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The Effect of Promotion Strategies, Service Quality, and Responsibility on the Success Rate of Small and Medium Enterprise Actors at the Uptd PLUT Sumut

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Abstract

Issues such as ineffective promotional strategies, the quality of services provided in the success of the mentoring program, and the ability to respond to the needs and problems faced by SMEs have not been maximized. This study is a quantitative descriptive research using interview techniques, questionnaires, and document analysis. The study population consists of 200 clients, with 133 selected through simple random sampling. The results indicate that the influence of promotional strategies, service quality, and responsiveness simultaneously have a positive effect on the success rate, with F-calculated 15.601 > F-table 2.67 and sig. 0.000 < 0.05. The T-test for promotional strategies shows t-calculated 2.099 > t-table 1.65657 and sig. 0.038 < 0.05, service quality t-value 2.319 > t-table 1.65657 and sig. 0.022 < 0.05, responsibility t-value 3.603 > t-table 1.65657 and sig. 0.000 < 0.05. The adjusted R-square coefficient of determination test result of 0.249 means that 24.9% of the success rate is influenced by promotional strategy, service quality, and responsibility, while the remaining 75.1% is explained by other factors.

Keywords: Promotional strategy, Service quality, Responsibility, Success rate

INTRODUCTION

The Integrated Business Service Centre (PLUT) of North Sumatra is an institution established by the Cooperative and SME Agency to address the needs of Micro, Small, and Medium Enterprises (MSMEs) in the North Sumatra region. The PLUT of North

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Sumatra acts as a facilitator in providing consultation services, business mentoring, and access to information for MSMEs, with the aim of enhancing their competitiveness and business success. For example, UPTD PLUT has facilitated the issuance of over 1,000 Business Identification Numbers (NIB) and Halal certificates. They also conduct training programmes for cooperative and SME mentors and develop village-owned business enterprises. Additionally, they implement the Fast Track Digital (FTD) programme for over 1,000 dignified SMEs. In its role, the UPTD PLUT Sumut continues to develop various programs and strategies to support the success of SMEs. The UPTD PLUT Sumut is located at Jl. Gatot Subroto No. KM 5, RW.6, Kel. Sei Sikambing C. II, Kec. Medan Helvetia, Kota Medan, North Sumatra 20123. One of the key focuses of UPTD PLUT Sumut is the implementation of effective promotional strategies. The right promotional strategies can help UPTD PLUT Sumut introduce its services to SMEs, raise awareness of the importance of PLUT support, and attract more SMEs to utilise the services provided. UPTD PLUT Sumut has implemented several approaches to introduce its services to SMEs in North Sumatra, such as marketing training, public lectures at universities, partnership collaborations with national retail businesses, promotions at trade shows, website development, branding and packaging, facilitating access to promotion and marketing, creating a product gallery for SMEs, outdoor media promotions and collaborations with institutions and agencies specialising in product promotion and marketing. With a strong promotional strategy, the UPTD PLUT Sumut is expected to enhance the involvement and participation of SMEs in the programs offered, which in turn will increase the success rate of SMEs in achieving their business targets.

In addition to promotional strategies, the quality of service provided by the UPTD PLUT Sumut is also a key factor in the success of their support programs. Service quality encompasses various aspects, such as the professionalism of consultants, the speed in providing solutions, and the ability of UPTD PLUT Sumut to understand and meet the needs of SME operators. The quality of service provided by UPTD PLUT is achieved by offering various mentoring services through consultants, covering institutional aspects, human resources, production, financing, and marketing. Additionally, UPTD PLUT Sumut has developed two online-based applications, namely SIKONCO and SI KURASI, which simplify the consultation process and product registration for SMEs across North Sumatra, as well as customer evaluation and feedback. High-quality services can enhance SMEs' trust in UPTD PLUT Sumut and encourage them to continue utilising available services, ultimately contributing to the success of their businesses. Responsibility, or UPTD PLUT Sumut's ability to respond quickly and appropriately to the

