

THE INFLUENCE OF HUMAN RESOURCE PRACTICE AND CREATIVITY ON SMALL BUSINESS PERFORMANCE IN MEDAN JOHOR DISTRICT

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Received: 10 March 2026

Accepted : 30 April 2026

Revised : 15 March 2026

Published : 17 May 2026

Abstract

This study aims to determine the effect of Human Resource Practice and Creativity on MSME Business Performance in Medan Johor District. This type of research is quantitative research which is associative in nature. The population used in this study were MSME owners in Medan Johor District. Sampling was done non-randomly using judgment sampling technique. The number of respondents used as samples was 100 MSME units in Medan Johor District. The method of analysis of this research is statistical analysis using SPSS Version 25 software. Research Results There is a positive and significant influence of Human Resource Practice on MSME Business Performance in Medan Johor District. There is a positive and significant influence of Creativity on the Performance of MSMEs in Medan Johor District. There is a positive and significant influence of Human Resource Practice and Creativity on the Business Performance of MSMEs in Medan Johor District. From the results of the research conducted, it is obtained that Human Resource Practice is the dominant variable affecting MSME Business Performance in Medan Johor District by 65.8%, while the Creativity variable is the dominant variable affecting MSME Business Performance in Medan Johor District by 40.2%.

Keywords : *Human Resource Practice, Creativity, MSME Business Performance.*

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are crucial to Indonesia's economic development. The growth of these enterprises must be accompanied by development efforts to address existing problems and move toward better, more sustainable, and more sustainable development, thus contributing to stronger economic growth. The development of MSMEs is crucial for achieving growth and job creation, accelerating growth compared to large enterprises. MSMEs are also quite diversified and make significant contributions to exports and trade, thus becoming a major contributor to the country's foreign exchange earnings, although their contribution is much smaller than that of large enterprises (Nungky Viana, 2018). The phenomenon of problems in the Human Resources and Creativity Practices Research is an important aspect of the success of small businesses in Medan. Human resources practices involve the management of human resources within an organization, which includes various aspects such as recruitment and selection, training and development, compensation and benefits, and performance management. Creativity is the ability to generate new and innovative ideas. Some challenges faced by small business owners in Medan include unproductive employees, lack of motivation, an unmotivated work environment, and a lack of management support. Solutions to address these problems include effective recruitment and selection using various methods, providing training relevant to business needs, competitive compensation and benefits, creating a conducive work environment, and fostering creativity through coaching and mentoring. Small business owners in Medan should prioritize human resources and creativity practices to improve their business performance. By implementing these solutions, they can increase their success rate and achieve success. Some examples of human resources and creativity practices that small business owners in Medan can implement include recruitment and selection, training and development programs, internal training programs, and leveraging industry resources for various skills and knowledge. Compensation and benefits include health and retirement benefits, performance-based bonuses, and career development opportunities. Talent management involves identifying and addressing talent gaps, providing appropriate training and development opportunities, and fostering a supportive work environment. Even though MSMEs are said to be able to survive Although the global crisis may have occurred, in reality the problems experienced are numerous and far more serious. This is because MSMEs are not only indirectly affected by the global crisis, but also face unresolved domestic issues such as labor wages, employment, extortion, corruption, and others .

Based on the above background, the author is interested in choosing the research title: **"The Influence of Human Resource Practices and Creativity on MSME Business Performance in Medan Johor District."**

RESEARCH METHODS

This research is a quantitative descriptive study. Sugiyono (2016:13) states that descriptive research is research conducted to determine the value of an independent variable, either one or more variables (independent) without making comparisons or connecting with other variables. Meanwhile, according to Ali Maksum (2012:68), descriptive research is research conducted to describe certain symptoms, phenomena, or events. Data collection is carried out to obtain information related to certain phenomena, conditions, or variables and is not intended to test hypotheses. This research was conducted in Medan Johor District, Medan City. The basis of this research is to determine the effect of independent variables on the dependent variable. The target of this research is Small Businesses in Medan Johor District. The time of this research was conducted in the period March - April 2024. The source used is a primary data source. According to Sugiyono (2019) primary data is a data source that is directly given to data collectors. The primary data in this study were obtained and recorded directly by the researcher through the results of a questionnaire regarding the Influence of Human Resource Practice and Creativity on MSME Business Performance in Medan Johor District .

