

THE INFLUENCE OF WORKFORCE, BUSINESS EXPERIENCE, AND BUSINESS LOCATION ON THE PERFORMANCE OF NAIL ART MSMEs IN PANTAI LABU DISTRICT, DELI SERDANG REGENCY

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Abstract

This study aims to analyze the influence of workforce, business experience, and business location on the performance of Micro, Small, and Medium Enterprises (MSMEs) Nail Art in Pantai Labu District, Deli Serdang Regency. This study uses a quantitative approach with an associative method with a population of 30 respondents also used as research samples through total sampling techniques. Data collection techniques are carried out by distributing questionnaires that have been tested in advance through validity and reliability tests to ensure that the instruments used are feasible and consistent. Furthermore, the data are analyzed using a series of statistical techniques, namely the classical assumption test (normality test, multicollinearity, and heteroscedasticity), multiple linear regression test, partial test (t test), simultaneous test (F test), and analysis of the coefficient of determination (R Square). The results of the study indicate that partially the variables of workforce, business experience, and business location each have a significant effect on the performance of MSMEs with a significance value of $0.000 < 0.05$. Simultaneously, the three variables also show a significant effect on the performance of MSMEs with a significance value of $0.000 < 0.05$. The R Square value of 0.917 indicates that 91.7% of the variation in MSME performance can be explained by the three independent variables while the remaining 8.3% is explained by other factors outside the model such as promotional strategies, product innovation, and external business conditions. Thus, it can be concluded that competent workers, adequate business experience, and strategic business locations are the main factors that determine the performance of Nail Art MSMEs in Pantai Labu District. This study provides an empirical contribution in strengthening MSME empowerment planning based on internal and external factors in an integrated manner.

Keywords: *Workforce, Business Experience, Business Location, Performance of MSMEs*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are an important sector in economic development in Indonesia. According to the Ministry of Cooperatives and MSMEs of the Republic of Indonesia (2021), MSMEs contribute about 60% to the Gross Domestic Product (GDP) and absorb more than 97% of the national workforce. MSMEs play a role in driving local economic growth, reducing unemployment, and improving community welfare. Therefore, strengthening the MSME sector is a priority in the national development agenda. One important indicator of ideal Micro, Small, and Medium Enterprises (MSMEs) is good business performance. The performance of MSMEs is generally measured from various aspects such as revenue growth, number of customers, net profit, operational efficiency, and the ability to survive and grow. According to Suryana (2016), the performance of MSMEs is not only influenced by products and capital alone but also by human resources, business experience, and operational location. These three factors often serve as the main differentiators between stagnant MSMEs and those that successfully develop. According to Wibowo (2018), professional and competent labor significantly contributes to achieving business targets, especially in service sectors such as beauty services. In a study conducted by Fitriani and Putra (2020), it was found that SMEs with adequately trained and skilled labor show a revenue increase of up to 30% within a year. The following are the results of a pre-survey of 15 SMEs in Pantai Labu District:

THE INFLUENCE OF WORKFORCE, BUSINESS EXPERIENCE, AND BUSINESS LOCATION ON THE PERFORMANCE OF NAIL ART MSMEs IN PANTAI LABU DISTRICT, DELI SERDANG REGENCY

Nadia Sukawati et al

No	Workforce	Number of Perpetrators	Presentation (%)
1	Independent business (without employees)	9	60,0%
2	Have 1–2 employees	5	33,3%
3	Having more than 3 employees	1	6,7%
Total		15	100%

Source: Data Processed By The Author, 2025

Based on the table, it is obtained that the majority of business actors are still running their businesses independently. Of that number, 9 business actors (60%) do not have additional workforce and manage all business activities themselves. Then, 5 business actors (33.3%) are assisted by 1 to 2 workers, while only 1 business actor (6.7%) has employed more than 3 employees. Business experience is the knowledge and skills gained by Micro, Small, and Medium Enterprises (MSMEs) through time and direct involvement in business activities. According to research by Pranoto and Sari (2017), MSME actors with more than five years of business experience have better abilities in financial management, marketing strategies, and product development. The following are the results of a pre-survey of 15 MSME actors in Pantai Labu Subdistrict:

No	Business Experience Category	Number of MSME Actors	Presentation (%)
1	Less than 2 years	6	40,0%
2	2 to 5 years	7	46,7%
3	More than 5 years	2	13,3%
Total		15	100%

