Research.

Implications of the Go Digital Training Program on the Productivity of Pindang MSMEs

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Abstract. This research purposes to understand the impact of training on sales productivity. Productivity of Pindang MSMEs in Banyusari, Cicinde Utara Village. This research method uses quantitative research. Data analysis used simple linear regression on a sample of 146 respondents. According to a simple linear regression test for sales productivity of 11.560% according to the t-test, the results of this research prove that the training program has an effect on the sales performance of Pindang MSMEs in Cicinde Banyusari Village. This can be seen from the t-count (12.247) > t-table (1.976) with a significance level of 0.000 < 0.05 according to the coefficient of determination (R²) of 0.517. This shows that among Pindang MSMEs in Banyusari, Cicinde Utara Village, job training has a 51.7% relationship with sales productivity, while the remaining 48.3% is influenced by other factors not studied in other cases. The research results show that training is positively and significantly related to sales productivity. Future researchers should research a broader population and pay more attention to other aspects that influence sales productivity.

Keywords: *Go Digital Training, MSMEs*

INTRODUCTION

(Law No. 20 of 2008 concerning MSMEs, n.d.) states that MSMEs are simple businesses that are run and owned by a person or a small group of people for a certain income. The position of MSMEs in Indonesia's economic growth is very large, MSMEs have an important contribution or role: expanding employment opportunities, creating jobs, contributing to (GDP). Helping the population as a productive economic activity, especially for low-income people. with a total of 99% of all business units. (Ari Devinda Purwati, 2020)

One of the largest MSME pindang processing centers in Karawang is Cicinde Utara Village, Banyusari Subdistrict. 23.4% of Karawang fishing households and up to 53.5% of residents in Cicinde Utara Village work in agriculture and fisheries (BPS Karawang District, 2018). Cicinde Utara Village, where a group of pindang fish traders live, pindang fish is produced using traditional and inherited methods. Cicinde Village is one of the villages in Karawang district that has the best fish products. (Karawang Provincial Government, 2019). In many residences in Cicinde Utara Village, home industries (IRT) have the potential to develop cooked fish products and regional specialty foods which can be converted into BUMDES, or souvenirs typical of Karawang district can be expanded.

Sales productivity is the amount of income that business organizations and companies generate faster than sales results. Efficiency is one indicator that refers to the

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level of work efficiency. (Simanjuntak, 2022). Labor productivity is a person's ability to work in relation to work results in terms of quantity and quality. Employee welfare will also be influenced by high work efficiency, so companies must pay attention to the quality of their human resources. Employees become better and more productive through training and development, because training programs lead to increased company engagement and job satisfaction, reduced absenteeism, reduced turnover, and increased productivity. (Alfiana Nur Aisyah, Farah Nada Pinkan, 2021).

According to observations, according to Mr. Ojo, owner of the pindang fish business "Teten Putra" in Cicinde Utara village, it is known that the main problem is the lack of technology in fish production and the process is quite long, handling processing time, less hygienic production techniques, the shelf life of pindang fish not for long, too little capital, sometimes the quality of the fish is not good, there is a lack of understanding of sales technology that can increase the efficiency of selling pindang fish.

In 2020, the government held the MSME Go Digital program to help micro, small and medium enterprises (MSMEs) maximize the use of information and communication technology for business, so that the quality of human resources always needs to be improved and managed to achieve the desired goals. Human resources are the key to facing the digital economic era. This field is according to technological developments which require Indonesia to prepare for the development of quality human resources. (Cahyadi Husadha, 2020)

In order to succeed in the government program called MSME Go Digital, training is needed to develop this business. MSMEs need to keep up with changing times and adapt to an advanced and increasingly modern environment. Innovation in the business world with the use of advanced information technology has changed the way many entrepreneurs view their business. It is important to prepare the SME community and business to be successful and optimize the use of increasingly advanced technology and social media. For this reason, training is very important for business actors to make the MSME Go Digital program a success. (Pranogyo et al., 2022)

According to the results of research conducted on Thursday, April 22 2020, there is a researcher who has conducted training on the use of technology in Banyusari Subdistrict named Antoni. Training for 40 micro, small and medium enterprises (MSMEs) in this 'e-commerce-based product rebranding workshop' is expected to improve digital marketing for these MSMEs. This activity is interesting because the document discusses strategies for increasing sales through digital marketing. In addition to theoretical documents on photography techniques, they also practice posting directly on social media.

