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Analysis of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance

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Abstract: This study aims to determine the effect of Social Media variables, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance in Chicken Porridge MSME Actors in Sukabumi City. The method used in this study is an associative descriptive method with a quantitative approach. The population of this study were Micro, Small and Medium Enterprises (MSMEs) in the Chicken Porridge culinary sector in Sukabumi City. The population members studied were 166 members registered with the Sukabumi City Diskumindag in 2023, using the probability sampling method with a simple random sampling type. This study uses IBM SPSS Version 25 software as a data analysis tool. The results of the study indicate that all hypotheses are accepted, which means there is a positive and significant influence between Social Media on MSME Performance with a t-value of 2.994> t table 1.658 and a significance value of 0.003 <0.05, Entrepreneurial Characteristics on MSME Performance with a t-value of 2.706> t table 1.658 and a significance value of 0.008 <0.05, and between Entrepreneurial Competence on MSME Performance with a t-value of 3.434> t table 1.658 and a significance value of 0.001 <0.05. Thus, Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence affect MSME Performance.

Keyword: Social Media, Entrepreneurial Characteristics, Entrepreneurial Competence, MSME Performance

INTRODUCTION

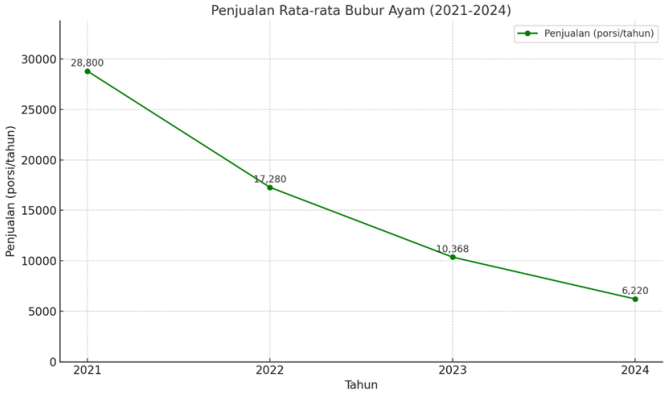
Micro, Small, and Medium Enterprises (MSMEs) are very important for the economic growth of a nation. According to Law Number 20 of 2008 which regulates MSMEs, MSMEs strive to grow and develop companies in order to create a national economy based on the ideas of democracy and economic justice. One of the main contributors to GDP in Indonesia is national MSMEs. According to (Aziz et al., 2024) MSMEs generate up to 45% of all jobs in the economy and contribute around 33% of GDP. The existence of MSMEs is not only considered as a temporary shelter for workers who have not entered the formal sector, but also as a driving force for the growth of economic activity (Norisanti & Jhoansyah, 2019). Based on data from the Indonesian Ministry of Cooperatives and SMEs, West Java is one of the Indonesian provinces with the largest number of MSMEs with a total of 1.49 million MSMEs

in 2024. Sukabumi City is one of the areas in West Java that is taking advantage of this opportunity to grow entrepreneurship.

Among the important sectors in MSMEs, the culinary sector, especially chicken porridge MSMEs, plays an important role in strengthening Indonesia's identity. (Sukriani, 2022). In Sukabumi City, chicken porridge UMKM stands out as a micro, small, and medium enterprise that focuses on selling chicken porridge as its main product. This business usually starts with limited capital and is located in strategic places such as near markets or schools, with the target market being the local community.

Currently in Sukabumi City there is a boom in the development of MSMEs, especially culinary MSMEs such as Bubur Ayam, but not all of them can survive and develop optimally. Although many businesses are growing, some of them are experiencing stagnation, with a decrease in the number of customers and unstable income. According to (Kolimenakis et al., 2021)MSMEs often face challenges in managing their businesses more professionally and efficiently, as well as facing increasingly tight competition in the local market. In addition, many MSMEs have not utilized technology and innovation to optimize their marketing and business operations (Noerchoidah, 2022). Poor MSME performance in the form of decreased income and profits, which can affect the ability to pay debts and finance operations (Saori et al., 2021).