Source: Data Processed By The Author, 2025

Based on table, it was found that the majority of business actors have business experience ranging from 2 to 5 years. Out of the total respondents, 6 business actors (40%) have recorded that they have been running their business for less than 2 years, while 7 business actors (46.7%) have experience ranging from 2 to 5 years. Meanwhile, only 2 business actors (13.3%) have more than 5 years of experience. The location of the business is an external factor that greatly influences customer accessibility, business visibility, and growth potential. According to Kotler and Keller (2016), location is a key element in the physical marketing mix (place) that significantly determines the success of service businesses. Meanwhile, research findings by Yuliana and Hamid (2020) state that SMEs with strategic locations demonstrate higher financial performance. The following are the results of a pre-survey of 15 Nail Art SMEs in Pantai Labu District:

No	Business Location Category	Number of MSME Actors	Presentation (%)
1	Strategic location (main road/busy center)	5	33,3%
2	Closed location (house/inside alley)	10	66,7%
Total		15	100%

Source: Data Processed By The Author, 2025

Based on the table above, it is known that only 5 business actors (33.3%) have their business locations in strategic areas, such as on the main roads, near markets, schools, or shopping centers. Meanwhile, 10 business actors (66.7%) run their businesses from home or places that are less visible to the public. Based on the background of the problems that have been described, the author intends to conduct research focusing on the influence of labor, business experience, and business location on the performance of nail art SMEs that are developing in Pantai Labu District, Deli Serdang Regency.

LITERATURE REVIEW

Work Force

The workforce is an important element in the operations of MSMEs, directly involved in the production process, business management, and customer service. According to Putra and Sari (2021), "The MSME workforce is human resources with technical and managerial skills that contribute to the effective and efficient operation of the business".

Business Experience

According to Fitriani and Hidayat (2021), "The experience of entrepreneurship is a series of learning processes obtained by entrepreneurs through direct interaction with business activities, including facing market challenges, managing finances, and building relationships with customers." The longer a person runs a business, the higher the level of expertise and managerial skills they possess.

Business Location

According to Sari and Hadi (2021), "The location of a business is a key factor that influences consumer attraction and the smoothness of business activities, especially for MSMEs that rely on the local market and surrounding environment." The appropriate placement of a business can facilitate product distribution and reduce logistics costs.

METHOD

This type of research is associative quantitative research. Quantitative research is used because the researcher wants to measure the relationship between variables using numerical data, as well as conduct hypothesis testing statistically. Associative research aims to determine the relationship or influence between two or more variables. According to Sugiyono (2021), "Quantitative research is a research method based on positivism, used to study a specific population or sample, and data collection using research instruments with quantitative/statistical data analysis." Meanwhile, associative research is used to understand the relationship between two or more variables (Sugiyono, 2021).

Population

Population is a generalized area consisting of subject objects that have certain qualities and characteristics applied by researchers to be studied and then conclude (Sugiyono, 2021). The population of this study is all MSME actors engaged in the Nail Art service sector in Pantai Labu District, Deli Serdang Regency, totaling 30 people.

Sample

Based on the relatively small population size, the sampling technique used is total sampling (saturated sampling). This technique is used when the population size is relatively small and it is feasible to use the entirety of the population as a sample. According to Sugiyono (2021), 'Saturated sample is a sampling technique where all members of the population are used as samples.' This technique is considered appropriate because the researcher can obtain comprehensive and accurate data from all available members of the population. Thus, the sample size in the study consists of 30 micro and small enterprise workers, which is also the total population.

Data Collection Techniques

Questionnaire

The main technique used in this study is the questionnaire, which is a systematically organized list of questions provided to respondents to be filled out based on their experiences and knowledge. This questionnaire is based on indicators from several variables, namely labor (X1), business experience (X2), business location (X3), and MSME

performance (Y). The questionnaire is structured in a five-point Likert scale, with statements reflecting the indicators of each variable. Respondents are asked to provide responses to each statement based on their level of agreement from 'Strongly Agree' to 'Strongly Disagree'. This questionnaire was distributed directly to Nail Art MSME practitioners located in Pantai Labu District, Deli Serdang Regency.

