

# PERFORMANCE OF MARINE BASED MSMES: A CASE STUDY OF SMOKED FISH MSMES IN PACITAN

**Hawin Maulida Syahputri<sup>1</sup>; Sri Hartono<sup>2</sup>; Dwi Warni Wahyuningsih<sup>3</sup>**  
Universitas Muhammadiyah Ponorogo, Ponorogo<sup>1</sup>; Universitas Muhammadiyah Ponorogo,  
Ponorogo<sup>2</sup>; Universitas Muhammadiyah Ponorogo, Ponorogo<sup>3</sup>  
Email : [hawinmaulida391@gmail.com](mailto:hawinmaulida391@gmail.com)<sup>1</sup>; [srihartono@umpo.ac.id](mailto:srihartono@umpo.ac.id)<sup>2</sup>; [dwiwarni@umpo.ac.id](mailto:dwiwarni@umpo.ac.id)<sup>3</sup>

## ABSTRACT

*This study aims to examine the influence of the business environment, product quality, and marketing strategy on the performance of smoked fish Micro, Small, and Medium Enterprises (MSMEs) located at Teleng Ria Beach, Pacitan. These enterprises play a critical role in driving local economic development by providing employment, increasing income, and fostering community growth. A quantitative research approach was adopted, using a saturated sampling technique involving 37 MSME actors. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results reveal that all three independent variables business environment, product quality, and marketing strategy have a significant impact on the performance of smoked fish MSMEs, both individually and simultaneously. A supportive business environment, which includes infrastructure, access to raw materials, and market conditions, plays an important role in enabling the development of MSMEs. Additionally, maintaining consistent product quality and implementing effective marketing strategies are key to achieving better business outcomes. This research contributes to the understanding of MSME development in coastal areas, especially in the context of marine-based products, and provides insights that can support policy formulation and entrepreneurial practices.*

*Keywords: business environment, product quality, marketing strategy, MSME performance*

## INTRODUCTION

In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) are a fundamental component of the national economy landscape, serving as key drivers of employment, income generation, and community empowerment. In particular, regions rich in natural resources, such as coastal areas, offer substantial opportunities for MSME development in the seafood processing sector. One notable example is the smoked fish industry located at Teleng Ria Beach, Pacitan. This area, known for its natural beauty and tourism appeal, has allowed smoked fish MSMEs to grow and become a culinary attraction. These enterprises not only support the local economy but also showcase the potential of local products in attracting domestic and international tourists. However, despite their advantageous location near a popular tourist destination and the potential of smoked fish as a distinctive regional culinary product, many of these businesses continue to face persistent challenges that hinder their overall performance and sustainability.

Inadequate environmental conditions pose a major obstacle for MSMEs, including poor sanitation, limited access to clean water, and insufficient business facilities. These issues negatively affect the comfort of both sellers and buyers, especially in a tourism context.

Furthermore, product quality among MSMEs often lacks consistency. Variations in taste, texture, hygiene, packaging, and shelf life are common, which undermines customer trust and repeat purchases. Compounding these issues is the limited marketing capacity of business owners, who generally rely on conventional word-of-mouth and on-site sales methods. The lack of digital marketing awareness and skills prevents them from reaching broader markets or capitalizing on online consumer trends, which are increasingly important in today's business environment.

This study was conducted to determine the extent to which the business environment, product quality, and marketing strategy influence the performance of smoked fish MSMEs at Teleng Ria Beach. A quantitative approach was employed, using a saturated sampling method, involving 37 MSME actors as respondents. Data were collected through questionnaires and analyzed using multiple linear regression. The results show that all three independent variables have a positive and significant effect on MSME performance, both partially and simultaneously. These results suggest that improving the external environment, ensuring consistent product standards, and adopting effective marketing approaches particularly those that leverage digital platforms can substantially enhance MSME outcomes in similar contexts.

From a theoretical perspective, this study contributes to the literature on MSME development, particularly in the seafood processing sector within coastal tourism area. On a practical level, it offers valuable insights for local governments, community organizations, and MSME practitioners. Based on the research findings, concrete actions are recommended, such as improving market facilities, organizing training on product quality and sanitation, and enhancing business owners' capabilities in utilizing digital marketing effectively. By addressing these core areas, MSMEs in Teleng Ria Beach can improve their competitiveness, expand their customer base, and achieve more sustainable growth in the long term. These recommendations also offer a broader model for other coastal regions facing similar challenges in integrating traditional local businesses into the modern economy.