The results of the observation were directed at five chicken porridge MSME actors in Sukabumi City who have survived until now but have problems with their performance so that the number of sales has decreased every year from 2021 to 2024. The following is data on the decline in sales of Chicken Porridge MSMEs in Sukabumi City based on the survey:



Source: By Author

Figure 1. Average sales of Chicken Porridge (2021 – 2024)

Figure 1. explains that the performance of UMKM actors of chicken porridge in Sukabumi City has decreased, this is thought to be due to the average sales of chicken porridge decreasing with an average decrease of 40%. In 2021, an average of 28,800 portions were sold/year, in 2022 an average of 17,280 portions were sold/year, in 2023 an average of 10,368 portions were sold/year, while in 2024 an average of 6,220 portions were sold/year. So that the financial performance of the chicken porridge UMKM actors in Sukabumi City experienced a significant decline.

Based on these phenomena, the author is interested in conducting research with the title "Analysis of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance (Survey on Chicken Porridge MSME Actors in Sukabumi City)"

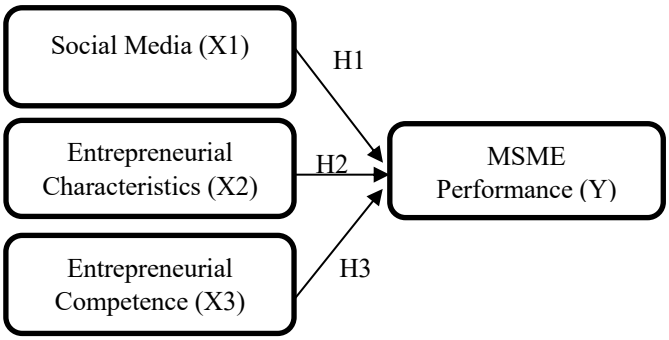
Based on the background that has been explained, the problem identification in this study is:

1. What is the picture of Social Media, Entrepreneurial Characteristics, Entrepreneurial Competence and MSME Performance in Chicken Porridge MSME actors in Sukabumi City?
2. How big is the influence of Social Media on the Performance of MSMEs in Chicken Porridge MSMEs in Sukabumi City?
3. How big is the influence of Entrepreneurial Characteristics on MSME Performance in Chicken Porridge MSME actors in Sukabumi City?
4. How big is the influence of Entrepreneurial Competence on MSME Performance in Chicken Porridge MSME actors in Sukabumi City?

METHOD

The research method is used to obtain data scientifically with a specific purpose. This study uses a quantitative method with a descriptive and associative approach. According to (Hardani, 2020) Quantitative methods are a form of research that uses numerical data collection and analytical techniques to test hypotheses, draw conclusions, and understand the relationships between the variables studied. The selection of the formula to be used is then adjusted to the type of research and population homogeneity (Priyono, 2020).

According to (Jaya, 2020) The descriptive method aims to describe the value of each variable, such as Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance. Meanwhile, the associative method, according to (Rusni,2021) aims to determine the relationship between two or more variables. This study examines the relationship between Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance in Chicken Porridge MSME Actors in Sukabumi City. The research model is as follows:



Source: By Author

Figure 2 : research model

RESULTS AND DISCUSSION

Validity Test

According to Riyanto & Hatmawan (2020), the definition of validity testing is a measure that shows the validity or validity of a research instrument. To measure the validity of the questionnaire, Pearson product moment correlation is used. Priyastama (2020) . The validity test in this study was conducted by distributing questionnaires to 118 Chicken Porridge UMKM actors in Sukabumi City, the following are the test results:

Table 1. Validity Test Results for Variable X1, X2, X3 and Y

Variable	No. Item	R Calculate	R Critical	Description
Social Media (X1)	X1.1	0.814	0.3	Valid
	X1.2	0.768	0.3	Valid
	X1.3	0.726	0.3	Valid
	X1.4	0.748	0.3	Valid
	X1.5	0.759	0.3	Valid
	X1.6	0.767	0.3	Valid
	X1.7	0.785	0.3	Valid
	X1.8	0.747	0.3	Valid
	X1.9	0.742	0.3	Valid
Entrepreneurial Characteristics (X2)	X2.1	0.711	0.3	Valid
	X2.2	0.733	0.3	Valid
	X2.3	0.751	0.3	Valid
	X2.4	0.817	0.3	Valid
	X2.5	0.716	0.3	Valid
	X2.6	0.796	0.3	Valid
	X2.7	0.749	0.3	Valid
	X2.8	0.762	0.3	Valid
	X2.9	0.745	0.3	Valid
Entrepreneurial Competence (X3)	X3.1	0.728	0.3	Valid
	X3.2	0.701	0.3	Valid
	X3.3	0.795	0.3	Valid
	X3.4	0.749	0.3	Valid
	X3.5	0.799	0.3	Valid
	X3.6	0.766	0.3	Valid
	X3.7	0.739	0.3	Valid
	X3.8	0.765	0.3	Valid
	X3.9	0.754	0.3	Valid
MSME Performance (Y)	Y1	0.799	0.3	Valid
	Y2	0.842	0.3	Valid
	Y3	0.720	0.3	Valid
	Y4	0.772	0.3	Valid
	Y5	0.743	0.3	Valid
	Y6	0.827	0.3	Valid
	Y7	0.727	0.3	Valid
	Y8	0.748	0.3	Valid
	Y9	0.768	0.3	Valid