Results and Discussion

Micro, small, and medium enterprises (MSMEs), or also referred to as small and medium enterprises (SMEs) are types of companies in Indonesia owned by individuals or business entities in accordance with the criteria set by Law No. 20 of 2008. MSMEs can mean businesses run by individuals , households , or small business entities. The classification of MSMEs is based on the limits of annual revenue turnover , total asset wealth , and number of employees . Meanwhile, those that are not included in the MSME category or included in the calculation of large businesses, namely productive economic businesses run by business entities with total net assets or annual sales results greater than medium businesses. This research was conducted in Medan City with the object of the Influence of Human Resource Practice and Creativity on MSME Business Performance in Medan Johor District .

The location was selected in Medan Johor District, and the research period was from March to April 2024. Sampling was conducted non-randomly using judgment sampling techniques. The number of respondents used in the sample was 100 MSME units, with criteria such as business type, owner age, length of time the business has been established, and number of employees.

Multiple Linear Regression Test Results

Multiple Linear Regression Analysis is conducted to determine the extent of influence of the independent variable (X) on the dependent variable (Y). The general multiple linear regression equation is:

Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	8,484	5,657		1,500	.137
	Human Resource Practice	.658	.136	.415	4,836	.000
	Creativity	.402	.114	.304	3,535	.001

From the results of data processing in the table above, the regression equation can be seen as follows:

$$Y = a + b_1 X_1 + b_2 X_2$$

$$Y = 8.484 + 0.658 X_1 + 0.402 X_2$$

The explanation of the equation is as follows.

1. The constant value (a) is 8.484 This means that if the Human Resource Practice variable (X1) and the Creativity variable (X2) are considered constant (have a value of 0), then the Business Performance variable (Y) is 8.484 .
2. The regression coefficient value of the Human Resource Practice variable (X1) is 0.658 (65.8%) , meaning that if Human Resource Practice increases by 1 (one) percent, then Business Performance will increase. The business will experience an increase of 0.658 assuming the other independent variables remain constant.

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- The regression coefficient value of the Creativity variable (X2) is 0.402 (40.2%) , meaning that if Creativity increases by 1 (one) percent, then the student's Business Performance will increase by 0.402, assuming that the other independent variables remain constant.

Classical Assumption Test

Normality Test

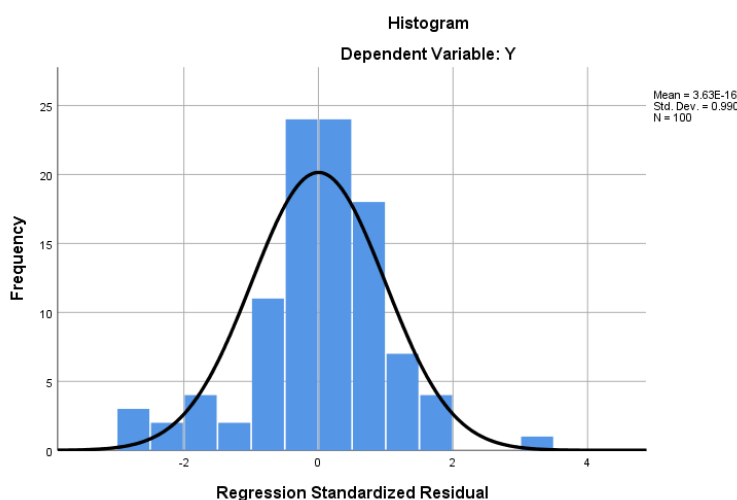
This normality test aims to determine whether the distribution of data approximates a normal distribution. One way to determine whether data is normally distributed is by using the Kolmogorov-Smirnov test. The decision-making process is that data is considered normally distributed if the significance value is greater than 0.05, whereas if the significance value is less than 0.50, the data is considered non-normally distributed.

Normality Test Using One Step Method

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	4.19011688
Most Extreme Differences	Absolute	.112
	Positive	.112
	Negative	-.112
Test Statistics		.112
Asymp. Sig. (2-tailed)		.219 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

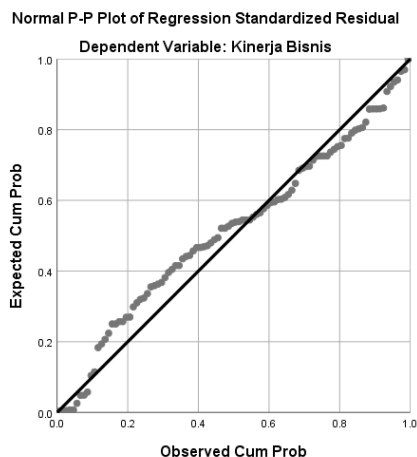
Judging from the results of data processing, it shows that the Kolmogorov Smirnov value is 0.219 , this means that $0.219 > 0.05$, so it can be said that the data is normally distributed.