The following is data on pindang fish sales after conducting training on the use of technology and the use of social media.

Table 1. Pindang Sales Data as of Jan-Dec 2020

Pindang Fish Sales Data for January – December 2020				
Month	Sales (kg)			Total
	Milkfish	Cob	Deles	
Jan	23	31	26	80
Feb	19	27	32	78
Mar	21	23	29	73
Apr	31	28	30	89
May	30	30	32	92
June	28	26	31	85
July	32	30	30	92
August	35	29	32	96
Sept	29	36	34	99
Oct	30	30	37	97
Nov	38	35	33	106

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Pindang Fish Sales Data for January – December 2020				
Month	**Sales (kg)**			**Total**
	Milkfish	**Cob**	**Deles**	
Dec	**35**	**34**	**39**	**108**
TOTAL				**1095**

Source: Pindang Fish Sales Report

According to the results of observations, it was determined that MSME training had a significant impact on the effectiveness of MSME sales in Cicinde village. This data indicates that aspects related to worker training and qualifications have an impact on increasing labor productivity, where education and qualifications primarily increase work skills and labor productivity. Through training, employees can develop competencies, skills and knowledge to accelerate the tasks assigned to achieve company targets. The aim of this research is to understand the impact of the relationship between training programs and SME sales performance on the success of the government program, namely SMEs go digital.

Formulation of the problem
The formulation of the problem in this research is to find out whether the go digital training program has an effect on the productivity of MSMEs

LITERATURE REVIEW
A. Sales Productivity
Definition of Sales Productivity (Leadership, 2018) Sales is a leader's ability to manage their team for effective and efficient implementation. If you want a productive team, the two have to work together. Efficiency or effectiveness alone cannot be called effective. According to (Soetjipto & Sulastri, 2018) sales effectiveness is the amount of revenue generated by the team and company faster than sales. According to (Marco Marcelino Manullang, 2020) productivity is a consideration between the total output obtained and the income required to produce that output. According to (Wandy Zulkarnaen, 2018) productivity is the relationship between actual output between products and actual input. According to (Fajriansyah et al., 2022) productivity is the relationship between effort and the unit of time required to obtain a product. According to the interpretation above, the author concludes that sales productivity is the amount of income generated by a salesperson or company more efficiently and effectively.

The concept of sales productivity is the stage where the economy uses capital, people and technology to produce (Reni Zulia Yahya; Netty Laura, 2021). According to (Shofiana Syam, 2020) activity is measured by the number of abilities possessed to obtain the desired results. Operations can be called efficient if the process is improved, for example faster or cheaper. The first aspect concerns reporting to maximize business operations in terms of time, quality, and quantity. The second dimension refers to efforts to match inputs and how they are used or how work is done (Sedarmayanti, 2001:58). The simple definition of quality is the degree, degree or quality of good or bad. In this case, one thing can be many things such as services, goods, conditions or others. In the world of commerce, the concept of quality is the suitability of product features and consumer needs, or how good or not a product or service is. (Anggi, 2022). In general, quantity is the extent of the value or amount of work done. In this case, examples of quantities can cover many things. For example, number of students, number of products, number of employees, etc. Additionally, quantity is often compared to quality. However, the two still have different meanings (Kholida Qothrunnada, 2023).

