

Boosting MSMEs' Competitiveness in Post-COVID-19 Pekanbaru: The Role of Business Motivation and Training

Machasin¹, Taufiqurrahman², Dewita Suryati Ningsih³ and Ezky Tiyasiningsih⁴

Abstract

This research aims to evaluate the role of training and business motivation in increasing the competitiveness of MSMEs in Post-Covid-19 in Pekanbaru City. The research population was SMEs in Pekanbaru City, while the research samples were in the culinary, fashion, and food processing sectors, where 30 samples were taken from each sector so the sample in this study totaled 90 SMEs. The method used in analyzing the data in this study is a descriptive method using qualitative and quantitative approaches. Descriptive qualitative and quantitative approaches are considered appropriate because they are in accordance with the research objectives to be achieved, namely knowing the description of the training, business motivation, and competitiveness of MSMEs. Besides that, this study also aims to determine the effect of training, and business motivation in increasing the competitiveness of MSMEs in Pekanbaru City. The results showed that: 1) MSMEs in Pekanbaru City already had sufficient training, 2) MSMEs in Pekanbaru City already had high business motivation, 3) The competitiveness of MSMEs in Pekanbaru City was quite good, 4) Training had an effect on MSME competitiveness in Pekanbaru City, and 5) Business motivation influences MSME competitiveness in Pekanbaru City.

Keywords: Training, Motivation, Competitiveness

INTRODUCTION

The spread of the Corona Virus in various countries has an economic impact that all countries, including Indonesia, need to anticipate. This event is expected to have an impact on the world economy, especially on the Chinese economy as the source of the spread of the virus. Several world institutions saw that if the spread of the Corona Virus lasted long enough and continued to hamper economic activity, China's economic growth as the world's second-largest economy could continue to slow down. China's economic pressure has the potential to spill over to partner countries including Indonesia through several transmissions such as the tourism sector, international trade, and investment flows.

With the outbreak of the coronavirus (Covid-19), business activities and the economic sector have been hit hard, so small and medium businesses suffer from business difficulties and become hampered by their business, and are unable to survive. The certainty of the duration of the Covid-19 pandemic cannot be predicted, and this does not have to be faced with panic, they must be able to deal with it with various adjustment actions and adapt by seeing what opportunities can be made, must improve their financial plans so they can survive through the ecosystem, invest and still have high motivation to be able to face a crisis like this. The following are MSMEs affected by Covid-19 in Riau Province.

Table 1. MSMEs Affected by Covid-19 in Riau Province

No	Regency/City	Number of MSMEs	Number of MSMEs Affected by Covid-19 Before Verified		Number of MSMEs Affected by Covid-19 After Verified	
1	Kampar	45,446	710	MSMEs	1671	MSMEs
2	Pelalawan	13,824	558	MSMEs	4,200	MSMEs
3	Siak	22,948	851	MSMEs	851	MSMEs

¹ Faculty of Economics and Business, University of Riau E-mail: machasin@lecturer.unri.ac.id

² Faculty of Economics and Business, University of Riau

³ Faculty of Economics and Business, University of Riau

⁴ University Maritime Raja Ali Haji

4	Kuansing	21,450	339	MSMEs	581	MSMEs
5	Rokan Hulu	27,074	2,240	MSMEs	2,912	MSMEs
6	Rokan Hilir	34,036	501	MSMEs	440	MSMEs
7	Indragiri Hulu	26,448	404	MSMEs	422	MSMEs
8	Indragiri Hilir	44,891	3,062	MSMEs	941	MSMEs
9	Bengkalis	42,029	2,222	MSMEs	1,411	MSMEs
10	Kep. Meranti	16025	503	MSMEs	511	MSMEs
11	Dumai	20,782	3,462	MSMEs	2,866	MSMEs
12	Pekanbaru	68,728	8,121	MSMEs	7,888	MSMEs
TOTAL		343,681	22,973	MSMEs	23,843	MSMEs

Source: Central Bureau of Statistics, 2022

Based on Table 1, it can be concluded that the MSMEs that were most affected by Covid-19 were in Pekanbaru City, namely 7,888 MSMEs. This indicates that MSMEs still lack competitiveness so with this disaster, MSME actors are unable to survive.