Source: Results Of Data Processing SPSS Version 25

It can be seen from table 4.5 that the overall calculated R value is higher than the critical R, meaning that all of the questions above are declared valid and can be used as a data collection tool.

Reliability Test

According to Ghodang & Hantono (2020), Reliability testing is a test that shows whether an instrument used to obtain information can be trusted to reveal information in the field as a

data collection tool. The reliability test in this study was carried out by starting by distributing questionnaires to 118 MSME actors, the following are the test results:

Tabel 2. Reliability Test

Variable	R Count	R Crisis	Description
Social Media	0.908	0.6	Reliabel
Entrepreneurial Characteristics	0.904	0.6	Reliabel
Entrepreneurial Competence	0.904	0.6	Reliabel
MSME Performance	0.915	0.6	Reliabel

Source: Results Of Data Processing SPSS Version 25

It can be seen from table 2. that the calculated R value is higher than the critical R, meaning that all questions are declared reliable and valid for use as a data collection tool.

Classical Assumption Test

Normality Test

According to (Sugiyono, 2022) Normality Test is "a test to test whether the data to be analyzed is normally distributed or not". The normality test is calculated in SPSS 25 Software, with the test results as follows:

Tabel 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		118
Norma Parameters [a,b]	Mean	.00000000
	Stb. Deviation	1.70895343
Most Extreme Differences	Absolute	.069
	Positive	.060
	Negative	-.057
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 [c.d]

Source: Results Of Data Processing SPSS Version 25

The results of table 3 show that the normality test of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance obtained a probability value of 0.200 or 0.2 so that it can be declared normal because it exceeds the confidence value of 0.05.

Multicollinearity Test

According to (Sugiyono, 2022) Multicollinearity Test is a test to test whether there is a correlation between independent variables that is too high. If the Variance Inflation Factor (VIF) value is not > 10 and the Tolerance value is not less than 0.1, then the model can be said to be free from multicollinearity and the VIF value = 1 / Tolerance, if VIF = 10 then Tolarance = 1 / 10 = 0.1. The higher the VIF, the lower the Tolarance or the VIF value < 10.00 then there is no multicollinearity.

Tabel 4. Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.904	2.710		1.441	.152		
	Social Media (X1)	.298	.099	.282	2.994	.003	.420	2.383
	Entrepreneurial Characteristics (X2)	.266	.098	.256	2.706	.008	.417	2.398
	Entrepreneurial Competence (X3)	.330	.096	.312	3.434	.001	.452	2.212
a. Dependent Variable: MSME Performance (Y)								

Source: Results Of Data Processing SPSS Version 25

Based on table 4. testing through the Variance Inflation Factor (VIF) on the results of the SPSS output coefficients table, each independent variable, namely Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence, has a VIF of no more than 10.00 and a Tolerance value of no less than 0.1.

Autocorrelation Test

The autocorrelation test is a good regression equation that does not have autocorrelation problems. If autocorrelation occurs, the equation is not good or is not suitable for use in predictions (Sunyoto, 2019). In this test, the final result can be said to have no autocorrelation if it meets the following test criteria:

1. If Dw < Dl or Dw > 4 – Dl, then H0 is rejected, meaning there is autocorrelation
2. If Du < Dw < 4 – Du then H0 is accepted, meaning there is no autocorrelation
3. If Dl < Dw <Du or 4 – Du < Dw < 4 – Dl, meaning there is no conclusion

The results of the autocorrelation test can be seen in the following table:

Tabel 5. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate	Durbin-Watson
1	.758[a]	.575	.564	4.174	2.104
a. Predictors: (Constant), Entrepreneurial Competence (X3), Social Media (X1), Entrepreneurial Characteristics (X2)					
b. Dependent Variable: MSME Performance (Y)					

Source: Results Of Data Processing SPSS Version 25

Based on Table 5. shows the results of the autocorrelation test with a durbin-watson value of 2.104, while the Du value is searched in the durbin-watson table listed in the appendix based on the number of independent variables (k = 3) and the total number of samples (n = 118) then the Du value = 1.752, and the result is 4 - Du (2.248). The results of the autocorrelation test show that the Du value <Dw <4 - Du (1.752 <2.104 <2.248). So it can be concluded that there is no autocorrelation in this study.