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needs and challenges faced by SMEs, also plays a crucial role in the success of the support provided. The ability to provide effective responses not only enhances the satisfaction of SMEs but also strengthens the relationship between the UPTD PLUT Sumut and the SMEs it serves. The UPTD PLUT's responsibilities toward SMEs include providing business mentoring, facilitating access to financing, offering business training, and providing macro-level business empowerment support. Good responsiveness reflects the commitment of UPTD PLUT Sumut in supporting the success of SMEs, and is one of the main indicators of the prompt responsiveness of UPTD PLUT Sumut to SMEs.

In carrying out its functions, the UPTD PLUT Sumut faces various obstacles and challenges that affect the effectiveness of its services to MSME actors. Common issues arising from the UPTD PLUT Sumut's promotional strategies include a lack of awareness among SMEs about the UPTD PLUT Sumut, insufficient understanding of document completion procedures, and the influence of the age of SME operators (over 45 years old), making it difficult for them to grasp digitalisation concepts. Issues related to service quality include ineffective mentoring and training, limited support from the UPTD PLUT Sumut in facilitating access to capital partnerships with banking institutions for SMEs, and the mismatch between the programs provided by the UPTD PLUT Sumut and the current needs of SMEs, as well as the utilisation of the facilities provided. Issues related to responsibility include the UPTD PLUT Sumut's lack of responsiveness to the current needs of SMEs, inconsistent service quality, insufficient evaluation and feedback from activities conducted, and ineffective complaint management. These issues require further identification and analysis to find appropriate solutions. Based on the phenomena observed, the researcher will conduct a study on this organisation and has chosen the title 'The Influence of Promotion Strategies, Service Quality, and Responsiveness on the Success Rate of SMEs at the UPTD PLUT Sumut.' Through this research, it is hoped that the researcher can identify the most influential factors affecting the success of the UPTD PLUT Sumut in supporting SMEs

LITERATURE REVIEW

According to Syah (2023:101), a promotional strategy is a series of steps and tactics designed to promote a company's products, services, or brands with the aim of increasing consumer awareness, interest, and purchases. According to Uluwiyah (2022:11), a promotional strategy is a plan of activities carried out fundamentally in implementing promotional steps to influence consumer attitudes, behaviour, and

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knowledge effectively, thereby achieving the promotional goal of purchasing the offered product. According to Sitorus and Utami (2017:7), marketing promotion strategy is a series of planned activities that optimally utilise promotional elements to attract consumers to make transactions. Based on the above explanations, promotion strategy can be concluded as a series of steps and tactics designed to promote a company's products, services, or brand with the aim of increasing consumer awareness, interest, and purchases. Promotional strategies involve planning and implementing targeted promotional activities to influence consumer attitudes, behaviour, and knowledge, thereby achieving the promotional goal of purchasing the offered product. Thus, effective promotional strategies can help companies increase sales and achieve their objectives.

According to Sulistiyowati (2018:25), service quality can be defined as everything that focuses on efforts to meet consumer needs and desires, accompanied by accuracy in delivering them, thereby creating a balanced alignment with consumer expectations. According to Lupiyoadi (2014:7), service quality is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any transfer of ownership. According to Lovelock et al. (2010:154), the quality of service is the result of an evaluation process where customers compare their perceptions of the service and its outcomes with what they expect. In line with this explanation, service quality can be concluded as everything that focuses on efforts to meet consumer needs and desires with the expected accuracy and suitability. Service quality involves customer evaluation of the service received, which is compared with their expectations. Thus, good service quality can be achieved if the company can meet or exceed customer expectations, thereby creating customer satisfaction and loyalty. Service quality is an important aspect in building long-term relationships with customers and enhancing a company's reputation.