The existence of this problem creates a very complex competition that must be faced by SMEs. With competition, MSME actors will be faced with various opportunities and threats. Therefore, every MSMEs are required to always understand and understand what is happening in the market and what consumers want, and changes in the business environment. MSME actors should minimize their weaknesses and maximize their strengths, in order to be able to have competitiveness and determine strategies that can be used to face competition in the current situation.

In facing this competition, competitive advantage is needed by MSME actors, this is done so that MSME actors are not eroded by the changes that have occurred. Where this singular advantage is very important to note because in business competition both products and services must have distinctive characteristics so that customers can remember and be interested in buying. In addition, the marketing system must be adapted to the conditions of the existing business environment. During the current pandemic, online marketing is a step that must be taken by business people. This strategy must be implemented optimally so that the products they sell can be accepted by the public, besides that they must also provide clear information so that consumers can trust the products being sold.

Competitiveness can be done by improving the quality of human resources for MSME actors, namely by conducting training. The training creates an environment where participants can acquire or learn specific attitudes and skills and behaviors related to entrepreneurship. Besides that, training is given instructions in developing skills that can be directly used by MSME actors, in order to improve their skills so they can advance their business. The training process is focused on carrying out work and applying understanding and knowledge to entrepreneurial activities.

Where effective training greatly influences the skills of MSME actors in entrepreneurship. By combining factors such as correct training techniques, careful preparation, and planning as well as the commitment of MSME actors to the essence of training, training can be formed that is useful and efficient, so as to be able to produce skilled and qualified MSME actors and have good insight. wide.

Therefore, training is needed by MSMEs so that business actors are more skilled. Where there is still a phenomenon regarding training that occurs in MSMEs in Pekanbaru City, namely: there are still many MSMEs who receive minimal training, which is due to the low enthusiasm of MSME actors to attend training, which is because MSME actors think that training is not needed. Where the lack of training obtained by MSME actors has resulted in business actors being unable to innovate so with changes in existing consumers, MSME actors will have great difficulties because they are unable to meet consumer desires.

In addition, competitiveness can also be increased with the motivation of MSME actors. Where MSME actors are unable to survive, one of which is caused by low business motivation. This lack of business

motivation for MSME actors will hamper their work and result in a bad mood. Every MSME actor is not necessarily able to exert all of his abilities to the fullest, therefore there is a need for encouragement from outsiders. Where in fostering business motivation for MSME actors, it is necessary to have a place for discussion so that they are able to exchange opinions.

Everyone who decides to become an entrepreneur should have motivation, this is because motivation is the main basis that the business to be opened can run and develop as planned. In line with opinion, Wibowo (2016) motivation is the impetus for a series of processes of human behavior in achieving goals.

Where there is a phenomenon regarding the motivation of MSMEs in Pekanbaru City, namely: there are still business actors who are unable to sacrifice for the progress of their business, this can be seen from business actors who always survive without making any changes at all in an era of drastic consumer change, so that their business has never advanced. If MSMEs continue to do this, gradually they will not be able to survive and existing businesses will go out of business.

Based on what was described above, the researchers conducted a study entitled "The Role of Training and Business Motivation in Improving the Competitiveness of MSMEs in Post-Covid-19 in Pekanbaru City"

The formulation of the problem in this study are: 1) What is the description of MSME training in Pekanbaru City? 2) What is the description of MSME business motivation in Pekanbaru City?, 3) What is the description of MSME competitiveness in Pekanbaru City?, 4) Does the training affect MSME competitiveness in Pekanbaru City?, and 5) Does motivation affect the competitiveness of MSMEs in Pekanbaru City?

The purpose of this study was to find out: 1) To analyze the description of MSME training in Pekanbaru City, 2) To analyze the description of MSME business motivation in Pekanbaru City, 3) To analyze the description of MSME competitiveness in Pekanbaru City, 4) To determine the effect of training on competitiveness MSME competitiveness in Pekanbaru City, and 5) To determine the effect of business motivation on MSME competitiveness in Pekanbaru City.