Documentation

In addition to questionnaires, the researchers also used documentation techniques to obtain secondary data. This technique involves collecting data and information from relevant official documents such as the profiles of the relevant SMEs, the number of business actors in Pantai Labu District, and others. This documentation aims to strengthen and support the findings obtained from the questionnaires and to provide a more comprehensive picture of the condition of the Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.

Data Analysis Techniques

Data analysis is the processing of data obtained using formulas or rules that are in accordance with the research approach. Data processing and analysis is conducted using the Statistical Product and Service Solutions (SPSS) program.

Research Instrument Test

Validity Test

The validity of the instrument is a measure that indicates the level of accuracy of the measuring tool in measuring the constructs or variables being studied (Sugiyono, 2021). The validity test data was obtained from a trial survey on 30 respondents who have similar characteristics to the main sample. The decision-making method based on the Significance Value ($\alpha = 0.05$) includes:

1. If $r_{\text{count}} > r_{\text{table}}$, it means the correlation is significant, indicating a strong relationship between the item and the total score, so the item is valid.
2. If $r_{\text{count}} < r_{\text{table}}$, the correlation is not significant, thus the item is invalid.

Reability Test

The reliability of an instrument measures the consistency or stability of a measuring tool in producing the same data when used repeatedly under the same conditions (Sugiyono, 2021). The decision-making method in reliability testing using the SPSS application includes: 1. A Cronbach's Alpha value ≥ 0.70 is considered reliable and can be used for research. 2. If the Cronbach's Alpha value < 0.70 , the instrument is considered less reliable and needs improvement, such as revising or removing items that reduce reliability.

Descriptive Statistical Test

Descriptive statistics are used to provide an overview or summary of research data quantitatively without conducting hypothesis testing. This statistic aims to understand the characteristics of data from the studied variables, such as mean, median, mode, standard deviation, minimum, and maximum values (Sugiyono, 2021).

Classical Assumption Test

Normality Test

Normality test is one of the classical assumption tests conducted to determine whether the residual data in the regression model is normally distributed. The decision-making process for the normality test through the SPSS application is as follows:

1. If the significance value (p-value) > 0.05 , then the data is normally distributed, thus the normality assumption is met.
2. If the significance value (p-value) ≤ 0.05 , then the data is not normally distributed, thus the normality assumption is not met.

Multicollinearity Test

Multicollinearity testing is conducted to determine whether there is a high linear relationship between independent variables in the regression model. To test for multicollinearity, one can look at the Tolerance value and Variance Inflation Factor (VIF) for each independent variable as follows:

1. If the Tolerance value > 0.10 and the VIF value < 10 , then multicollinearity does not occur, and the independent variables can be used in the regression model.
2. If the Tolerance value ≤ 0.10 and/or the VIF value ≥ 10 , then multicollinearity occurs, indicating that the variable is problematic and needs to be reviewed or removed from the model.

Heteroscedasticity Test

Heteroscedasticity testing is conducted to determine whether there is a variance inequality of residuals at each predicted value in the regression model. In this study, the heteroscedasticity test was performed using the Scatterplot method and the Glejser statistical test through the SPSS program. The decision-making process for the heteroscedasticity test using the SPSS application includes:

1. Look at the significance (Sig.) value of each independent variable.
2. If the Sig. value > 0.05 , then there is no heteroscedasticity.
3. If the Sig. value ≤ 0.05 , then heteroscedasticity symptoms are present.

Multiple Linear Regression Test

This multiple linear regression test is used to determine whether there is an influence of labor, business experience, and business location on the performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency. In an effort to address the issues in this study, multiple linear regression analysis is used. In this analysis, it can be seen how the independent variables, namely Labor (X1), Business Experience (X2), and Business Location (X3), affect (positively or negatively) the dependent variable, which is the performance of Nail Art SMEs (Y).

The form of the multiple linear regression equation used in this study is as follows :

$$Y = a + b1.x1 + b2.x2 + b3.x3$$

Research Hypothesis Testing

Partial Significance Test (t-test)

Partial significance tests or t-tests are used to determine the extent of the influence of each independent variable on the dependent variable individually (partially) in a multiple linear regression model. Note the Significance (Sig.) values in the Coefficients table for each independent variable as follows:

1. If the Sig. value ≤ 0.05 , then the independent variable has a significant effect on the dependent variable, thus H0 is rejected, Ha is accepted.
2. If the Sig. value > 0.05 , then the independent variable does not have a significant effect on the dependent variable, thus H0 is accepted, Ha is rejected.