## **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

This study is grounded in the *Resource-Based View* (RBV) theory introduced by Barney (1991), which emphasizes that a firm's competitive advantage largely depends on its internal resources on its internal resources. In the context of MSMEs, valuable resources such as a supportive business environment, high product quality, and well-executed marketing strategies can serve as key factors for sustaining competitive advantage and improving business performance. The RBV framework highlights that core business advantages are derived from resources that are strategically valuable, rare in nature, resistant to imitation, and lacking viable alternatives.

Aligning with the RBV framework, Novita and Isma (2023) found that entrepreneurship based on coastal resources enhanced through community empowerment and skill development contributes meaningfully to improving the well-being of coastal populations. Their research

highlights that effectively utilizing both physical and non-physical resources in coastal areas can strengthen MSME performance in accordance with RBV concepts. Similarly, Pratiwi (2022) identified that processed seaweed MSMEs in Tarakan City employed environmentally friendly business practices and capitalized on internal strengths, including product variation and collaborative efforts, to build long-term competitive advantage. These studies collectively affirm that well-managed internal resources play a crucial role in advancing the sustainability and growth of MSMEs in coastal environments.

A conducive business environment plays a crucial role in supporting MSME growth. Adequate infrastructure, access to raw materials, and local government support can create favorable business conditions that enhance operational performance. Previous studies by Buchory & Saladin (2010) and Oky Dwi (2020) have shown that a supportive environment significantly contributes to MSME success. This finding is further supported by Rizky & Idham (2024), who identified a strong positive relationship between business environment quality and MSME performance.

H<sub>1</sub>: The business environment significantly influences the performance of smoked fish MSMEs at Teleng Ria Beach, Pacitan.

Product quality is another essential internal factor that directly impacts customer satisfaction and long-term viability. Key dimensions include durability, functionality, hygiene, and alignment with customer expectations. High-quality products are more likely to build trust and encourage repeat purchases. This is in line with the views of Arif (2022) and the findings of Rina Amelia & Slamet Triyadi (2023), both of whom emphasized that maintaining consistent product quality plays a vital role in enhancing MSME performance.

H<sub>2</sub>: Product quality significantly influences the performance of smoked fish MSMEs at Teleng Ria Beach, Pacitan.

Marketing strategy also plays a critical role in market outreach and customer engagement. According to Kotler and Armstrong, as cited in (Rifani 2022), an effective marketing strategy enables businesses to deliver customer value and strengthen relationships. Research by (Khaddapi et al. 2022) and (Elwisam & Lestari 2019) confirms that targeted marketing approaches positively impact MSME performance, particularly in terms of sales growth and market expansion.

H<sub>3</sub>: Marketing strategy significantly influences the performance of smoked fish MSMEs at Teleng Ria Beach, Pacitan.

In addition to their individual effects, the business environment, product quality, and marketing strategy may jointly influence MSME performance. When these three factors work together, they can create a stronger and more sustainable impact on business outcomes. A good environment supports operations, quality products build trust, and effective marketing attracts customers. Thus, it is important to test their combined effect.

H<sub>4</sub>: The business environment, product quality, and marketing strategy simultaneously have a significant influence on the performance of smoked fish MSMEs at Teleng Ria Beach, Pacitan.

## **RESEARCH METHODS**

This research adopted a quantitative approach with an associative method to investigate how the business environment, product quality, and marketing strategies affect the performance of smoked fish MSMEs operating at Teleng Ria Beach, Pacitan. The object of this research was the smoked fish MSME actors operating in the area. The research was conducted at Teleng Ria Beach, located in Sidoharjo Village, Pacitan District, Pacitan Regency. The population in this study consisted of 37 smoked fish MSME actors. Given the relatively small population, a saturated sampling technique was used, in which the entire population was taken as the research sample. This study examined the effect of business environment, product quality, and marketing strategy as independent variables on MSME performance as the dependent variable. Each variable is measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The indicators were developed based on relevant theories and the results of previous research, then outlined in the form of a closed questionnaire. The validity and reliability of the research instrument were tested using SPSS version 25, with all questionnaire items found to be both valid and reliable. Multiple linear regression analysis was conducted to evaluate the relationship between the independent and dependent variables. Furthermore, the coefficient of determination ( $R^2$ ) was applied to determine how much the independent variables influence MSME performance.