LITERATURE REVIEW

MSMEs

Small business restrictions vary from country to country. It can even differ from one agency or technical department to another within a country, both in terms of the aspects of capital, business volume, and aspects of the use of labor. Broadly speaking, the determinants of small businesses can be grouped into quantitative and qualitative criteria. Quantitative criteria, for example, level of technology used, state of management, and access to development messages. Quantitative criteria include the number of workers, asset value, sales turnover, and employment combination. According to Law no. 20 Years 2008 concerning Micro, Small, and Medium Enterprises, namely as follows:

Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in this law.

Small business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branch companies that are owned, controlled or become part of either directly or indirectly from medium-sized businesses or large businesses that meet the criteria for small businesses. as referred to in this law.

Medium Enterprises are productive economic enterprises that stand alone and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or large businesses with total net assets or proceeds from sales annually as regulated in this law

Competitiveness

According to Kuncoro(2007), Competitiveness is a concept of comparing the ability and performance of companies, sub-sectors, or countries to sell and supply goods and or services provided in the market. The

competitiveness of a country can be achieved from the accumulation of the strategic competitiveness of each company. The process of creating added value (value-added creation) is within the scope of the company. According to Porters (2001), competitiveness is productivity which is defined as the output produced by labor. According to the World Economic Forum, national competitiveness is the ability of the national economy to achieve high and sustainable economic growth.

Porters (2013) mentioned that there are several indicators that can measure competitiveness among others:

A competitive price is the company's ability to adjust the price of its production with the general price in the market.

Product quality is the ability of a product to carry out its functions including reliability, accuracy, and repair as well as other valuable attributes.

Flexibility is the variety of products produced and the speed of adjusting to market needs.

Training

Training is a systematic process of changing the behavior of employees in a direction to improve organizational goals. Training can be done at all levels in the organization, at the lower level, training contains teaching how to do a task. Training usually begins with an orientation, which is a process in which employees are given information and knowledge about staffing, organization, and expectations for achieving set goals.

According to Nitisemito (2015), training or training is an activity of a company or agency that intends to be able to improve and develop the attitudes, behavior, skills, and knowledge of employees. Flippo in Hasibuan (2016) training that training is an action to increase the knowledge and skills of an employee to be able to carry out a particular job. According to Rae in Sofyandi (2016), Training is an attempt to increase the knowledge and ability of employees to carry out their work more effectively and efficiently.

Training indicators according to Rae in Sofyandi (2016), namely as follows:

The content of the training, namely whether the content of the training program is relevant and in line with the training needs, and whether the training is up to date

Training methods, whether the training methods provided are appropriate for the subject, and whether the training methods suit the learning styles of the trainees.

Instructor attitudes and skills, namely whether the instructor has attitudes and delivery skills that encourage people to learn.

The length of training time, namely how long it takes to provide the subject matter that must be learned and how fast the tempo of delivering the material is.

Motivation

Badruddin(2015) Motivation is an important process in satisfying various needs and guaranteeing the various interests of organizational members. Winardi(2012) argues that motivation is a potential force that exists within a human being, which can be developed by himself or developed by a number of outside forces, which can affect the results of his performance positively or negatively, which depends on the situation and conditions faced by the person concerned. .

According to Wibowo (2016), motivation is the impetus for a series of processes of human behavior in achieving goals. Meanwhile, according to Hanggraeni (2011), Motivation is a process that explains the intensity, direction, and persistence of an individual to achieve his goals.

According to Zainal (2014), motivation is a set of attitudes and values that influence individuals to achieve specific things according to individual goals. These attitudes and values are invisible things that give strength to encourage individuals to behave in achieving goals.