According to Rochmaniah and Sinduwiatmo (2020:17), responsibility is the business actor in managing the company in accordance with applicable laws. According to Dwiyanto (2017:144), responsibility is a measure that shows the extent to which the process of providing public services is carried out in accordance with the principles or provisions of proper administration and organisation that have been established. According to Manossoh (2016:25), the basic principle of responsibility is that companies must comply with laws and regulations and fulfil their responsibilities to society and the environment so that business continuity can be maintained in the long term and they can be recognised as good corporate citizens. In line with this explanation, responsibility is concluded as the obligation of companies or business actors to comply with applicable laws and regulations, as well as to fulfil their responsibilities towards society and the

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environment. This responsibility includes managing the company in accordance with the principles of proper administration and organisation, as well as carrying out activities that do not harm society and the environment. Thus, corporate responsibility is an important aspect in building a reputation as a good corporate citizen and ensuring business sustainability in the long term.

According to Miftah (2020:153), business success is a condition and situation where the business is better than before and achieves its expected goals. According to Noor (2017:397), business success is essentially the success of a business in achieving its goals. According to Suryana (2016:105), business success is the primary objective of a business, with all activities within it aimed at achieving success or achievement. According to Fourqoniah & Aransyah (2020:70), measuring success can be viewed as a fundamental aspect of research work because it influences the results. Based on the narrative, business success is concluded as a condition or state where the business achieves its expected goals, with better results than before. Business success is the primary objective of a business, and all activities within it are directed towards achieving success. Measuring business success is also an important aspect in evaluating results and determining the effectiveness of business strategies. Thus, business success can be measured by the achievement of objectives and expected results.

RESEARCH METHOD

Quantitative methodology was applied in this study to measure the phenomenon under investigation using numerical data and statistical methods. Samples were taken using specific techniques in line with quantitative methods, and the data collected was analysed using statistical techniques to test the research hypothesis (Tjiptono, 2019:5). Quantitative descriptive research was chosen as the type of research to describe the characteristics of the variables studied based on the data obtained in numerical form (Kotler, 2016:11). The results of the analysis of this study are factual descriptions of the variables studied in line with the data collected. The population refers to the totality of the units of analysis that are the focus of the study and have the opportunity to be used as a source of data. A total of 200 SME actors participated in this study as the population at the UPTD PLUT Sumut. There were 70 SME actors from Medan City, 60 from Deli Serdang, 50 from Binjai, and 20 from Langkat. The sample was selected using random sampling technique, which is a random selection method. The techniques applied to obtain data in this study include interviews, questionnaires, and document studies.Furthermore, validity activities were conducted to verify the suitability of the

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questionnaire content with the measurement objectives set by Ghozali (2016:52). A questionnaire is considered valid if its questions can generate the data needed to assess the object being studied. The validity level of an instrument, whether high or low, indicates the extent to which the collected data aligns with the characteristics of the variables being measured. To assess this, the researcher used Pearson's bivariate correlation as the testing criterion. If r calculated ≥ r table (0.361), H0 is rejected; H1 is accepted (valid), If r calculated ≤ r table (0.361), H0 is accepted; H1 is rejected (invalid)

Ghozali (2016:47) states that the approach used to evaluate items in a questionnaire is used as a representation of a variable or construct. Reliability refers to the stability of respondents' answers over time when completing the same questionnaire. The assessment of questionnaire reliability is carried out in three stages. If Cronbach's alpha (α) < 0.60: low or inadequate reliability, If Cronbach's alpha (α) 0.60 – 0.79: sufficient or acceptable reliability, If Cronbach's alpha (α) 0.80: high or adequate reliability. A histogram is considered normal if the test results show that the data is evenly distributed in a bell shape and does not deviate to the right or left, while a probability plot is considered normal if all data points are distributed along the diagonal line and no values are outside those limits. Significant value > 0.05, normal distribution and Significant value < 0.05, non-normal distribution