Histogram Test



This approach analyzes histogram graphs where good data is data that has a bell-shaped pattern, namely the distribution of the data is not skewed to the left or skewed to the right, both graphic models follow the diagonal line.

Graphic Test



The results of the normality test using SPSS 25 can be seen in the P-Plot graph above. The figure shows that the points are spread around and follow the diagonal line, thus concluding that the data obtained is normally distributed.

Heteroscedasticity Test
Statistical Test with Glejser

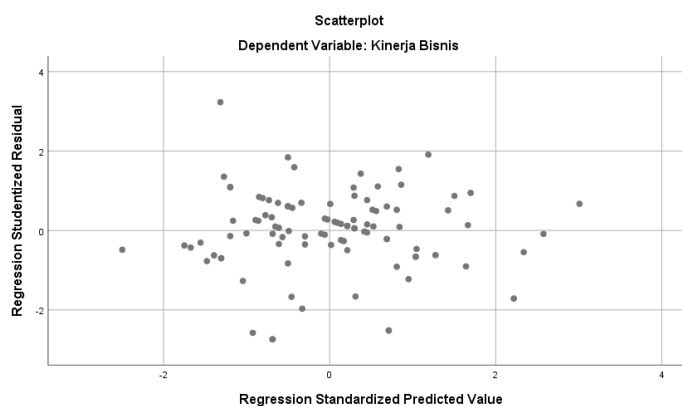
The Glejser test is performed by generating a regression of the absolute residual value against other independent variables. The results of the Glejser test in this study are shown in the table below:

Statistical Test with Glejser

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,484	5,657		1,500	.137
	Human Resource Practice	.658	.136	.415	4,836	.000
	Creativity	.402	.114	.304	3,535	.001

Based on the Glejser test data above, it can be interpreted that in the regression analysis there are no symptoms of heteroscedasticity, showing a significance value (p-value) of the Human Resource Practice (X1) variable of 0.000 and Creativity (X2) of 0.001, these results clearly show that the independent variables that are statistically significant influence the dependent variable Business Performance (Y), this is because the significance is below 0.05 or 5%.

Scatterplot Graph Test



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The figure above shows that the points on the scatterplot graph do not form a clear pattern and the points are evenly spread randomly above and below the number 0 on the Y axis (Regression Studentized Residual) . This can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

Multicollinearity Test

A multicollinearity test was conducted to determine whether there is a linear relationship between the independent variables in the regression model. Based on the test results using SPSS Version 25, the following results were obtained :

Multicollinearity Calculation Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Human Resource Practice	.947	1,056
	Creativity	.947	1,056
a . Dependent Variable : Business Performance			

The VIF value for variable X1 is $1.056 < 10$ while the tolerance value for variable X1 is $0.947 > 0.1$. The VIF value for variable X2 is $1.056 < 10$ while the tolerance value for variable X2 is $0.947 > 0.1$. So it can be concluded that there is no multicollinearity between the independent variables .

Coefficient of Determination Test (R^2)

The coefficient of determination test is used to determine the extent of the contribution between the independent variables and the dependent variable. The coefficient of determination value can be seen in the R Square.

Results of the Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.568 ^a	.423	.309	4.93826	1,983
a. Predictors: (Constant), Creativity, Human Resource Practices					
b. Dependent Variable: Business Performance					

square) value is 0.423, which means that 42% of the Human Resource Practice (X1) and Creativity (X2) variables can explain Business Performance (Y) and the remaining 58% is explained by other variables not examined in this study.