Giving motivation is given by the leader, while subordinates have only been part of the object of giving motivation. In fact, in giving motivation, it is necessary to make approaches to what kind of expectations the subordinates want. Indicators of motivation according to Makmun(2013)are as follows :

Activity duration

Activity frequency

Fortitude and tenacity in the face of obstacles and difficulties

Sacrifice to achieve goals

Research Framework

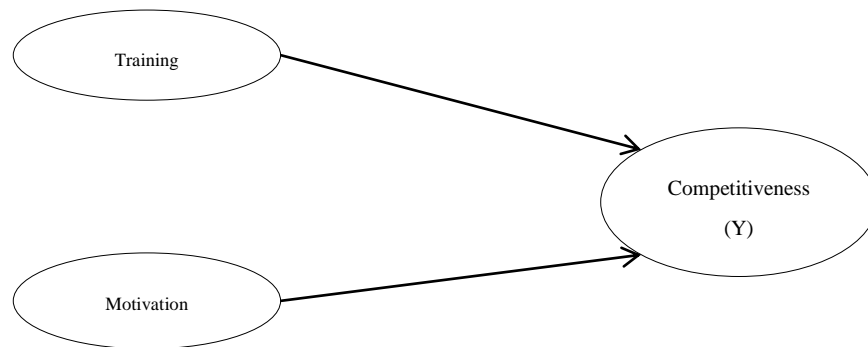


Figure 1. Framework

Hypothesis

Based on the review above, the hypotheses to be tested in this study are:

It is suspected that training has an effect on the competitiveness of MSMEs in Pekanbaru City.

It is suspected that motivation influences the competitiveness of MSMEs in Pekanbaru City.

RESEARCH METHODS

Location and Time of Research

The research location is Pekanbaru City, and the research was conducted for 6 months which took place from June to November 2022.

Population and Sample

The population in this study is MSMEs in the culinary, fashion, and food processing sectors in Pekanbaru City. Meanwhile, in this study, 30 samples were taken for each sector so the total sample was 90 SMEs.

Data Types and Sources

The type of data used in this study is primary data, namely data obtained directly from the first source either from individuals or individuals such as the results of filling out questionnaires conducted by researchers and interviewing related parties, as well as other data related to research. In this study, the primary data source was the results of FGDs conducted with related parties, such as academics, business actors and policymakers. This FGD was conducted to develop a strategy to strengthen business motivation in increasing the competitiveness of MSMEs during and after Covid-19.

Data Collection Technique

Data collection techniques used in this study are:

Questionnaire

This method is carried out by distributing questionnaires to respondents either directly or through Google Forms. The main source of data and information obtained by respondents as a sample using a questionnaire or a questionnaire as a means of data collection.

Focus Group Discussions (FGD)

The Focus Group Discussion (FGD) method is an approach commonly used to collect data/information in qualitative research. This method has the main characteristic of using interaction data resulting from discussions among the participants. The main strength of the FGD method is that it can provide deeper, more informative, and more valuable data than other methods.

Documentation

Documentation is a data collection technique by reading, and observing existing record documents and other published reports.

Data Analysis Method

The method used in analyzing the data in this study is a descriptive method using a qualitative approach. A qualitative approach is considered appropriate because it is in accordance with the research objectives to be achieved, namely knowing the role of training and business motivation in increasing competitiveness in Pekanbaru City. A qualitative approach is used to gain an in-depth understanding of a phenomenon, in this case in accordance with the research objectives to be obtained by the researcher so the qualitative approach is very relevant for use in this study.

In addition, this study also uses a descriptive analysis method (descriptive analysis, which is a method that provides an overview of the actual state of the research object through the collection and compilation of data which is then analyzed and drawn conclusions. While the research technique implemented to support this research is a case study, which reviews the problem faced by organization. This study uses a quantitative analysis approach using *Structural Equation Modelling* (SEM) using the Smart PLS program.

RESEARCH RESULTS AND DISCUSSION

The purpose of this study is to analyze the factors that influence the competitiveness of MSMEs in Pekanbaru City. Therefore, to analyze these problems, the authors use structural modeling (SEM) analysis using the Smart PLS Version 3.2 application. Partial Least Square (PLS) was chosen because it is one of the SEM analysis tools based on variances/components that do not require the fulfillment of various requirements such as data normality and others. Ghozali (2015).