Miftah (2020:18) multicollinearity occurs when the independent variables in a regression model have a very strong or nearly perfect linear relationship. This process is intended to test the existence of relevant relationships between the independent variables in the model. A model is considered free of multicollinearity if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10. If the significance value (Sign) > 0.05, then there is no heteroscedasticity in the regression model. The R Square (R^2) value is a coefficient of determination. In percentage form, this statistic measures the degree to which the model explains the relationship between independent variables (responsibility, service quality, and promotional strategy) and the dependent variable (success rate). The purpose of this study is to examine whether the independent variables, namely responsibility, service quality, and promotional strategy, influence the dependent variable, namely success rate. At a significance level of 5% (α = 0.05), the F-test value will be compared to the F-table value. The following are the conditions for testing the hypothesis in the F-test: H_0 is accepted if $F_{calculated} \leq F_{table}$ at a significance level of α = 5% and H_1 is accepted if $F_{calculated} > F_{table}$ at a significance level of α = 5%. To evaluate the presence of independent variables in the regression model, namely responsiveness, service quality, and the influence of promotional strategies on the dependent variable,

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namely success rate. H_0 is accepted if $t_{calculated}$ is between –ttable and ttable and H_1 is accepted if the $t_{calculated}$ value is less than–t_{table} or greater than t_{table}

RESULT AND DISCUSSION

Research Results

Descriptive Statistical Analysis

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion Strategy	133	18	31	25.33	2.605
Quality of Service Responsiveness	133	22	41	31.53	3.603
Success Rate	133	15	32	25.08	3.214
Valid N (listwise)	133	6	24	18.21	3.328

In the promotion strategy (X1), a sample of 133 respondents, the minimum value is 18 units at respondent numbers 8, 12, 43, 81 and the maximum value is 31 units at respondent number 16, the Mean value is 25.33 and the Standard Deviation is 2.605. In service quality (X2), a sample of 133 respondents, the minimum value is 22 units at respondent number 12 and the maximum value is 41 units at respondent number 16, the Mean value is 31.53 and the Standard Deviation is 3.603. For the responsibility variable (X3), the average score of 133 respondents is 25.08, with a standard deviation of 3.214. Respondent number 17 has the lowest score of 15, while Respondent number 11 has the highest score of 32. The success rate (Y) of 133 respondents in the sample has a Mean value of 18.21 and a Standard Deviation of 3.328. Respondent number 12 has the lowest score of 6, while respondents number 4, 11, 12, 31, 34, 42, 68, 118, and 121 have the highest score of 24.

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Normality Test
Test graph
***a. Histogram* graph**

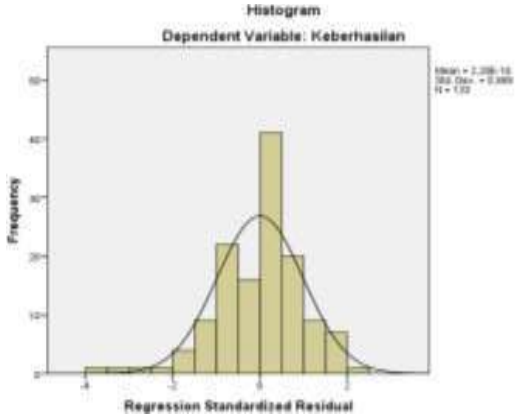


Figure 1: Histogram Graph

The bell-shaped curve in the graph above is symmetrical, not leaning to one side, it can be said that the test data follows a normal distribution.

b. Graph *probability plot* (*Normal P-plot Regression Standardised*)

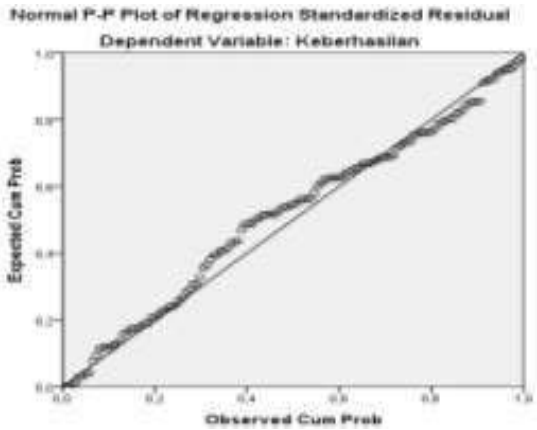


Figure 2: *Probability plot* graph

On the graph, the majority of data points on the graph are close to the diagonal line, indicating that the data fulfils the assumption of normal distribution.