The dimensions of effective sales productivity are: 1) Reporting profit and loss, sales and profits is the most important thing, it is a basic step for effective sales. For completeness, divide gross margin by sales costs to see how much the sales team is spending. The percentage of good performance varies by industry and type of sales scope (direct, or e-commerce). 2) Cost of Goods Traded, COGS calculates the company's income. This metric shows how many shares are used and how well each

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broker does its job. 3) Sales personnel costs, this section shows the company's trading personnel costs (trading administration costs) which are included in income. The purpose of this measure is to be able to find out the company's input funds to generate income. 4) Compensation plan, trading results compensation plan is usually an indicator of good performance. Having a lot of plans is trying to fit a compensation plan to a particular situation rather than maximizing a trading base, and that will be a problem. If the workforce has to complete time to justify purposes and accurate pricing, they don't have the proper time to achieve trading goals. 5)Relationship Management combined to better understand network management, sales trends and dynamics: sales network, shape and speed plus profitability and closing. It will also explain how opportunities are developing for the sales organization and provide timely information about whether the trading group is sufficient to trade now and in the future. 6) Sales performance, the target is to determine the high and low levels of sales productivity. The upper and lower power limits can be set independently, for example by setting the lower limit from 50 to 60 percent of the total speed and the upper limit from 95 to 100 percent. It provides quick metrics for anyone who needs help and is ready to exceed performance goals. 7) Sales training In this last method, the sales team is trained, then those who complete the training are recruited and grouped according to the objectives of the next training. This training allows participants to follow guidelines and learn about social responsibility and includes quality measures such as participant evaluations. (Editor, 2016)

B. **Job Training**

According to Dessler (2020), the definition of job training is training in research (Gustiana, 2022), namely the process of tracking the skills needed by workers to conduct their profession, including employee training programs. Employees are the company's practical and applied knowledge in the world of work. Propose to increase work efficiency in achieving goals. According to the website of the Ministry of Manpower of the Republic of Indonesia (Kemnaker), job training is a total of professional skills, discipline, productivity, attitudes, mastery, improvement and development activities. and work ethics at certain levels of expertise and proficiency that are commensurate as well as job or rank qualifications and competencies. According to Handoko (Haryati, 2019) "Training is a process of developing employee skills and knowledge. Training can also include changing attitudes so that workers can conduct their profession efficiently. Training can be conducted at all levels and according to Veithzal Rivai from the Journal (Yani Sri Mulyani, 2017) training includes learning methods to maintain and develop skills. According to Dessler, Gary (2006:280), training programs are a way to learn the skills needed by the workforce new to his profession. According to Widodo (2015), training Vocational training is a series of individual activities conducted systematically to improve their skills and professional insight until they can perform in their field. It is an activity that provides discipline and efficiency to a business or business activity. According to (Bariqi, M.D. 2018) in research (Putri, 2022) the definition of job training is the activity of providing, increasing discipline and productivity for certain skills and according to business or work activities.

According to this explanation, the author formulates that job training is a planned procedure aimed at improving actions or insight and skills in learning experiences. The goal is to achieve efficient performance in every activity.

The Job Training Concept (Tanjung, R., Mawati, 2021) is a variation in the presentation of material in a training program. Various media options and methods are available. One of them is that On the Job Training (OJT) is repeated in another way, for example if the material is given formally, it can be repeated informally. Such as photos or images where employees react. Take advantage of the services of trusted, trustworthy, professional and respected trainers who provide equal opportunities for all workers to participate directly in training programs.

Dimensions of job training according to (Sari, & Zefriyenni, 2021) description of job training indicators include 1) trainers, fully funded leaders for their field, where instructors often focus on skill development, are people of character and training. 2) Participants, training members must definitely be selected according to selected

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prerequisites and appropriate criteria, and members must have great enthusiasm to take part in the training program. 3) The workforce training program materials are documents or textbooks that are similar to the workforce training mission that can be achieved by industry, and the training program theory must also be updated so that members can understand and understand the obstacles together with the coordinator. 4) The training method will continue to ensure the continuation of successful workforce teaching operations if they are in harmony with the discussion and composition of the training participants. 5) Objectives, are the objectives of the teaching (action play), namely the goals set, the expected results and the training targets which must be discussed beforehand with the training members, so that they can understand the training.