From various previous studies regarding training, motivation, and competitiveness, a model and construction of path diagrams were developed by visualizing the proposed hypotheses in the form of a research framework in order to obtain the output conceptual diagram shown in Figure 1.

The research diagram in Figure 2 can be explained as follows:

There are two latent exogenous variables, namely training variables with 8 manifest variables and motivational variables with 8 manifest variables.

There are latent endogenous variables, namely competitiveness variables with 6 manifest variables.

The relationship between manifest variables and exogenous variables is covariant with the direction of the arrow, as well as the relationship between exogenous and endogenous variables.

The Smart PLS analysis process in this study was carried out in two stages, namely evaluating the measurement (outer) model and testing the structural model (inner model), which are as follows:

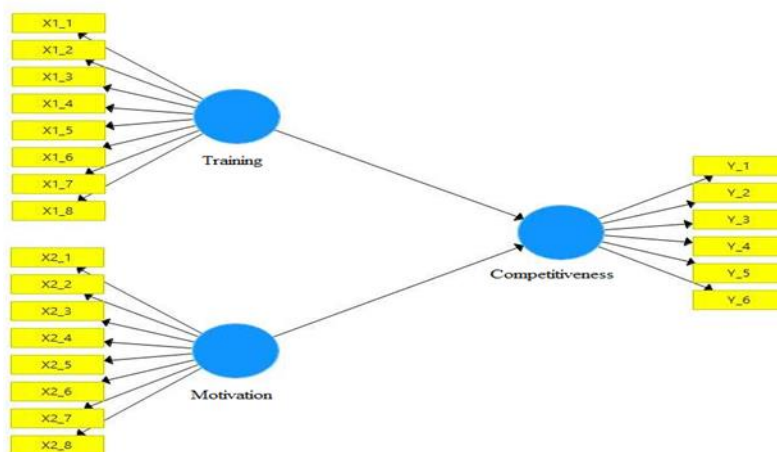


Figure 2. Conceptual Research Diagram

Source: Processed Data, 2022

Evaluation of the Measurement (Outer) Model

Measurement models (*outer models*) describe the relationship between manifest indicators and their latent indicators. The results of the convergent validity test by looking at the outer loading value. According to Ghozali (2015), an indicator is declared valid, if the correlation between an indicator and its construct produces a value greater than 0.70. However, in scale development research, loading 0.50 to 0.60 is still acceptable. In this study, it was determined to use a standard value of 0.50 as a critical limit for the factor loading/outer loading value of an indicator to be declared valid.

Table 2. Construct Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Competitiveness	0.919	0.940	0.938	0.720
Motivation	0.965	0.966	0.970	0.804
Training	0.966	0.997	0.971	0.808

Source: Processed Data, 2022

Table 2 shows that the value *Composite Reliability* nor *Cronbach's Alpha* has fulfilled the requirements, namely with a value above 0.07. Likewise, the AVE value above also meets the requirements because it has a value above 0.50. So it can be concluded that the construct in this study is reliable, which is the overall result *measurement model (outer model)* constructs have met the requirements for further analysis.

Structural Model Testing (Inner Model)

Structural model testing (*inner model*) is performed to determine the construct's ability to explain changes that occur in other constructs. The structural model in PLS is evaluated using R² (*R Square*) which is used to measure the level of variance of changes in the independent variable to the dependent variable. The higher the R² value means the better the prediction of the proposed research model. The R² value generated in this study can be seen in Table 3.

Table 3. R Square Value Results

Variable	R Square
Competitiveness	0.528

Source: Processed Data, 2022

Based on Table 3, it can be concluded that the training and motivation variables are able to explain the variance that occurs in the competitiveness of 0.528 or 52.8%, the remaining 47.2% is influenced by factors outside this study.

