



The influence of marketing competency on capital investment collection and their implications on performance

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ABSTRACT

The current problem is that performance is still far below expectations, and while the accumulation of capital investment has not been encouraging, this is presumably because marketing competence is still a concern. This study aims to determine the effect of marketing competence on the accumulation of capital investment and its implications for performance through a case study of the business built by the West Java Chamber of Commerce. The research method applied is a descriptive-analytical survey method, and the sample used is 45 respondents. The variables studied for each respondent are marketing competence, capital investment accumulation, and performance. The type of data collected is primary data. The results of the study indicate that marketing competence has no effect and is not significant for the accumulation of capital investment. the accumulation of capital investment and its significant effect on performance. The implication is that marketing competencies need to be applied programmatically and massively. The object of this research is that the sample of respondents used is still limited to the businesses assisted by the West Java Chamber of Commerce in Bandung; therefore, further research based on more varied sampling with a longer duration is necessary in order to obtain generalizable results.



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INTRODUCTION

For the Government, the contribution to the economy made by micro, small and medium enterprises (MSMEs) cannot be realized immediately, because the various MSME empowerment programs that have been implemented by the government have not been optimal, so that in order to improve program implementation and at the same time the contribution of MSMEs to the economy, it is necessary to Synchronization and harmonization of MSME empowerment programs are carried out. These efforts require complete information on the distribution and types of MSME empowerment programs as well as various synchronization implementation models, so that the government can map and track efforts to synchronize MSME empowerment programs, with the hope that after mapping and analyzing MSE empowerment programs, by comparing with other countries how to harmonize and synchronizing the MSME empowerment program, then assessing its readiness and providing input in relation to the synchronization of the MSME empowerment program. This study uses a qualitative method through interviews with policy makers, which includes analyzing literature on MSME empowerment programs, identifying them, making studies in several countries, about the Micro, Small and Medium Enterprises Empowerment Program (MSMEs), the results of which provide a clear picture of MSME empowerment programs. quite diverse, with different and scattered data sources. The results of the search for MSME empowerment during 2019 include People's Business Credit, Beginner Entrepreneurial Assistance, UMi and PNM, Marine Business Capital, Improvement of Prosperous Families, Village Innovation - Local Economy, Tourism Villages, Youth Entrepreneurship Centers, Diversification of Fishermen Business, Independent Workers, Empowerment of Actors business, Leading Entrepreneurial Education, Home Industry, MSMEs. Export, both information on Service Centers, Intellectual Property Registration, and Financial Statement Compilation competencies, the budget value and the number of recipients are relatively large, especially vulnerable groups (poor people, women) and Ecosystem Financing Business Capacity Building with a value of IDR 0.5 T, IDR 167 ,3 and T Rp 0.3 T. The majority of MSME empowerment programs are in the form of MSME

financing programs, which come from banks and financial institutions, as well as MSME assistance. With priority on micro and ultramicro enterprises. The results of the study show that some micro-enterprises have difficulty accessing capital from banks and non-banking financial institutions, because the majority of MSMEs use their business only to increase income and survive, not to increase their business (grade up), it is proven that micro and small-scale MSMEs are still Very few have the vision to develop their business so that they can grow (grade up), it can be seen in the field the low absorption of micro credit distribution and the use of credit for household consumption, not for collecting business capital investment.

The government has an important role in collecting data on the MSME program participants in the program. Especially in terms of strengthening the competence of human resources and marketing organizations to build database systems, harmonization of regulations and policies. Competence based on Law no. 13/2003 concerning Manpower: article 1 (10), that competence is the work ability of each individual which includes aspects of knowledge, skills and work attitudes in accordance with the established standards. Experience from other countries shows that the government is serious about initiating program synchronization, both through independent institutions and through the government, in the form of a joint commitment to the development of MSMEs and the establishment of the National Council for MSME Development chaired by the head of state, so that there is no waste of the state, so that the program database is integrated. MSMEs as well as the MSME empowerment program reporting mechanism can be carried out at one door, so that overlapping program recipients for various types of MSMEs does not occur, there is a monitoring and evaluation system for MSME empowerment programs, designed to meet the needs of each MSME with diverse characteristics, so that in the ultra-micro business field and micro, capital schemes can be developed by differentiating the types of businesses that only want to survive from those who want to advance to class, where ultramicro credit for those that only survive and are non-bankable will be made a separate scheme, while for businesses For those who want to advance to class, a type of KUR is provided, meaning that the MSME human resource competency training program, especially marketing, can be targeted for MSMEs who have a vision of developing a business. Program design will be more effective if it involves associations of actors and MSME facilitators. The following is an overview of each year's training program to improve competence, especially marketing and development of other MSMEs.