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Statistical test (*Kolmogorov-Smirnov* method)

Table 2: *One-Sample Kolmogorov-Smirnov Test*

		Unstandardised Residual
N		133
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	2.85091729
Most Extreme Differences	Absolute	0.095
	Positive	0.052
	Negative	-0.095
Kolmogorov-Smirnov Z		1.092
Asymp. Sig. (2-tailed)		0.184

Asymp. Sig. (2-tailed) value measured from the data output is 0.184. Since this value exceeds 0.05, the residuals are considered normally distributed.

Multicollinearity Test

Table 3: Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promotion Strategy	0.819	1.220
	Service Quality	0.830	1.204
	Responsiveness	0.787	1.271

Based on the test results, the tolerance values for the responsibility, service quality, and promotion strategy variables are 0.787, 0.819, and 0.830, respectively, which are all higher than the 0.10 limit. In addition, the VIF values for promotion strategy (1.220), service quality (1.204), and responsibility (1.271) are all less than 10. The multicollinearity test indicates that the independent variables in the model do not have a high linear relationship with each other.

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Heteroscedasticity Test
***Scatterplot* Graph Test**

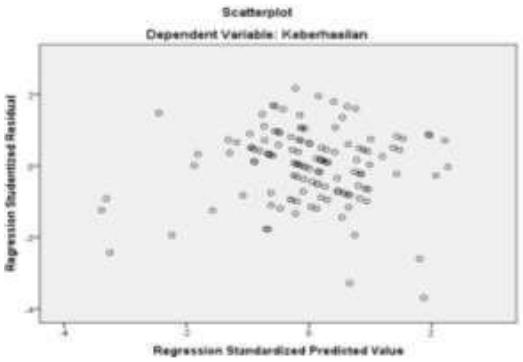


Figure 3: *Scatterplot* Graph

The Y-axis on the distribution of points on the *scatterplot* is not patterned and spread evenly around the zero line, this result indicates that the regression model has fulfilled the homoscedasticity requirement in order to produce valid and efficient estimates.

Glejser Test

Table 4: Glejser Test

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.760	1.894		1,985	0.049
	Promotion Strategy	-0.024	0.068	-0.034	-0.349	0.728
	Service Quality	-0.060	0.049	-0.118	-1.232	0.220
	Responsiveness	0.036	0.056	0.064	0.647	0.519

The values for responsiveness (0.519 > 0.05), service quality (0.220 > 0.05), and promotional approach (0.728 > 0.05) all pass the 0.05 limit, indicating no heteroscedasticity problem based on the Glejser test results. This means that there is no heteroscedasticity problem in the data (the assumption of homogeneity of variance in the regression model is met).

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Table 5: Success Rate

Model		Unstandardised Coefficients		Standardised Coefficients
		B	Std. Error	Beta
1	(Constant)	-0.995	2.968	
	Promotion Strategy Service	0.223	0.106	0.175
	Quality	0.177	0.076	0.192
	Responsiveness	0.317	0.088	0.306

Success Rate = -0.995 + 0.223 Promotion strategy + 0.177 Service quality + 0.317 Responsiveness + 5%

The constant -0.995 illustrates that without a promotion plan, service quality, and responsibility, success will be at a value of -0.995 units. The positive coefficient of 0.223 on the promotion strategy variable indicates that a one unit increase in this variable, assuming no change in other factors, will increase the success rate by 0.223 units. Service quality assuming other factors remain constant, a one-unit increase in service quality is expected to increase the success rate by 0.177 units, as reflected in the positive regression coefficient. Responsibilty assuming other factors remain unchanged, a one-unit increase in responsibility is directly proportional to an increase in the success rate of 0.317 units, as reflected by the positive regression coefficient.