## **RESEARCH RESULTS AND DISCUSSION**

The respondents in this study are smoked fish MSME (Micro, Small, and Medium Enterprise) actors operating in the Teleng Ria Beach area, Pacitan. Based on the distribution of questionnaires to 37 respondents, the majority were female, totaling 35 individuals or 94.6%, while only 2 respondents, or 5.4%, were male. This finding indicates that the smoked fish business in the area is predominantly managed by females, emphasizing their significant contribution to the MSME sector, especially in fishery product processing. The high participation rate of female respondents suggests that these businesses are generally home-based and contribute to household economic resilience.

In terms of business duration, most respondents have been operating their businesses for 10 to 15 years. Fourteen respondents (37.8%) have been in business for 10–12 years, and another 14 respondents (37.8%) for 13–15 years. Meanwhile, 9 respondents (24.3%) have been operating for 7–9 years. These findings indicate that the smoked fish MSME actors in the study possess substantial business experience, which supports their business stability and long-term sustainability. Regarding the number of workers, 17 respondents (45.9%) employ two workers, and another 17 respondents (45.9%) employ three workers. Only 3 respondents (8.1%) employ one worker. These data indicate that most businesses fall under the micro-enterprise category and

typically apply simple management systems. The limited number of workers also suggests that production activities are largely manual and are often handled by family members or the local community.

To understand the characteristics of each research variable, descriptive analysis was conducted using statistical indicators such as the minimum, maximum, mean, and standard deviation. The results are as follows:

Variabel	N	Minimum	Maximum	Mean
Business Environment (X1)	37	23	45	34.97
Product Quality (X2)	37	25	44	34.32
Marketing Strategy (X3)	37	26	46	36.32
MSME Performance (Y)	37	27	48	36.68

The descriptive findings indicate that the Business Environment variable (X1) has an average score of 34.97, reflecting a generally supportive external environment as perceived by MSME participants. For the Product Quality variable (X2), the mean score is 34.32, which implies that respondents view the quality of their products as consistently satisfactory. The Marketing Strategy variable (X3) exhibits the highest average score at 36.32, suggesting that MSMEs in this study tend to implement marketing strategies effectively. Additionally, the MSME Performance variable (Y) shows a mean score of 36.68, with scores ranging from 27 to 48. This reflects a generally high level of performance among smoked fish MSMEs in the Teleng Ria Beach area, indicating that these enterprises are operating efficiently and are likely to be sustainable.

Based on the results of the validity and reliability tests, all research instruments in this study were deemed appropriate for use. Instrument validity was tested through outer loading values, all of which exceeded the critical r-table value of 0.324, indicating that all indicators for each variable are valid. Meanwhile, the reliability test results using Cronbach's Alpha showed that all variables had values above 0.6 namely, Business Environment at 0.737, Product Quality at 0.694, Marketing Strategy at 0.755, and MSME Performance at 0.823 thus, all variables are considered reliable. Therefore, all indicators and variables in this study meet the requirements for validity and reliability and can be used for further analysis.

Based on the results of the multiple linear regression analysis, it was found that all three independent variables business environment (X1), product quality (X2), and marketing strategy (X3) have a significant partial effect on the performance of smoked fish MSMEs in Teleng Ria Beach, Pacitan. This is indicated by the significance values of each variable being less than 0.05, namely 0.006 for X1, 0.000 for X2, and 0.008 for X3. The regression coefficient values are 0.303 for X1, 0.411 for X2, and 0.346 for X3, which implies that a one-unit increase in each variable will lead to an increase in MSME performance according to the respective coefficient value. Among the three variables, product quality has the most dominant influence as it has the highest

coefficient and t-value. Therefore, all independent variables are proven to have a partial effect on MSME performance.