Table 1 Clustering Business Capacity Development Program Plan

Business Capacity Development Program	2015	2016	2017	2018	2019
Number of Training	400	650	1.000	1.500	2.200
Number of Training - accumulated	1.137	1.787	1.787	4.287	6.487
Number of business/group Clustering	30	45	60	75	90
Number of business/group Clustering – accumulated	45	90	150	225	315
Program Customers - Business Capacity Development	20.000	29.000	39.000	50.000	62.000
Program Customers - Business Capacity Development – accumulated	50.000	79.000	118.000	168.000	230.000

Source: PT Permodalan Nasional Madani (2016)

By having marketing competence so that through various trainings, MSMEs have developed so that they can collect business capital, as Purba et al., 2021 Economic Development, Capital accumulation will occur if a part of current income is saved and then invested to increase output in the future. New factories, machines, equipment, and goods will increase a country's physical capital stock (i.e. the net real amount of all physically productive capital goods) which in turn will enable the country to achieve greater level of output. For example, the Indonesian Cross-Professional Women's Association (PPLIPI) provided capital assistance to 400 women entrepreneurs of MSMEs, which has been running since 2016. gado, and sellers of children's toys in the Greater Jakarta area. On average, they have an initial capital of Rp. 200,000 to Rp. 300,000, accompanied by a mentoring program for women MSME actors after being provided with capital assistance, then KemenkopUKM Increases

MSME Competitiveness in the Global Market with Digital Networks, the program has been running since 2016 in the form of providing capital assistance to female actors. MSMEs reached 6,900 people, with the value of non-bank assistance of Rp. 500,000 for each woman who did MSMEs.

Currently, the COVID-19 pandemic is still affecting the sustainability of Micro, Small and Medium Enterprises (MSMEs). The economic crisis experienced by MSMEs has also become a major threat to the national economy, considering that MSMEs are the driving force of the domestic economy and the largest absorber of labor in recent decades, MSMEs themselves are the pillars of national production which are facing shocks from the supply and demand sides, this can have implications to the decline in social welfare. The LIPI Economic Research Center has conducted a Rapid Assessment Survey on the Impact of the COVID-19 Pandemic on the Performance of Indonesian MSMEs. This survey aims to diagnose the impact of the pandemic on the survival of MSMEs and identify strategies for recovering MSME performance. The challenge in dealing with this pandemic is the uncertainty and trade-off between health and economic issues. The complexity of the problem is how to save the affected MSMEs and prepare for economic recovery, which has a serious impact on the performance of MSMEs in West Java, as Gibson in Kasmir (2016) that individual performance is the basis of organizational performance which is strongly influenced by individual characteristics, individual motivation, expectations, and the assessment made by management on the achievement of individual work results.

The Rapid Assessment Survey on the Impact of the COVID-19 Pandemic on the Performance of Indonesian MSMEs which was conducted online from 1 – 20 May 2020, by collecting 679 valid respondents with the main livelihood as business actors, consisting of 54.98% micro businesses, 33 ultra-micro, 02%, small business actors 8.1% and medium business actors 3.89%; with a length of business 0-5 years (55.2%), 6-10 years (24%) and more than 10 years (20.8%). Most of the businesses aged 0-5 years are in the ultra-micro scale (58.36%) and micro scale (58.33%). There are variations in sales methods carried out by business actors, namely door-to-door 41%, physical stores 34%, through agents/resellers 32%, through market places 15%, and online sales through social media 54%. Survey data shows that during the pandemic, 94.69% of businesses experienced a decline in sales performance, based on business scale, a decline in marketing performance of more than 75% was experienced by 49.01% of ultra-micro businesses, 43.3% of micro businesses, 40% of small businesses, and 45.83% of medium-sized businesses, while based on length of business, a decline in marketing performance of more than 75% was experienced by 23.27% of businesses aged 0-5 years, 10.9% of businesses aged 6-10 years and 8.84% of businesses which has been running for more than 10 years, based on marketing methods, a decline in marketing performance of more than 75% experienced by 47.44% of offline/physical sales businesses, 40.17% of online sales businesses, and 39.41% of businesses with offline sales methods at once online, causing business profit performance to decrease significantly due to fixed production costs or even increase while marketing performance declines. Business costs that have increased during the pandemic are raw materials, transportation, labor, and other costs. The survey also collects the perception of business actors regarding the vulnerability of MSMEs who will close their businesses if the pandemic does not end soon. As many as 47.13% of businesses are only able to survive until August 2020, 72.02% of businesses will close after November 2020, and 85.42% of businesses can survive the longest within one year since the pandemic. new markets, looking for cheaper raw material suppliers, reducing labor, and requesting delays in payments, as well as increasing marketing competence.