RESEARCH METHODS

This research design is quantitative research. According to Sugiyono (2016: 7), quantitative research methods, namely designs according to the philosophy of positivism, are used to research populations and samples. Quantitative research is research that provides data in numerical form as research results.

This research uses data collection techniques using questionnaires, questionnaires, observations and interviews. The pindang fish MSME research site is in Cicinde Utara Village, Banyusari, Karawang. The total population of these small and medium enterprises is 926 small businesses consisting of 42 groups. The accuracy level applied in determining the sample is 5%. To determine the research sample, use the Slovin formula, namely:

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

Description:
n= Total respondent
N = Total population
E = Percentage of allowance for sampling error accuracy that can still be tolerated; e= 0.1.

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

$$n = \frac{926}{1 + 926(0,05)^2}$$

$$n = \frac{230}{1 + 230(0,0025)}$$

$$n = \frac{230}{1 + 0,575}$$

$$n = \frac{230}{1,575}$$

$$n = 146$$

So, the sample obtained in this research was 146 respondents. The type of sampling used is random sampling (simple random sampling). Simple random sampling is taking sample members from a population randomly without paying attention to the levels in the population (Sugiyono, 2018). The sample size of 146 will then be drawn randomly, without paying attention to the age and gender of the business actors, which provides an equal opportunity for the population to be sampled.

This research uses data collection techniques through questionnaires, observation and interviews. Data analysis uses simple regression analysis, which is used to understand the view of the relationship between the independent variable and the dependent variable, and to understand whether it has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable increases or decreases. Simple Linear Regression Analysis (Simple Regression Analysis)

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is used to predict how much the value of the dependent variable will change, if the value of the independent variable changes or goes up and down (Sugiyono, 2013: 261).

The steps that need to be taken to conduct simple linear regression analysis and testing are as follows:

1. Conducting a Validity Test, a test on a measuring instrument can be considered valuable if the measuring instrument is fully functional and provides measurement results that are consistent with the measurement objectives.
2. Conducting Reliability Tests, measuring instruments that determine how reliable a consistent measurement instrument is.
3. Conducting a Simple Linear Regression Test, this analysis is intended to identify whether the relationship between the independent variable and the dependent variable is positive or negative and to estimate the value of variable Y when the value of variable X increases or decreases.
4. Conducting a Determination Test (R^2), the coefficient of termination is used to understand the role of the independent variable on the dependent variable, or in other words to add up the high relationship between Job Training and Sales Productivity.

The Simple Linear Regression Test according to Sugiyono (2018:188) is:
$$Y = a + b\,X$$

Description:
Y = Dependent variable
X = Independent variable
a = constant
b = regression coefficient

Partial Test (t Test), The t test is conducted to test the significance of constants and independent variables with one dependent variable, namely with the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:
t = t count
r = Correlation coefficient
n = Number of samples

This t test shows how far one independent variable individually explains variations in the dependent variable. If the calculated t is greater than or equal to the t table at the 5% significance level, it means that there is a significant influence between the independent variable and the dependent variable individually. On the other hand, if the calculated t is smaller than the t table at a significance level of 5%, it means that there is no significant influence between the independent variables on the dependent variable individually.

Coefficient of Determination Test (R^2), The coefficient of determination is used to predict the model's ability to explain changes in the dependent variable. The coefficient of determination value ranges from 0 to 1 as follows: If it is close to zero, it means that the independent variable cannot explain the percentage of its influence on the dependent variable. If it is close to 1, it means that it explains the percentage of influence of the independent variable on the dependent variable. To find out how big a percentage can be explained by the Go Digital MCMEs Training Program for Pindang Village MCMEs, you can also find out using the following formula:

$$D = R^2 \times 100\%$$

Description:
D = Coefficient of Determination
R^2 = Square of the simple correlation coefficient r_x
100% = Contribution percentage.