Based on the results of the coefficient of determination test, indicated by the R Square value of 0.594, it can be concluded that 59.4% of the variation in MSME performance can be explained by the three independent variables in this study namely, business environment, product quality, and marketing strategy. The remaining 40.6% is influenced by other factors outside the research model. The Adjusted R Square value of 0.557 reflects the model's adjustment to the number of independent variables, and the value still indicates that the model has a fairly good ability to explain the variation in MSME performance.

This is evidenced by the significance values for each variable being less than 0.05, namely 0.006 for X1, 0.000 for X2, and 0.008 for X3. The calculated t-values for each variable also exceed the critical t-table value, further confirming the significance of their effects. The regression coefficient for X1 is 0.303, indicating that a one-unit increase in business environment will increase MSME performance by 0.303 units, as will increases in X2 (0.411) and X3 (0.346). Among the three, product quality (X2) has the greatest influence, as it has the highest coefficient and t-value. Therefore, it can be concluded that all independent variables in this study have a positive and significant effect on the performance of smoked fish MSMEs in Teleng Ria Beach, Pacitan.

The calculated F value of 16.111 and the significance value of 0.000 shown in the ANOVA table indicate that the regression model used in this study is statistically significant. Since the significance value is less than 0.05, it can be concluded that the variables business environment (X1), product quality (X2), and marketing strategy (X3) jointly have a significant effect on MSME performance (Y). Therefore, this model is considered appropriate for predicting the performance of smoked fish MSMEs in the Teleng Ria Beach area, Pacitan.

Product quality also proved to have a significant influence. Smoked fish products with good taste, texture, durability, and maintained cleanliness are more favored by consumers and help increase buyer loyalty. This directly impacts the growth in sales and profits of the business owners. Marketing strategy also has a positive effect. Although most MSME actors still rely on traditional promotional methods and simple use of social media, these approaches are still effective in attracting consumers. Proper pricing and friendly service further support the success of product marketing.

## CONCLUSION

The results of a study involving 37 smoked fish MSME actors at Teleng Ria Beach revealed that business environment, product quality, and marketing strategy significantly influence MSME performance, both individually and collectively. Business success is also affected by external

factors such as adequate infrastructure, location accessibility, availability of raw materials, and government support. Moreover, maintaining consistent product quality and implementing effective marketing strategies are crucial for enhancing customer satisfaction and driving business growth

The implication is that MSME actors should focus on maintaining product quality and applying appropriate marketing strategies. Collaboration with local government is also important to improve business facilities and environmental conditions. This study is limited to one business type and location, with only three variables analyzed. Future research should cover broader areas, include more varied business sectors, and consider additional variables such as innovation, digital adoption, or financial support to obtain more comprehensive findings.

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## IMAGES, GRAPHS AND TABLES

Tabel 1. Respondent Characteristics Based on Gender

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	7-9 year	9	24,3	24,3	24,3
	10-12 year	14	37,8	37,8	62,2
	13-15 year	14	37,8	37,8	100,0
	Total	37	100,0	100,0	

Tabel 2. Respondent Characteristics Based on Business Length

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	man	2	5,4	5,4	5,4
	Female	35	94,6	94,6	100,0
	Total	37	100,0	100,0	

Tabel 3. Respondent Characteristics Based on Number of Employees

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	1 people	3	8,1	8,1	8,1
	2 people	17	45,9	45,9	54,1
	3 people	17	45,9	45,9	100,0
	Total	37	100,0	100,0	

Tabel 4. Respondents to Business Environment Variables

No	Statement	SS	S	N	TS	STS	Number of Respondents	Total Score	Average
1.	My stall or selling place is sufficient for running my business.	15	20	2	0	0	37	161	4,35
2.	The market's location close to the beach helps attract more buyers.	19	17	1	0	0	37	166	4,48
3.	Business competition in this market sometimes causes conflict between traders.	18	19	0	0	0	37	166	4,48
4.	Information regarding government programs for MSMEs is quite easy to access.	20	14	3	0	0	37	165	4,45
5.	I can get raw materials according to the amount I need without any shortage.	17	19	1	0	0	37	164	4,43