Simultaneous significance test (F test)

The simultaneous significance test or F test is used to determine whether all independent variables in the regression model collectively (simultaneously) have a significant effect on the dependent variable. Refer to the ANOVA (Analysis of Variance) table, specifically in the Significance (Sig.) section as follows:

1. If the Sig. value ≤ 0.05 , then all independent variables have a simultaneous effect on the dependent variable and thus H0 is rejected, Ha is accepted.
2. If the Sig. value > 0.05 , then all independent variables do not have a simultaneous effect on the dependent variable and thus H0 is accepted, Ha is rejected.

Test of the Coefficient of Determination (R Square)

In quantitative research, especially those using linear regression analysis, the coefficient of determination test (R Square) is used to determine the extent of the influence of independent variables on dependent variables simultaneously.

RESULTS AND DISCUSSION

Research Instrument Test

Validity Test

In this validity test, data from 30 respondents is used, so $df = 30 - 2 = 28$ with a rtabel value of 0.361. The

THE INFLUENCE OF WORKFORCE, BUSINESS EXPERIENCE, AND BUSINESS LOCATION ON THE PERFORMANCE OF NAIL ART MSMEs IN PANTAI LABU DISTRICT, DELI SERDANG REGENCY

Nadia Sukawati et al

following are the results of the validity test for 30 respondents:

Variable	Indicator Code	r-count	r-table	Result
WorkForce (X1)	X1.1	0,713	0,361	Valid
	X1.2	0,846	0,361	Valid
	X1.3	0,799	0,361	Valid
	X1.4	0,858	0,361	Valid
	X1.5	0,711	0,361	Valid
Business Experience (X2)	X2.1	0,529	0,361	Valid
	X2.2	0,620	0,361	Valid
	X2.3	0,794	0,361	Valid
	X2.4	0,529	0,361	Valid
	X2.5	0,673	0,361	Valid
Business Location (X3)	X3.1	0,806	0,361	Valid
	X3.2	0,761	0,361	Valid

Source: Data Processed By The Author, 2025

Overall, these results affirm that all indicators in the research instrument are suitable for measuring each variable as they have met the validity standards. The item formulation is appropriate and can proceed to the next stage of data analysis.

Reability Test

A questionnaire is said to be reliable if a person's answers to the statements are consistent or stable over time. The following are the results of the reliability test conducted with 30 respondents:

Reliability Statistics	
Cronbach's Alpha	N of Items
0,951	20

Source: Data Processed By The Author, 2025

The results showed that the Cronbach's Alpha value for all variables of Labor, Business Experience, Business Location, and MSME Performance is greater than 0.70, specifically $0.951 > 0.70$, thus it can be concluded that the instrument used in this research is reliable.

THE INFLUENCE OF WORKFORCE, BUSINESS EXPERIENCE, AND BUSINESS LOCATION ON THE PERFORMANCE OF NAIL ART MSMEs IN PANTAI LABU DISTRICT, DELI SERDANG REGENCY

Nadia Sukawati et al

Descriptive Statistical Test

Explanation	Total	Persentation
Gender		
Male	0 person	0%
Female	30 person	100%
Total	30 person	100%
Age		
< 20 years old	3 person	10%
20-29 years old	17 person	56,7%
30-39 years old	10 person	33,3%
40-49 years old	0 person	0%
≥ 50 years old	0 person	0%
Total	30 person	100%
Last Education		
Primary School	0 person	0%
Middle School	2 person	6,7%
High School	24 person	80%
Associate Degree /D3	0 person	0%
Bachelor's Degree (S1)	4 person	14,3%
Master's Degree (S2)	1 person	3,3%
Total	30 person	100%
Duration Of The Nail Arts Business		
< 1 years	5 person	16,7%
1-3 years	19 person	63,3%
4-6 years	5 person	16,7%
> 6 years	1 person	3,3%
Total	30 person	100%
Number of Workforce		
1 person	14 person	46,7%
2-3 person	10 person	33,3%
4-5 person	4 person	13,3%
> 5 person	2 person	6,7%
Total	30 person	100%
Business Location		
Home	3 person	10%
Shop House	8 person	26,7%
Stall in the Market	14 person	46,7%
Others	5 person	16,7%
Total	30 person	100%

