



The 1ST UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



THE ANALYSIS ON THE INFLUENCE OF HUMAN RESOURCES COMPETENCE, SOCIAL CAPITAL AND THE SPIRIT OF ENTREPRENEURSHIP ON TENANT UKM BUSINESS PERFORMANCE OF BUSINESS AND TECHNOLOGY INCUBATOR CENTER CIKAL USU

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ABSTRACT

Small and Medium Enterprises (SME) sector is a business that has the greatest share in the economy of the State, both nationally and globally. The SME sector is a solid foundation for the economy in the face of various conditions in the economy. By improving the performance of the SME sector, it will affect the growth of the country's economic growth. The purpose of this study is to be able to know and analyze the influence of competence of human resources, social capital, entrepreneurship spirit on the performance of SMEs business. The type of this research is descriptive quantitative, and the nature of this research is explanatory. Population in this research is all of SME Tenant Cikal Business and Technology Incubator Center USU which have completed incubation period in period 2014-2016 as 117 SME Tenant. The sampling technique used is simple random sampling with a total sample of 54 SMEs Tenant. The data collection method used is with questionnaires, interviews and documentation studies. Methods of data analysis performed with multiple linear regression analysis. The results showed that the competence of human resources and entrepreneurship spirit have a positive and significant influence on business performance, and social capital has a positive and insignificant effect on business performance.

Keywords : *Human Resources, Social Capital, Entrepreneur, Business*