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RESULTS AND DISCUSSION

Validity and reliability test results. A test on a measuring instrument can be considered valuable if the measuring instrument is fully functional and provides measurement results that are consistent with the measurement objectives. Tests that produce independent data for measurement purposes are called low-scoring tests. Therefore, the correlation coefficient value for each explanatory item is higher than the r table value (0.361). If the correlation coefficient of a value is less than 0, it means that the value has a smaller correlation with other values in the statement than the variable being analyzed and the item is declared invalid. According to the data obtained, the author conducted a correlation test with the job training variable (X) and the sales effectiveness variable (Y), obtained the following results:

Table 2
Validity Test Results

Variable X			
Job Training	**R Count**	**R Table**	**Remarks**
Statement 1	0.419	0.361	Valid
Statement 2	0.448	0.361	Valid
Statement 3	0.418	0.361	Valid
Statement 4	0.505	0.361	Valid
Statement 5	0.476	0.361	Valid
Statement 6	0.410	0.361	Valid
Statement 7	0.724	0.361	Valid
Statement 8	0.576	0.361	Valid
Statement 9	0.513	0.361	Valid
Statement 10	0.449	0.361	Valid
Variable Y			
Sales Productivity	**R Count**	**R Table**	**Remarks**
Statement 1	0.745	0.361	Valid
Statement 2	0.684	0.361	Valid
Statement 3	0.693	0.361	Valid
Statement 4	0.633	0.361	Valid
Statement 5	0.483	0.361	Valid
Statement 6	0.747	0.361	Valid
Statement 7	0.507	0.361	Valid
Statement 8	0.732	0.361	Valid
Statement 9	0.599	0.361	Valid
Statement 10	0.606	0.361	Valid

Source: Author's Processed Data, 2023

From the results of the validity test in the table above, it is known that all r values are greater than the r table (0.349), that is, every statement related to the total score and the data collected is valid and ready to be analyzed.

Reliability Test is a measuring tool that determines how reliable a consistent measurement instrument is. Measurement results are reliable if the instrument gives similar results or does not change even after many measurements. Reliability calculations were conducted using the SPSS version 24.0 statistical program and reliability was confirmed using the Chronbach-alpha measuring technique. The test is called reliable if Cronbach's alpha is > 0.70 and the total Cronbach's alpha is more than 0.70. According to Straub et al (2004) (Nasihin et al., n.d.), to meet the internal consistency criteria, the

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Cronbach alpha value must be higher than 0.60 for exploratory studies and 0.70 for confirmatory studies. The results of the independent variable reliability test are as follows:

Table 3
Job Training Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	10

Source: Author's Processed Data, 2023

From these data it can be said that the number of Cronbach alphas for all vocational training variables (X) is 0.841 > 0.70, so it can be concluded that the training variable research tool is said to be reliable. Or it could be called accepted. Meanwhile, the Cronbach Alpha value for all Sales Productivity (Y) variable items can be seen in the data below:

Table 4

Reliability Test Results
Sales Productivity

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	10

Source: Author's Processed Data 2023

From Table 4 above, it can be seen that the Cronbach Alpha value of the sales productivity variable (Y) is 0.896 > 0.70, so the research tool for the sales productivity variable (Y) is reliable or in other words there is a possibility that it has been accepted.

Simple Linear Regression Test This analysis is intended to identify whether the relationship between the independent variable and the dependent variable is positive or negative and to estimate the value of variable Y when the value of variable X increases or decreases. The results of simple regression analysis are presented in the table below.

Table 5
Regression Coefficient Test

Coefficients [a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.560	2.582		4.477	.000
	Training	.732	.059	.719	12.427	.000

Source: Author's Processed Data 2023

From this data, the following regression equation is obtained: Y = 11.560 + 0.732 then sales effectiveness has a value of 11.560, b = 0.732 is the coefficient value, this coefficient value shows that if the value is 1 point then sales efficiency increases by 0.732.