Heteroscedasticity Test

According to (Sugiyono, 2019), Heteroscedasticity Test is "a test to test whether the residual variance (error) of a regression model is constant or not". In this test there are criteria

to determine whether heteroscedasticity occurs in this study or not, namely if the significance value is less than 0.05 then it can be concluded that there is no heteroscedasticity and vice versa if the significance value exceeds 0.05 then it can be concluded that heteroscedasticity occurs.

Tabel 6. Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.460	2.238		2.440	.016
	Social Media (X1)	-.30	.082	-.053	-.368	.713
	Entrepreneurial Characteristics (X2)	-.009	.081	-.015	-.107	.915
	Entrepreneurial Competence (X3)	-.039	-.079	-.068	-.0488	.626

a. Dependent Variable: Abs_RES

Source: Results Of Data Processing SPSS Version 25

Based on the results of the above test, it explains that the results of the Heteroscedasticity Test in this study, the independent variable of Social Media obtained significant results with a value of 0.713, then compared, 0.713> 0.05 so that H0 is accepted. Furthermore, the Entrepreneurial Characteristics variable with a significant value of 0.915, Next, compared, 0.915 > 0.05 then H0 can be said to be accepted And the Entrepreneurship Competence Variable with a significance value of 0.626, then compared, 0.626 > 0.05 then H0 can be said to be accepted. It can be concluded that the multiple linear regression of independent variables on the dependent variable is free from the classical assumption of heteroscedasticity is suitable for use in research.

Multiple Correlation Coefficient Test

Multiple correlation in research is used to determine the extent of the relationship between two or more independent variables to one dependent variable. This correlation value shows the direction and strength of the relationship between variables, and is usually symbolized by the symbol R (Juniar & Narlan, 2018). The following are the results of a multiple correlation test using SPSS 25 software:

Tabel 7. Multiple Correlation Coefficient Test

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.758[a]	.575	.564	4.714	.575	51.434	3	114	.000

a. Predictors: (Constant), Entrepreneurial Competence (X3), Social Media (X1), Entrepreneurial Characteristics (X2

Source: Results Of Data Processing SPSS Version 25

Based on Table 7. it can be seen that the value of the linear relationship between the variables of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance is 0.758. The calculation results that can be obtained can then be given an intervention to the strength of the relationship by using guidelines such as the following table:

Tabel 8. 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
0.80-1000	Very Strong

Source: (Sugiyono, 2017)

Based on Table 8. above, it can be obtained when it is consulted with the interpretation table, namely the R multiple correlation coefficient which is at a value of 0.758 with a coefficient interval position which is at 0.60 - 0.799. Based on these results, it can be concluded that the relationship between the variables of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance has a strong correlation relationship so that it is worthy of continuing the research..

Determination Coefficient Test

According to (Sugiyono, 2019) the coefficient of determination is used to find the effect of variable variance using statistical techniques. The value of the coefficient of determination is expressed in percentage format. The coefficient of determination value is expressed in percentage format. In the analysis of the coefficient of determination, there are criteria for determining the strength and weakness of the independent variable in influencing the dependent variable. These criteria are as follows:

1. If Kd approaches zero (0), then the influence of the independent variable on the dependent variable is weak.
2. If Kd approaches one (1), then the influence of the independent variable on the dependent variable is strong.

Tabel 9. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.575	.564	4.714

a. Predictors: (Constant), Entrepreneurial Competence (X3), Social Media (X1), Entrepreneurial Characteristics (X2

Source: Results Of Data Processing SPSS Version 25

Based on Table 9. it can be seen that the value of the coefficient of determination or R Square is 0.575. The R square value is obtained from the squaring of the R value, namely 0.758 x 0.758 = 0.574564 if rounded to 0.575 or equal to 57.5%. therefore, it can be concluded that the magnitude of the contribution of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence to MSME Performance is 57.5%. While the remaining 42.5% (100% - 57.5% = 42.5%) is influenced by other variables not examined in this study. Therefore, it can be concluded that kd = 0.575 is close to 0, which means that the influence of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance is stated to be weak.