Hypothesis Testing

Simultaneous Test (F Test)

To determine the influence of Human Resource Practice (X1) and Creativity (X2) on Business Performance (Y) together, then a simultaneous hypothesis test was carried out (F test) using SPSS Version 25 and the following results were obtained:

Simultaneous Hypothesis Test (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1126,232	2	563,116	23,091	.000 ^b
	Residual	2365.478	97	24,386		
	Total	3491.710	99			
a. Dependent Variable : Business Performance						
b. Predictors: (Constant) , Creativity, Human Resource Practice						

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From the results it is known that the F table value at the degree of freedom $df(n1)=k-1=3-1=2$, the degree of freedom $df(n2)=nk=100-3=97$ with a level of $\alpha = 0.05$, then the F table value is 2.70. Thus, F count $>$ F table (23,091 $>$ 2.70) and the significance value is (0.000 $<$ 0.05) meaning that there is a positive and significant influence between Human Resource Practice (X1) and Creativity (X2) on Business Performance (Y).

Partial Test (t-Test)

The t-test (Partial Test) was conducted to see the significant influence of the Independent variable, namely Human Resource Practice (X1), on the dependent variable, namely the Business Performance variable (Y) of Medan City Businesses. Hypothesis testing was conducted by comparing the calculated t with the t table using the SPSS Version 25 program.

The conditions in a hypothesis are as follows.

1. If $t_{count} \geq t_{table}$ then the hypothesis is accepted
2. If $t_{count} \leq t_{table}$ then the hypothesis is rejected

Results of Hypothesis Testing X1 and X2 Against Y Partially (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,484	5,657		1,500	.137
	Human Resource Practice	.658	.136	.415	4,836	.000
	Creativity	.402	.114	.304	3,535	.001

Based on data processing with SPSS Version 25, the following values were obtained:

1. For the Human Resource Practices variable (X_1) with $t_{count} = 4.836$. Where t_{table} degrees of freedom (dk) = nk ($dk = 100 - 2 = 98$), so that $t_{table} = 1.661$ is obtained. This shows that $t_{count} > t_{table}$ ($4.836 > 1.661$), and the sig value $<$ 0.05 ($0.000 <$ 0.05) then H_0 cannot be accepted and H_a is accepted, meaning there is a positive and significant influence between the Human Resource Practices variables (X_1) on the Business Performance variable (Y).
2. For the Creativity variable (X_2) with $t_{count} = 3.535$ Where t_{table} degrees of freedom (dk) = nk ($dk = 100 - 2 = 98$), so that $t_{table} = 1.661$ is obtained. This shows that $t_{count} > t_{table}$ ($3.535 > 1.661$), and the sig value $<$ 0.05 ($0.001 <$ 0.05) then H_0 cannot be accepted and H_a is accepted, meaning there is a positive and significant influence between the Creativity variables on the Business Performance variable (Y).

DISCUSSION

1. Influence Human Resource Practice (X1) on Business Performance (Y)

Based on the results of the research analysis, Human Resource Practices variable has a positive and significant influence on the performance of MSME businesses in Medan Johor District with the results of the t- test obtaining a calculated t value $>$ t table of $4.836 >$ 1.661. With a significance of $0.000 <$ 0.05 with a significance level of 95% and an alpha of 5%. Therefore, based on the partial hypothesis testing criteria, it can be concluded that the Human Resource Practice variable (X1) has a positive and significant influence on Business Performance MSMEs in Medan Johor District. Based on the results of the research on the multiple regression equation, the equation obtained was: $Y = 8.484 + 0.658 X_1$ This means that if the independent variable Human Resource Practices (X1) has a value of (0), then the value of the dependent variable Business Performance is 8.125 and the coefficient value shows a value of 0.658 (65.8%), meaning that if Human Resource Practice increases by 1 (one) percent, then Business Performance will increase by 65.8% assuming the other independent variables remain constant. The results of this study are in line with previous research conducted by Sulhaini in 2018 entitled The Chain Influence of Organizational Culture and Human Resource Practices on Creativity and Business Performance of MSMEs by obtaining research results that Human Resource Practices have a significant influence on Business Performance. Furthermore, this research is also in line with research conducted by Ruri in 2021 entitled The Influence of Human Resource Management Practices and Policies, Transformational Leadership Style on Job Satisfaction (Study at PT. X), and found that Human Resource Management Policies have a positive and significant influence on Job Satisfaction. And the research that has been conducted is also in line with the research that was conducted by Didiek in 2015 with the title The Influence of High Performance Human Resource Management Practices and Self Management Practices on Employee Job

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Satisfaction (Study on Employees of Hotel Sahid Raya Yogyakarta) which found that there was a positive and significant influence of High Performance Human Resource Management Practices on Employee Job Satisfaction. The final results of this study indicate that Hypothesis 1 can be accepted so that there is a positive and significant influence of Human Resource Practice on the Business Performance of MSMEs in Medan Johor District.