Hypothesis Test

In order to answer the formulation of the problem and the research objectives in this study, therefore a hypothesis test was carried out through a significance test which can be seen from the structural model and path coefficients. The structural model is a model built on the relationship between latent variables/manifest variables, which has been tested by analyzing the level of validity and reliability of the manifest variables. Analysis of the results of data management at the PLS full model stage is carried out by testing the significance, which can be seen in Figure 3 and Table 4.

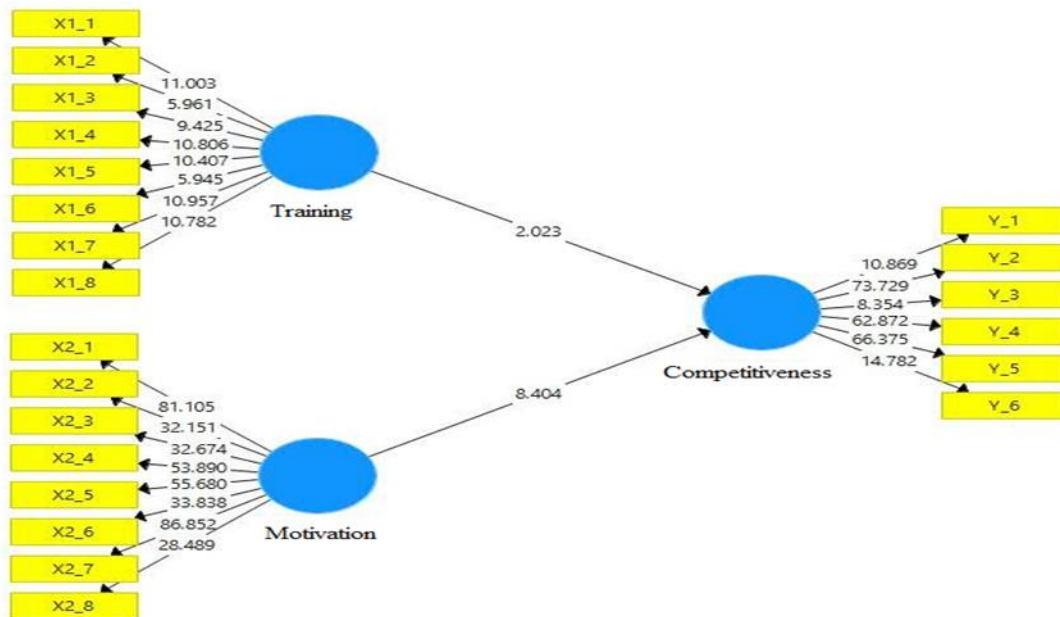


Figure 3. Structural Model Outputs

Source: Processed Data, 2022

Furthermore, to see the significance test can also be seen in Table 4. Based on Figure 3 and Table 4, it can be seen that the structural model obtained from the smartPLS output shows that the influence of exogenous variables on endogenous variables can be seen from the value of the t-statistic. Where by looking at the research hypothesis, the t-statistic value used is 2-tailed at 1.96. When the t-statistic > 1.96, the exogenous variables are able to have a positive and significant influence on the endogenous variables. Conversely, if the t-statistic < 1.96, the exogenous variables are not able to have a positive and significant effect on the endogenous variables. Therefore, to see the influence of exogenous variables on endogenous variables, it can be seen as follows:

The training variable has a t-statistic value of 2.023 > 1.96 and a significance value of 0.044 < 0.05 with a coefficient value of 0.175. This means that training has a positive and significant effect on competitiveness by 17.5%. Thus the more appropriate the training that is attended by MSME actors in Pekanbaru City, the higher the competitiveness of their businesses.

The motivational variable has a t-statistic value of 8.404 > 1.96 and a significance value of 0.000 < 0.05 with a coefficient value of 0.682. This means that motivation has a positive and significant effect on the competitiveness of 68.2%. Thus, the higher the motivation possessed by SMEs in Pekanbaru City, the higher the competitiveness of their businesses.

DISCUSSION OF RESEARCH RESULTS

Description of MSME Training in Pekanbaru City

The following is a recapitulation of respondents' answers regarding MSME training in Pekanbaru City, which can be seen in Table 5.

