presented to respondents, it is necessary to test their validity. If the validity of each question is greater ($>$) 0.30, then the question item is considered valid.

Table 3. Validity Test (Y) Small business sales

| | Scale Mean if Deleted Items | Scale Variance if Deleted Items | Corrected ItemTotal Correlation | Cronbach's Alpha if Deleted Items |
|-------|-----------------------------|---------------------------------|---------------------------------|-----------------------------------|
| Y.1.1 | 39.3393 | 50.992 | .507 | .843 |
| Y.1.2 | 39.3214 | 48.877 | .560 | .840 |
| Y.2.1 | 39.1786 | 49.422 | .492 | .845 |
| Y.2.2 | 39.3393 | 51.792 | .435 | .848 |
| Y.3.1 | 39.1964 | 49.761 | .524 | .842 |
| Y.3.2 | 39.1250 | 46.220 | .739 | .825 |
| Y.4.1 | 39.3214 | 50.695 | .517 | .843 |
| Y.4.2 | 39.0714 | 51.122 | .463 | .846 |
| Y.5.1 | 39.3571 | 50.888 | .528 | .842 |
| Y.5.2 | 39.5179 | 52.436 | .442 | .847 |
| Y.6.1 | 39.3393 | 50.774 | .615 | .837 |

Table 4 Validity Test (X1) Business Capital

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1.1 | 30.2143 | 28.571 | .665 | .801 |
| X1.1.2 | 30.4821 | 31.963 | .350 | .829 |
| X1.2.1 | 30.3750 | 30.711 | .447 | .821 |
| X1.2.2 | 30.3214 | 29.422 | .607 | .807 |
| X1.3.1 | 30.3214 | 28.258 | .651 | .801 |
| X1.3.2 | 30.4821 | 30.000 | .499 | .816 |
| X1.4.1 | 30.2857 | 30.135 | .475 | .819 |
| X1.4.2 | 30.3036 | 29.524 | .441 | .823 |
| X1.5.1 | 30.3571 | 29.252 | .561 | .810 |
| X1.5.2 | 30.4464 | 27.015 | .535 | .816 |

Source: SPSS 16 Processing Results, 2023

From table 4.11 above, the results of the SPSS output show that the validity value is in the Corrected Item-Total Correlation column, which means the correlation value between the score of each item and the total score on the tabulation of respondents' answers. The results of the validity test of 10 (ten) question items on the business capital variable can be declared valid (valid) because all coefficient values are greater than 0.30.

Table 5 Validity Test (X2) Ability and Willingness

| | Scale Mean if Deleted Items | Scale Variance if Deleted Items | Corrected Item-Total Correlation | Cronbach's Alpha if Deleted Items |
|--------|-----------------------------|---------------------------------|----------------------------------|-----------------------------------|
| X2.1.1 | 23.3929 | 20.606 | .611 | .831 |
| X2.1.2 | 23.0893 | 19.828 | .675 | .823 |
| X2.2.1 | 23.1429 | 21.543 | .556 | .838 |
| X2.2.2 | 23.2321 | 20.145 | .603 | .832 |
| X2.3.1 | 23.2500 | 20.373 | .594 | .833 |
| X1.3.2 | 23.0893 | 19.828 | .675 | .823 |
| X1.4.1 | 23.0357 | 21.526 | .443 | .850 |

| | | | | |
|--------|---------|--------|------|------|
| X1.4.2 | 23.1429 | 19.470 | .585 | .835 |
|--------|---------|--------|------|------|

Source: SPSS 16 Processing Results, 2024

Reliability Testing

Reliability is an index that shows the extent to which a measurement is relatively consistent if the measurement is repeated two or more times. In every study, there is often a considerable measurement error. A study can be trusted if in several measurements of a group with the same subject will produce the same results. Reliability testing of each variable was carried out with Cronbach Alpha Coefficient using the help of SPSS 16.0 software. The data obtained will be considered reliable if the Cronbach's Alpha value is greater than or equal to 0.6.

V. DISCUSSION

A. *Effect of Business Capital on Small Business Sales*

Based on the results of testing the direct effect, it is known that business capital has a positive and significant effect on small business sales, where the path coefficient value of the marketing strategy is 0.896 and significant. $0.000 < 0.05$, which means it shows that business capital has a positive and significant influence on small business sales in the Kota Pari Village community, Pantai Subdistrict. Cermin Serdang Bedagai Regency. Thus, the first hypothesis is accepted.

1) *The Effect of Ability and Will on Small Business Sales*

Based on the results of testing the direct effect, it is known that ability and willingness have a positive and significant effect on small business sales, where the path coefficient value of the marketing strategy is 0.808 and the significance is $0.000 < 0.05$, which means it shows that ability and willingness have a positive and significant effect on the sale of household products in the community of Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. Thus, the second hypothesis is accepted.

2) *The effect of analyzing business capital, ability, and willingness on the sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.*

Based on the results of testing indirect effects, it is known that business capital, ability and

willingness have a positive and significant effect on sales of small businesses managed by housewives, where the path coefficient value of the marketing strategy is 0.808 and significant $0.000 < 0.05$, which means it shows that business capital has a positive and significant effect on sales of household products in the community of Kota Pari Village, Pantai Cermin District, Serdang Bedagai Regency. Thus, the fourth hypothesis is accepted. To continue to maintain and develop existing markets and consumers, business actors in Kota Pari Village need to conduct various evaluations of elements of product marketing activities to increase local community income.

VI. CONCLUSIONS AND SUGGESTIONS

A. *Conclusion*

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

- a) Business capital has a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.
- b) Ability and willingness have a positive and significant effect on sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.
- c) Business capital, ability and willingness have a positive and significant effect simultaneously on the sales of small businesses managed by housewives in Kota Pari Village, North Sumatra.

B. *Suggestions*

- a) Business Capital; Plan Budget Wisely, Start by planning a realistic budget for your business capital. Review the various costs that may occur, including production costs, marketing costs, operational costs, and other costs. By planning well and using existing resources, stay-at-home moms can start a small business with affordable capital and the potential to grow into a successful business.
- b) Ability and willingness; Marketing skills: Learn about effective marketing techniques, including online and offline marketing. Learn how to utilize social media, websites

and other marketing platforms to reach a wider audience. Willingness to Learn: Be open to learning and developing new skills. Join trainings, mentorships, and seminars that are relevant to your business. Always look for ways to improve yourself as an entrepreneur and seller.

- c) Update and Adjust Sales Strategy: Always evaluate and update your sales strategy according to market developments and customer needs. Feel free to try new things and see what works or doesn't work for your business.

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