2. The Influence of Creativity (X2) on Business Performance (Y)

Based on the results of the research analysis, the Creativity variable has a positive and significant influence on the Business Performance of MSMEs in Medan Johor District with the results of the t-test obtained a $t_{\text{calculated}}$ value $> t_{\text{table}}$ of $3.535 > 1.661$. With a significance of $0.001 < 0.05$ with a significance level of 95% and an alpha of 5%. So based on the partial hypothesis testing criteria, it can be concluded that the Creativity variable (X2) has a positive and significant influence on the Business Performance of MSMEs in Medan Johor District. Based on the results of the research on the multiple regression equation, the equation obtained was: $Y = 8.484 + 0.402 X_2$. This means that if the independent variable Creativity (X2) has a value of (0), then the value of the dependent variable Business Performance is 8.484 and the coefficient value shows a value of 0.402 (40.2%), meaning that if Creativity increases by 1 (one) percent, then Business Performance will increase by 40.2% assuming the other independent variables remain constant.

The results of this study are in line with previous research conducted by Agie Agung in 2021 entitled The Influence of Innovation and Creativity on the Performance of Micro, Small and Medium Enterprises (MSMEs) in Tasikmalaya City, which found that Creativity has a positive and significant effect on the Performance of Micro, Small and Medium Enterprises (MSMEs) in Tasikmalaya City. Furthermore, the results of this study are also in line with research conducted by Kalil in 2020 entitled The Influence of Creativity and Product Innovation on the Performance of SMEs in Semarang City and obtained research results that creativity has a positive and significant effect on the performance of SMEs in Semarang City. The final results of this study indicate that Hypothesis 2 can be accepted so that there is a positive and significant influence of Creativity on the Business Performance of MSMEs in Medan Johor District.

3. Influence Human Resource Practice (X1) and Creativity (X2) on Business Performance (Y)

Based on the results obtained simultaneously using the F test, the $F_{\text{calculated}}$ is greater than the F_{table} ($23.091 > 2.70$) and the sig value = 0.000 is smaller than the significant value $\alpha = 0.05$ ($0.000 < 0.05$). This shows that H_0 cannot be accepted and H_a can be accepted so that there is a significant influence between all X variables on Y variables. Meanwhile, based on the results of multiple linear regression analysis, R^2 Square or the percentage value of the influence of the variable el was obtained. Human Resource Practice (X1) and Creativity (X2) on the dependent variable Business Performance (Y) is 0.497 or $R^2 = 0.423 \times 100\% = 42.3\%$. So it can be concluded that 42.3% of Human Resource Practice (X1) and Creativity (X2) have an influence on the Business Performance of MSMEs in Medan Johor District, and 58% are other variables not examined in this study that can influence Business Performance. So it can be concluded that Human Resource Practices and Creativity have a significant influence on the Business Performance of MSMEs in Medan Johor District.

CONCLUSION

Based on the results of testing and discussion of the research data, the following conclusions can be drawn.

1. There is a positive and significant influence of Human Resource Practice on MSME Business Performance in Medan Johor District. This is proven through the results of the hypothesis test from $t_{\text{count}} > t_{\text{table}}$ ($4.836 > 1.661$) with a research significance level of 0.000 which is smaller than significant $\alpha = 0.05$ with a significance level of 95% and Alpha 5% then the first hypothesis is accepted.
2. There is a positive and significant influence of Creativity on the Performance of MSME Businesses in Medan Johor District. This is proven by the results of the hypothesis test from $t_{\text{count}} > t_{\text{table}}$ ($3.535 > 1.661$) with a research significance level of 0.000 which is smaller than significant $\alpha = 0.05$ with a significance level of 95% and Alpha 5% then the hypothesis is accepted.
3. There is a positive and significant influence of Human Resource Practice and Creativity on the Business Performance of MSMEs in Medan Johor District. This is proven through the results of the hypothesis test from the F-Test which obtained the result that the $F_{\text{calculated}}$ is greater than the F_{table} ($23.091 > 2.70$) and the sig value = 0.000 which is smaller than the significant $\alpha = 0.05$ with a significance level of 95% and Alpha 5% then the hypothesis is accepted.

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