Table 5. Recapitulation of Respondents' Answers Regarding Training

Variable	Question	Score
Training	Want training	100% answered YES
	How many times have you attended training in one year?	1. < Times (35%) 2. 2-4 Times (39%) 3. > 4 Times (26%)
	Training organizer	1. Government Program (50%) 2. Paid Training (17%) 3. Apps and Websites (33%)
	Suitability of Training with the needs of SMEs	1. Appropriate (10%) 2. Fairly Suitable (60%) 3. Unsuitable (30%)
	By following the training to be innovative and creative	1. Yes (8%) 2. No (92%)
	The training that was attended was able to increase the competitiveness of MSMEs	1. Very Capable (8%) 2. Adequately Capable (53%) 3. Not Able (39%)

Source: Processed Data, 2022

Based on Table 5, it can be concluded that MSMEs in Pekanbaru City have participated in training even though it has not met their needs. This can be seen from those who really want training, besides that, the frequency of MSMEs participating in training is relatively sufficient. Training providers are still dominated by the government, even though the type of training they take part in is still not in accordance with their needs and is not categorized as right on target. This can be seen from the performance of MSMEs after participating in the training which were not able to increase innovation and creativity as well as competitiveness. They run their business only to the extent of their routine instincts and habits. Therefore, training is needed that is right on target, so as to be able to produce innovative and creative MSMEs.

Description of MSME Business Motivation in Pekanbaru City

The following is a recapitulation of respondents' answers about the motivation of MSMEs in Pekanbaru City, which can be seen in Table 6.

Table 6. Recapitulation of Respondents' Answers Regarding Motivation

Variable	Question	Category
Motivation	business motivation	1. High (84%) 2. Enough (16%)
	Motivating party	1. Family (91%) 2. Motivators (9%)
	With the motivation that is owned is able to maintain the business	1. Very Capable (3%) 2. Adequately Capable (65%) 3. Not Able (32%)
	Thinking of closing the business	1. Ever (86%) 2. Never (14%)

Source: Processed Data, 2022

Based on Table 6 it can be seen that the MSME Business Motivation in Pekanbaru City is relatively high at 84%. The high motivation indicates that MSMEs have a strong desire to achieve success. The motivation given came from family members who continued to provide support so that they were able to increase the enthusiasm and spirit of MSMEs, to maintain the current business even though it was in a critical condition. The ability to maintain this business is also supported by the high motivation of MSMEs. Moreover, during the Covid-19 pandemic, all business sectors experienced sluggishness. Because it is a very necessary motivation both internal and external. With the spirit of internal and external motivation, this will be able to arouse the enthusiasm of MSMEs to work harder and be more focused and independent toward optimal and professional results.

Description of MSME Competitiveness in Pekanbaru City

The following is a recapitulation of respondents' answers about the competitiveness of MSMEs in Pekanbaru City, which can be seen in Table 7.

Table 7. Recapitulation of Respondents' Answers Regarding Competitiveness

Variable	Question	Score
Competitiveness	Ability to adapt its business to market demand	1. Very Able (27%) 2. Adequately Capable (51%) 3. Not Able (22%)
	Venture capital	1. Strong (17%) 2. Strong Enough (54%) 3. Not Strong (29%)
	Sales system	Using an offline system 60%, and The remaining 40% use online and offline (100%)
	Price Competition with other businesses	1. Very Capable (12%) 2. Not Able (88%)

Source: Processed Data, 2022

Based on table 7 it can be seen that the competitiveness of MSMEs in Pekanbaru City is relatively inadequate. Where this can be seen from the ability of MSMEs to adjust to market demand is still adequate. This can be analyzed from the ability of SMEs that have not been able to adapt to market demand. So from the aspect of capital, they also have not been able to show strong competitiveness and in general, they experience obstacles in the field of capital.

Furthermore, from the aspect of the marketing system, MSMEs have also not been able to increase their competitiveness, where most 60% are still running their business with a conventional system, and only 40% of MSMEs have been able to carry out a sales system with online and offline systems. This condition causes SMEs to lack competitiveness. From the aspect of pricing, it was found that MSMEs were not able to compete with other similar businesses, especially with other relatively larger businesses. These constraints make it difficult for MSMEs to grow and develop to improve their performance.