Test $R^{(2)}$ (Coefficient of Determination)

Table 6: R^2Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.516[a]	0.266	0.249	2.884

The *Adjusted R square* generated from the coefficient of determination analysis is 0.249, indicating that 24.9% of changes in the success rate variable are explained by the promotion, service quality, and responsibility variables, while the other 75.1% component is determined by external factors not included in the model (100% minus 24.9%).

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F Test (Simultaneous Test)

Table 7: F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	389.245	3	129.748	15.601	0.000[b]
	Residuals	1072.860	129	8.317		
	Total	1462.105	132			

The simultaneous test (F Test) resulted in an F_{count}value of 15.601 with a significance of 0.000 <0.05 and the value is higher than $F_{(table)}$ 2.67, so H1 is accepted and H0 is rejected. So, responsibility, service quality, and promotion strategy collectively contribute to the success rate.

T Test (Partial Test)

Table 8: T-test

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.995	2.968		-0.335	0.738
	Promotion Strategy	0.223	0.106	0.175	2.099	0.038
	Service Quality	0.177	0.076	0.192	2.319	0.022
	Responsiveness	0.317	0.088	0.306	3.603	0.000

The $t_{calculated}$ value for the promotion strategy of 2.099> t_{table} 1.65657 and a significance of 0.038 <0.05 based on the partial t test indicates that the hypothesis H1 is accepted and H0 is rejected, indicating that the promotion strategy plays a partially significant role in increasing the success rate of MSME actors at UPTD PLUT SUMUT. The $t_{calculated}$ value of 2.319> t_{table} 1.65657 and a significance value of 0.022 <0.05 based on the partial t test indicates that H2 is accepted and H0 is rejected. This evidence indicates that service quality has a significant and posi tive impact on the success rate of MSME actors at UPTD PLUT SUMUT. The partial t test revealed that the responsiveness variable has a significant and positive impact on the success rate of MSMEs at UPTD

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PLUT SUMUT, with a $t_{calculated}$ value of 3.603 which exceeds t_{table} 1.65657 and a significance value of 0.000 <0.05. Thus, H3 is accepted and H0 is rejected

DISCUSSION

The effect of promotional strategies on success rates

The t-test results indicate that the promotional strategy has a calculated t-value of 2.099 > t-table value of 1.65657 and a significance level of 0.038 < 0.05. This means that the promotional strategy partially has a positive effect that contributes statistically to the success of MSMEs at UPTD PLUT SUMUT, so H1 is accepted and H0 is rejected. Therefore, hypothesis H1 is accepted. The findings in this study align with those obtained by Wahab et al. (2024) in their study titled 'The Influence of Working Capital, Promotion, and Business Management on Business Success in SMEs in Mamuju Regency.' In that study, the promotion variable (X2) showed a positive relationship. This means that an increase in promotion efforts leads to a higher level of business success. The significance value of the promotion variable (X2) of 0.009 < 0.05 confirms that promotion has a positive partial contribution to the success of SMEs in Mamuju Regency. According to Pramono et al. (2019:80), promotion influences sales success, prompting companies to allocate significant budgets for promotion, as it is considered an effective strategy to boost sales and introduce products to consumers.

The influence of service quality on the level of success

The t-test analysis reveals that service quality has a positive contribution to the success of SMEs at the UPTD PLUT SUMUT, with a calculated t-value of 2.319 > t-table 1.65657 and significance of 0.022 < 0.05. Therefore, H2 is accepted and H0 is rejected. This study confirms the findings obtained from the research by Ibrahim, L. and Subiyantoro, H. (2020) titled 'The Influence of Service Quality on the Success of Cooperatives through Member Participation as an Intervening Variable.' The study demonstrates that service quality has a positive influence on the success of cooperatives, with a significance level of 0.000 (less than 0.05), thus accepting the alternative hypothesis (Ha) and rejecting the null hypothesis (H0). According to Sari & Subiyantoro (2020:116), the quality of service provided by cooperatives is the primary factor determining how well cooperatives can meet the financial needs of their members while also generating benefits for the cooperatives themselves.