Tabel 5. Respondents to Product Quality Variables

No	Statement	SS	S	N	TS	STS	Number of Respondent	Total Score	Average
1.	The taste and texture of my product are liked by consumers.	17	8	12	0	0	37	153	4,13
2.	I pay attention to product cleanliness and safety during the production process.	21	15	1	0	0	37	168	4,54
3.	The quality of my products is consistent over time	22	13	2	0	0	37	168	4,54
4.	The appearance and presentation of my product is attractive	20	14	2	1	0	37	164	4,43
5.	My product has a long shelf life	21	14	2	0	0	37	167	4,51

Tabel 6. Respondents to Marketing Strategy Variables

No	Statement	SS	S	N	TS	STS	Number of Respondent	Total Score	Average
1.	I offer various types of smoked fish products to consumers.	25	9	3	0	0	37	170	4,59
2.	I do promotions actively, both offline and online.	27	10	0	0	0	37	175	4,72
3.	I provide good service to every customer.	28	8	1	0	0	37	175	4,72
4.	I set prices based on strategies that suit the market.	25	12	0	0	0	37	173	4,67

Tabel 7. Responses to MSME Performance Variables

No	Statement	SS	S	N	TS	STS	Number of Respondent	Total Score	Average
1.	My product sales are increasing year by year.	26	10	1	0	0	37	173	4,67
2.	My business profits tend to be stable or increasing	29	8	0	0	0	37	177	4,78
3.	My production volume has been increasing periodically.	25	10	2	0	0	37	171	4,62
4.	I keep regular financial records.	25	11	1	0	0	37	172	4,64

Tabel 8. Validity Test Table

Variable	Item	r-hitung	r-table	Keterangan
business environment (X <sub>1</sub> )	X <sub>1.1</sub>	0,571	0,324	VALID
	X <sub>1.2</sub>	0,748	0,324	VALID
	X <sub>1.3</sub>	0,824	0,324	VALID

	X <sub>1.4</sub>	0,712	0,324	<b>VALID</b>
	X <sub>1.5</sub>	0,664	0,324	<b>VALID</b>
<b>product quality (X<sub>2</sub>)</b>	X <sub>2.1</sub>	0,777	0,324	<b>VALID</b>
	X <sub>2.2</sub>	0,817	0,324	<b>VALID</b>
	X <sub>2.3</sub>	0,593	0,324	<b>VALID</b>
	X <sub>2.4</sub>	0,454	0,324	<b>VALID</b>
	X <sub>2.5</sub>	0,774	0,324	<b>VALID</b>
<b>marketing strategy (X<sub>3</sub>)</b>	X <sub>3.1</sub>	0,839	0,324	<b>VALID</b>
	X <sub>3.2</sub>	0,748	0,324	<b>VALID</b>
	X <sub>3.3</sub>	0,731	0,324	<b>VALID</b>
	X <sub>3.4</sub>	0,726	0,324	<b>VALID</b>
<b>SME performance (Y)</b>	Y <sub>1.1</sub>	0,859	0,324	<b>VALID</b>
	Y <sub>1.2</sub>	0,779	0,324	<b>VALID</b>
	Y <sub>1.3</sub>	0,807	0,324	<b>VALID</b>
	Y <sub>1.4</sub>	0,807	0,324	<b>VALID</b>

Tabel 9. Reliability Test Table

	<i>Crombach's Alpha</i>	Keterangan
SME performance	0.823	Reliable
business environment	0.737	Reliable
product quality	0.694	Reliable
marketing strategy	0.755	Reliable

Tabel 10. Multiple Linear Regression Analysis

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,598	3,686		-,976	,336
	JML X1	,303	,102	,358	2,971	,006
	JML X2	,411	,086	,560	4,775	,000
	JML X3	,346	,122	,325	2,846	,008

a. Dependent Variable: JML Y

Tabel 11. Determination results table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771 <sup>a</sup>	,594	,557	1,127

Tabel 12. Uji T table

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
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1	(Constant)	-3,598	3,686		-,976	,336
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	JML X3	,346	,122	,325	2,846	,008

a. Dependent Variable: JML Y

Tabel 13. Uji F table

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61,386	3	20,462	16,111	,000 <sup>b</sup>
	Residual	41,911	33	1,270		
	Total	103,297	36			

a. Dependent Variable: JML Y

b. Predictors: (Constant), JML X3, JML X2, JML X1