Simultaneous Test (F Test)

The F test is used to show whether the independent variables as a whole or simultaneously have an influence on the dependent variable tested at the 0.05 level. (Ghozali, 2018). The criteria used to calculate this simultaneous test are:

1. If Fcount > Ftable at α = 5% then Ho is rejected and Ha is accepted (significant)
2. If Fcount < Ftable at α = 5% then Ho is accepted and Ha is rejected (not significant)

The data used for the F test calculation was then entered and calculated using SPSS 25 software. The results of the calculation are as follows:

Tabel 10. Simultaneous Test (F Test)

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3428.258	3	1142.753	51.434	.000[b]
	Residual	2532.835	114	22.218		
	Total	5961.093	117			

a. Dependent Variable: MSME Performance (Y)
b. Predictors: (Constant), Entrepreneurial Competence (X3), Social Media (X1), Entrepreneurial Characteristics (X2

Source: Results Of Data Processing SPSS Version 25

Based on the table data. the calculation above obtained F count of Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence on MSME Performance of 51,434. The error rate is 5% or 0.05 and in the numerator dk = k and the denominator dk = (n-k-1) = 118-3-1 = 114. The calculated F value is compared with the F table value, the F table number is 2.68. Based on the results of the table above which were carried out using SPSS 25 software, the test results can be seen in table 4.17 between the variables of Social Media, Entrepreneurial Characteristics, Entrepreneurial Competence and MSME Performance is 51,434. And the results obtained are that the calculated F value is greater than the F table where the calculated F value is 51.434> F table of 2.68 which means that it can be seen that the independent variable has an effect on the dependent variable or there is an effect of the Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence variables on MSME Performance because the calculated F> F table.

Multiple Linear Regression Test

According to Ghodang & Hantono (2020), Multiple linear regression is a linear regression model using more than one independent variable. In English this term is called multiple linear regression. The formula for multiple linear analysis in this study is as follows:

$$\mathbf{Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4}$$

Descriptiont:
Y = Dependent Variable
β0, β1... = Regression Coefficient
X1, X2 …. = Independent Variable
The following are the results of multiple linear regression calculations using the SPSS 25 Application:

Tabel 11. Multiple Linear Regression Test

Coefficients[a]						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.904	2.710		1.441	.152
	Social Media (X1)	.298	.099	.282	2.994	.003
	Entrepreneurial Characteristics (X2)	.266	.098	.256	2.706	.008
	Entrepreneurial Competence (X3)	.330	.096	.312	3.434	.001

a. Dependent Variable: MSME Performance (Y)

Source: Results Of Data Processing SPSS Version 25

Based on Table 11. it can be seen that the value of the multiple linear regression equation in this study is as follows:

a = 3,904 b_2 = 0,266
b_1 = 0,298 b_3 = 0,330

Therefore, a multiple linear regression equation was obtained for two predictors (Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence), namely:

$$\mathbf{Y^* = 3{,}904 + 0{,}298\ X_1 + 0{,}266\ X_2 + 0{,}330\ X_3}$$

From the multiple linear regression equation above, it can be concluded:

1. The value of a of 3.904 is a constant or condition when the UMKM Performance variable has not been influenced by other variables, namely the Social Media, Entrepreneurial Characteristics and Entrepreneurial Competence variables. If the independent variable does not exist, the dependent variable or UMKM Performance variable does not experience a change in value.
2. The b1 value (regression coefficient value X1) of 0.298 indicates that the Social Media variable has a positive influence on MSME performance, which means that every 1 unit increase in the Social Media variable will affect MSME performance by 0.298, assuming other variables remain constant in this study.
3. The b2 value (regression coefficient value X2) is 0.266. It shows that the Entrepreneurial Characteristics variable has a positive influence on MSME Performance, which means that every 1 unit increase in the Entrepreneurial Characteristics variable will affect MSME Performance by 0.266, assuming other variables remain constant in this study.
4. The b3 value (regression coefficient value X3) is 0.330. It shows that the Entrepreneurial Competence variable has a positive influence on MSME Performance, which means that every 1 unit increase in the Entrepreneurial Competence variable will affect MSME Performance by 0.330, assuming other variables remain constant in this study.