THE INFLUENCE OF WORKFORCE, BUSINESS EXPERIENCE, AND BUSINESS LOCATION ON THE PERFORMANCE OF NAIL ART MSMEs IN PANTAI LABU DISTRICT, DELI SERDANG REGENCY

Nadia Sukawati et al

Overall, the characteristics of the respondents indicate that Nail Art businesses in Pantai Labu Subdistrict are dominated by young women with secondary education, who have relatively new business experience and operate on a small scale. This background is important in analyzing the influence of workforce, business experience, and business location on the performance of Nail Art SMEs in Pantai Labu Subdistrict, Deli Serdang Regency, North Sumatra.

Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,31841220
Most Extreme Differences	Absolute	0,137
	Positive	0,064
	Negative	-0,137
Test Statistic		0,137
Asymp. Sig. (2-tailed)		0,156

Source: Data Processed By The Author, 2025

Based on table 4.8 above, the result shows that the significance value of the residual is > 0.05 , namely $0.156 > 0.05$, thus the data in this study is normally distributed.

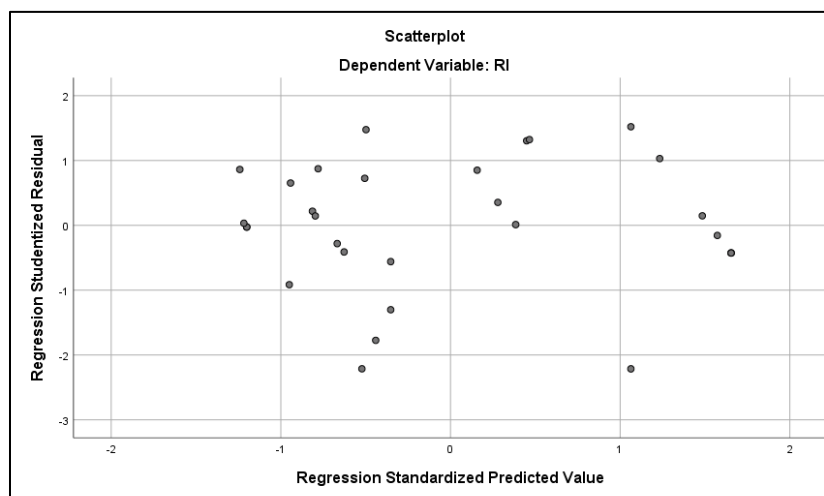
Multicollinearity Test

Independent Variable	Tolerance	VIF	Explanation
WorkForce	0,138	7,223	No multicollinearity occurs
Business Experience	0,175	5,710	No multicollinearity occurs
Business Location	0,110	9,866	No multicollinearity occurs

Source: Data Processed By The Author, 2025

Tabel di atas menunjukkan bahwa nilai tolerance dan nilai VIF dari seluruh variabel independent yang terdiri dari tenaga kerja, pengalaman usaha dan lokasi usaha memiliki nilai $VIF < 10$ dan nilai tolerance $> 0,1$.

Heteroscedasticity Test



Source: Data Processed By The Author, 2025

Based on the table above, it shows that the residual data is well distributed both above and below the zero point in the regression model and does not form a specific pattern. Thus, it can be concluded that there is no

heteroscedasticity phenomenon in this regression model.

Multiple Linear Regression Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,600	1,836		-2,506	0,019
	Tenaga Kerja	0,178	0,172	0,157	1,034	0,311
	Pengalaman Usaha	0,745	0,159	0,632	4,685	0,000
	Lokasi Usaha	0,283	0,255	0,197	1,111	0,277

a. Dependent Variable: Kinerja UMKM

Source: Data Processed By The Author, 2025

Based on table 4.11 above, it can be seen that all independent variables have a significant effect on the dependent variable, with the regression line equation being:

$$Y = -4,600 + 0,178X_1 + 0,745X_2 + 0,283X_3$$

From the equation above, it can be interpreted as follows:

1. The value of a at -4.600 is a constant or a state when the variable of MSME Performance (Y) is not influenced by other variables, namely the Labor Variable (X1), Business Experience (X2), and Business Location (X3). If there are no independent variables, then the MSME Performance variable (Y) does not change.
2. The Labor Variable is a variable that affects the MSME Performance variable with a positive coefficient of 0.178, meaning that as the Labor variable becomes stronger, the MSME performance of consumers will increase.
3. The Business Experience variable is a variable that affects the MSME Performance variable with a positive coefficient of 0.745, meaning that as the Business Experience variable becomes stronger, the MSME performance of consumers will increase.
4. The Business Location variable is a variable that influences the MSME Performance variable with a positive coefficient of 0.283, so if the Business Location variable becomes stronger, the performance of MSME consumers will increase.