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Hypothesis Test (t-Test) Partial Test is used to examine the partial significance of each independent variable on decision making which is the dependent variable to understand the relationship between the job training variable (X) and the sales productivity variable (Y): and the significance level is 5% (0 .05). According to the following hypothetical assumptions: Cough: There is no significant relationship between job training and sales productivity. Ha: There is a significant influence between job training and sales performance. Regarding the decision criteria: • Ho is accepted if t numbers < t table, if sig > α = 5% • If t numbers > t table is accepted as Ha, if sig < α = 5% Results can be analyzed Statistical tables are given below: According to results from Table 5 above, t 12.247 can be calculated with degrees of freedom (df) = n-k. n = number of samples and k = design. So df = 146 -2 = 144. Then the t table is 1.976. Because t count (12.247) > t table (1.976) is significant in the 0.000 table, namely 0.000 < 0.05, then Ho is rejected and Ha is accepted, meaning that they conduct training which has a significant effect on sales performance.

Coefficient of Determination Test. The coefficient of determination is used to understand the role of the independent variable on the dependent variable, or in other words to add up the high relationship between Job Training and Sales Productivity. The coefficient of determination value can be seen in the table below:

Table 6

Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719[a]	.517	.514	2.32702

a. Predictors: (Constant), Training

Source: Author's Processed Data 2023

According to the table above, the correlation/relationship value (R) is 0.719. From the predicted value above, the coefficient of determination (R²) value is 0.517. This shows that Job Training (X) can explain the effect of 51.7% on Sales Productivity. Meanwhile, the remaining 48.3% (100%-51.7%) was influenced by other factors which were not studied in this case.

DISCUSSION

The research results prove that the training program has a positive and significant impact on sales effectiveness. This means that the better the training is conducted, the more effective sales will be. According to the research results, the sales productivity variable can be explained by the job training variable. Vocational training is very necessary to improve business performance and is also important for entrepreneurs who want to increase sales efficiency to improve their business operations. This coaching is intended to motivate them to develop their business, as well as to direct them to the importance of training so that performance can boost their business. According to the research results, it can be explained that the independent variable (job training) has a significant positive impact on the dependent variable (sales productivity).

It can be seen from the explanation explained above and according to a simple linear regression test for sales productivity of 11.560%, according to the t test the results of this research prove that job training has an impact on the sales productivity of Pindang MSMEs in Cicinde Village, Banyusari. This can be seen from t count (12.247) > t table (1.976) with a significance level of 0.000 < 0.05, according to the coefficient of determination (R²) value of 0.284. This shows that job training has an influence on sales productivity in Pindang MSMEs in Cicinde village, Banyusari by 51.7% while the remaining 48.3% is influenced by other factors which in other cases were not researched.

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This means that it can be proven that the Job Training variable has an impact on Sales Productivity. From this analysis, Pindang business actors in Cicinde village need to pay attention to the Job Training variable because this variable can determine how big or small the sales productivity of business actors is, then it can encourage business actors to share the best with consumers.

The results of this research are commensurate with the results of research from Andi Pettari (2018) with the research title The Effect of Training and Work Motivation on Employee Work Productivity. From the research results, it is explained that Job Training has a significant influence on the Work Productivity of Employees at the Central Statistics Agency of South Sulawesi. In line with this research, research from Meylisa Thesa Walukow, Mieke Roring et al (2017) in the journal The Effect of Human Resource Training on Employee Work Productivity at PT PLN (PERSERO) Sulettenggo Area Manado, also states that the influence of job training has a positive and significant relationship on Work Productivity.

CONCLUSIONS AND IMPLICATIONS

According to the results of simple linear regression analysis, job training has an impact on sales productivity. This means that the better the training is conducted, the more effective sales will be. It can be seen from the discussion above that sales productivity is 11.560% according to a simple linear regression test, according to the t test the results of this research show that the training program has an impact on sales productivity, t-count (12.247) > t-table (1.976), significance level $0.000 < 0.05$ with a coefficient of determination (R^2) of 0.517.

The implication, according to the research results, is that the implementation of the training program results in increased sales productivity, digital sales results increase significantly compared to conventional methods. Suggestions for Pindang MSME players need to increase training and be consistent with online sales in order to achieve wider sales. Suggestions for future researchers are to conduct research on a wider population and show more other aspects that influence the increase in sales.

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