Partial Test (T Test)

According to (Sugiyono, 2019), the partial significance test (t-test) is used to test the significance of the relationship, namely whether the relationship found applies to the entire population, so its significance needs to be tested. The criteria used for this partial test are:

1. If tcount > ttable then Ho is rejected and Ha is accepted (significant)
2. If tcount < ttable then Ho is accepted and Ha is rejected (not significant)

The results of the partial test (t-test) to determine whether or not there is an influence of each Independent variable on the Dependent variable are as follows:

Tabel 12. Partial Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.904	2.710		1.441	.152
	Social Media (X1)	.298	.099	.282	2.994	.003
	Entrepreneurial Characteristics (X2)	.266	.088	.256	2.706	.008
	Entrepreneurial Competence (X3)	.330	.096	.312	3.434	.001

a. Dependent Variable: MSME Performance (Y)

Source: Results Of Data Processing SPSS Version 25

Based on the results of table 12. it can be concluded that the results of the t-test show that each independent variable, namely Social Media (t = 2.994), Entrepreneurial Characteristics (t = 2.706) and Entrepreneurial Competence (t = 3.44) has a calculated t value greater than the t

table of 1.658 and a significance below 0.05, so it can be said that the three independent variables have a significant partial effect on the dependent variable.

Effect of Social Media on MSME Performance

Based on the results of multiple linear regression calculations, the Social Media Variable has a regression coefficient of 0.298, which means that every one unit increase in Social Media will increase MSME performance by 0.298. This shows that the better the Social Media used by MSME actors, the better the performance of the MSME. MSME actors who use social media well will utilize Social Presence, Media Risk and make extensive Connections. The results of the t-test show that the calculated t of 2.994 is greater than the t table of 1.658, and the significance value of 0.003 is smaller than 0.05. Based on these results, it can be concluded that Social Media has a significant effect on MSME performance, so the proposed hypothesis is accepted.

Effect of Entrepreneurial Characteristics on MSME Performance

Based on the results of multiple linear regression calculations, the Entrepreneurial Characteristics variable obtained a regression coefficient of 0.266, which means that each increase of one unit of Entrepreneurial Characteristics will increase the performance of MSMEs by 0.266. Entrepreneurial characteristics play an important role in the development of MSMEs. by having good entrepreneurial characteristics, it will be able to build a positive image through the character built by MSME actors. The results of the t-test show that the calculated t of 2.706 is greater than the t table of 1.658, and the significance value of 0.008 is smaller than 0.05. Thus, it can be concluded that Entrepreneurial Characteristics have a significant effect on MSME performance, and the proposed hypothesis is accepted.

Effect of Entrepreneurial Competence on MSME Performance

Based on the results of multiple linear regression calculations, the Entrepreneurial Competence variable has a regression coefficient of 0.330, which means that every increase in one unit of Entrepreneurial Competence will increase MSME performance by 0.330. Good competence will make MSMEs easy to adapt to their surroundings. Therefore, good entrepreneurial competence is needed so that MSME performance increases. The results of the t-test show that the calculated t of 3.434 is greater than the t table of 1.658, and the significance value of 0.001 is smaller than 0.05. This shows that social media has a significant effect on the performance of MSMEs, so the proposed hypothesis is accepted.

CONCLUSION

The description of social media, entrepreneurial characteristics, entrepreneurial competence, and MSME performance in Chicken Porridge MSME actors in Sukabumi City shows very effective results. This is reflected in the dimensions of social presence, entrepreneurial orientation, relational competence, and marketing performance that have high performance. MSME actors are able to communicate well, face competition in a controlled manner, have emotional resilience, and maintain the quality of products and services optimally. This shows that they have utilized social media and developed entrepreneurial character and competence optimally to support the sustainability of their business. The results of the study also showed a positive and significant influence between social media on MSME performance, as evidenced by the t-count value which is greater than the t-table. In addition, entrepreneurial characteristics are proven to have a positive and significant influence on MSME performance, indicating that this factor makes a real contribution to improving business performance. Partial tests also show that entrepreneurial competence has a significant influence on MSME

performance, so it can be concluded that this competence has an important role in driving the success of MSME actors in Sukabumi City.

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