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The influence of responsibility on the level of success

The calculated t-value of 3.603, which is higher than the table t-value of 1.65657, and the significance level of 0.000 below 0.05, indicate that responsibility significantly and positively influences the success of MSMEs at the UPTD PLUT SUMUT. These results align with the findings in the study by Utama, D.A. and Setiyani, R. (2014) titled 'The Influence of Transparency, Accountability, and Financial Management Responsibility in Schools on Teacher Performance.' The partial test shows a t-value of 2.092 and a significance level of 0.039. Since the t-value is greater than 2 and the significance level is less than 0.05, this indicates that financial management accountability in schools significantly influences teacher performance. Therefore, financial management accountability in schools has a positive impact on teacher performance in the old RSBI State Schools spread throughout the city of Semarang. According to Rahadian and Rusantono (2015:138), responsibility and work behaviour are two key factors influencing the success of employees in performing their duties.

CONCLUSION

Based on the results of the partial t-test, the promotional strategy t-value of 2.099 > t-table 1.65657 with significance 0.038 < 0.05. Therefore, H1 is accepted and H0 is rejected, meaning that the promotional strategy has a positive and significant effect on the success rate of MSMEs at UPTD PLUT SUMUT, thus accepting hypothesis H1. Furthermore, the results of the partial t-test show that the quality of service t-value is 2.319 > t-table 1.65657 with a significance level of 0.022 < 0.05. Therefore, H2 is accepted and H0 is rejected, meaning that the quality of service partially has a positive and significant effect on the success rate of SME actors at the UPTD PLUT SUMUT. Thus, the H2 hypothesis is accepted. The results of the partial t-test show that the calculated t-value for responsiveness is 3.603 > t-table 1.65657 and the significance level is 0.000 < 0.05. Therefore, H3 is accepted and H0 is rejected, meaning that responsiveness partially has a positive and significant effect on the success rate of MSME actors at UPTD PLUT SUMUT. Thus, hypothesis H3 is accepted. From the F-test results, the calculated F value is 15.601 > Ftable 2.67 with a significance probability level of 0.000 < 0.05. Therefore, H1 is accepted and H0 is rejected, meaning that promotional strategies, service quality, and responsibility simultaneously have a positive and significant effect on the success rate. The results of the coefficient of determination test yielded an Adjusted R-square value of 0.249, meaning that 24.9% of the variation in success rates can be explained by variations in promotional strategies, service quality, and responsibility, while the remaining 75. 1%

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(100% - 24.9%) can be explained by other variables. The results of this study indicate that the most influential variable on the success rate (Y) is the responsibility variable (X3) with a t-value of 3.603, followed by the service quality variable (X2) with a t-value of 2.319, and the promotional strategy variable (X1) with a t-value of 2. 099. Thus, this study shows that promotion strategy, service quality, and responsibility are important factors influencing the success rate of SME actors at the UPTD PLUT SUMUT.

Negotiation leads to solving disputes and arguments in the business setup which may, in turn, worsen the working atmosphere, if it is unsolved. Negotiators are expected to explore numerous alternatives in solving a problem. To ease the task of finding numerous alternatives, negotiators have to excel in better communication. Negotiation skill is the key for getting on in the workplace setup and it further aids in resolving conflicts. In the lieu of maintaining relationships, it is highly essential to resolve conflict. Negotiation skills can be categorized under soft skills. The sub-skills associated with negotiation include communication skills, persuasive skills, planning skills, strategizing skills, and cooperating skills.

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