Effect of Training on Competitiveness

Based on the research results, proves that training has a positive and significant effect on the competitiveness of MSMEs in Pekanbaru City. This shows that training is able to have a significant influence on competitiveness, meaning that if MSMEs in Pekanbaru City receive appropriate training, the competitiveness of MSMEs will increase. And vice versa if MSMEs receive inappropriate training, the competitiveness of MSMEs will decrease.

If seen from the results of the recapitulation of respondents' responses to the training, they were in the sufficient category. This means that the training attended by SMEs in Pekanbaru City is still not on target, which is caused by the methods used in the training which are still inadequate. Besides that, the training material is also expected by the participants in accordance with the development of their business. Many MSMEs stated that they did not understand the material provided by the instructors in the implementation of the training. Maybe it was caused by the time factor that was too short, the syllabus did not suit the needs of the participants, or the instructor's ability on SMEs was inadequate.

Competitiveness can be done by improving the quality of human resources for MSME actors, namely by conducting training. Targeted training has an impact on increasing the ability of participants to manage their business, besides that, it is also able to change attitudes, skills, and positive behavior related to improving business performance. Ideally, the training program is not only theoretical but is focused on carrying out the work and practice of entrepreneurship. This is in line with research Marin-Diaz et al. (2014) and Hamburg (2014) who argued that training has an effect on competitiveness.

The Effect of Motivation on Competitiveness

Based on the research results, it proves that motivation has a positive and significant effect on the competitiveness of MSMEs in Pekanbaru City. This shows that motivation has a positive and significant influence on competitiveness, thus the higher the motivation possessed by MSME actors, the higher business competitiveness will be. Vice versa if the business motivation of MSME actors is low, the competitiveness of MSME businesses will decrease.

If seen from the results of the recapitulation of respondents' responses to motivation, they are in the sufficient category. Where the statement that gets the highest score is that my business activities are always open every day, meaning that the actors in opening their business have been done every day. This indicates that MSME actors in Pekanbaru City have a good motivation, but the motivation they have is only from the internal side, while for the external motivation, they should ideally get it from partners and especially the government.

Everyone who decides to become an entrepreneur must have high achievement motivation. Motivation is the main basis so that the business to be opened can run and develop as planned. In line with opinion Wibowo (2016) motivation is the impetus for a series of processes of human behavior in achieving goals.

Furthermore, in line with research Shaban et al. (2017) and Samudra (2021) state that motivation influences competitiveness.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research and discussion in the previous chapter, the following conclusions are obtained:

Training for MSMEs in Pekanbaru City has been carried out sufficiently, but the training they have received is not in accordance with their needs so the training they have received is not able to increase business.

The motivation of MSMEs in Pekanbaru City is quite adequate, but the existing motivation has not been able to increase business.

The competitiveness of MSMEs in Pekanbaru City is in the sufficient category, meaning that if all aspects that support competitiveness are not used professionally it will have an impact on MSME business performance.

Training has a positive and significant effect on the competitiveness of MSMEs in Pekanbaru City. The more appropriate the training program provided to MSMEs, the more competitive they will be.

Motivation has a positive and significant effect on competitiveness, the higher the motivation of an MSME, the more competitive it will be.

Suggestion

Things that can be suggested based on the results of the research and the discussion are as follows:

It is better for MSMEs who take part in training to be adjusted to their needs. Therefore, if the Government is going to conduct a training program, it must be based on an analysis of the needs of the participants. Besides that, the instructors and the material provided must really be in accordance with the needs for business development from MSMEs.

It is better if the government and related agencies can provide stimulus to MSMEs in various forms of coaching and assistance. The goal is for MSMEs to get solutions to the business problems they face.

MSMEs individually must be able to improve their competence so as to increase their business competitiveness. Efforts are made by increasing the power of innovation and creativity so that the products it sells are unique compared to other competing products.

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