Research Hypothesis Testing

Partial Significance Test (t-test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,279	1,867		-0,150	0,882
	Work Force	1,008	0,099	0,887	10,178	0,000
	(Constant)	-2,697	1,385		-1,948	0,062
	Business Experience	1,115	0,072	0,946	15,474	0,000
	(Constant)	-7,647	2,205		-3,468	0,002
	Business Location	1,315	0,110	0,914	11,914	0,000

Source: Data Processed By The Author, 2025

Based on the table above, it shows that partially the Labor variable has a significance value of 0.000 which is smaller than 0.05, so Ho is rejected and Ha is accepted. Therefore, it can be concluded that there is an influence of Labor on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.

Simultaneous significance test (F test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557,892	3	185,964	95,918	0,000
	Residual	50,408	26	1,939		
	Total	608,300	29			

Source: Data Processed By The Author, 2025

Based on the table above, it shows that the significance value (Sig.) is $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Therefore, it can be concluded that there is a significant influence between the variables of Labor, Business Experience, and Business Location on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.

Test of the Coefficient of Determination (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,958	0,917	0,908	1,392

Source: Data Processed By The Author, 2025

Based on table 4.14 above, it shows that an R Square value of 0.917 was obtained. This means that 91.7% of the variation occurring in the MSME performance variable can be explained by the three independent variables, namely labor, business experience, and business location.

The Influence of Worforce on the Performance of SMEs

The results of the hypothesis testing show that partially the Labor variable has a significance value of 0.000, which means it is less than 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that there is a significant influence of Labor on the Performance of Nail Art SMEs in Pantai Labu District.

The Influence of Business Experience on the Performance of SMEs

The results of hypothesis testing indicate that partially, the variable Business Experience has a significance value of 0.000, which is less than 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that there is a significant influence of Business Experience on the Performance of Nail Art MSMEs in Pantai Labu District.

The Influence of Business Location on the Performance of SMEs

The results of the hypothesis testing show that partially the Business Location variable has a significance value of 0.000 which means it is less than 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that there is a significant influence of Business Location on the performance of Nail Art MSMEs in Pantai Labu District.

The Influence Of Workforce, Business Experience, And Business Location On The Performance

Based on the results of the hypothesis test, it is known that simultaneously the variables of Labor (X1), Business Experience (X2), and Business Location (X3) have a significant effect on the Performance of MSMEs (Y). This is evidenced by a significance value of $0.000 < 0.05$, so the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. Thus, these three independent variables collectively prove to have an effect on the performance of Nail Art MSMEs in the Pantai Labu District, Deli Serdang Regency.

CONCLUSION

Based on the analysis results conducted in this study, the conclusions of this research include:

1. Based on the Partial Significance Test (T-test), the Labor variable has a significance value of 0.000 which is less than 0.05, so H_0 is rejected and H_a is accepted. Therefore, it is concluded that there is an influence of Labor on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.
2. Based on the Partial Significance Test (T-test), the Business Experience variable has a significance value of 0.000

- which is less than 0.05, so H_0 is rejected and H_a is accepted. Therefore, it is concluded that there is an influence of Business Experience on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.
3. Based on the Partial Significance Test (t-test), the variable of Business Location has a significance value of 0.000, which is less than 0.05, thus H_0 is rejected and H_a is accepted. Therefore, it is concluded that there is an influence of Business Location on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.
 4. Based on the simultaneous significance test (F-test), it shows that the significance value F (Sig.F) is $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted. Therefore, it is concluded that there is a significant influence between the variables of Labor, Business Experience, and Business Location on the Performance of Nail Art SMEs in Pantai Labu District, Deli Serdang Regency.

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