The survey recommends priority mitigation measures not to be short or medium. For short-term priority mitigation steps that can be taken by MSMEs, namely creating stimulus on the demand side, and encouraging online marketing competency platforms to expand partnerships with MSMEs. In addition, local governments are also expected to strengthen local chain components, improve the quality and competitiveness of MSME products through collaboration with research institutions, provide import facilities for raw materials, and cheap credit for MSMEs. Meanwhile, for the medium-term mitigation measures that can be taken are adaptive supply chain for strategic goods, market intelligent competence for potential new export markets, strengthening the synergy of Banks and Non-Bank Financial Institutions (LKBB) in MSME financing, providing trading house and logistics facilitation, increasing MSME data accuracy, and developing digital-based MSME competency clinics, although the balance will not be able to return naturally, at least a strong and measurable government intervention is expected to be the right step to restore the economy. Based on the description described above, the

authors are interested in conducting a study by preparing the title "The Effect of Marketing Competence on the Collection of Capital Investments and Its Implications for Performance" (Case Study on the Business of the West Java Chamber of Commerce and Industry in Bandung"

As explained by Spencer in Moehariono (2014), that competence is the effectiveness of individual performance related to the basic characteristics of individuals and there is a causal relationship, criteria used as reference, effective or excellent or superior performance in the workplace. As for McClelland in Rivai (2018) explains that competence is an excellent performance as an implementation of the basic characteristics possessed by someone who has a direct influence. Meanwhile, Marwansyah (2016) says that, competence is an effort to achieve job success, which is measured through the use of agreed standards, and improved through training and development of the necessary combination of knowledge, skills, attitudes and other personal characteristics. As for the types of competencies, that there are three types of competencies, including: 1. Individual competence 2. Position competence 3. Organizational competence. Hutapea & Nuriana (2014) conveyed that organizational competence aims at: 1. Job formation, 2. Job evaluation 3. Recruitment and selection 4. Organizational formation and development 5. Forming and strengthening organizational values and culture 6. Organizational learning 7. Career management and employee potential assessment. 8. Reward system Benefits from using competence suggests that the concept of competence is becoming increasingly popular and has been widely used by large companies for various reasons, namely as follows: 1. Clarify work standards and expectations want to achieve. 2. Employee selection tool. Use of standard competence as a selection tool 3. Maximize productivity. 4. The basis for the development of the remuneration system. 5. Facilitate adaptation to change. 6. Aligning work behavior with organizational values, according to Michael Zwell in Wang & Chen (2013) reveals that there are several factors that influence competence, namely: 1. Beliefs 2. Skills 3. Experience. 4. Personality characteristics 5. Emotional issues 6. Intellectual abilities. According to Spencer in Moehariono (2012: 5) competency dimensions and indicators include: 1. Character 2. Motives 3. Self-concept 4. Knowledge 5. Skills

Understanding the marketing concept according to Kotler & Keller (2016) is the key to achieving organizational goals, which consists of determining the needs and wants of the target market and delivering satisfying products effectively and efficiently compared to competitors. The marketing concept, namely: a. Determine the group of buyers to be served. b. Have a certain group of buyers as a target in sales. c. Define a product or marketing program. d. Determine and implement the best strategy. The marketing integrity is: a. Several departments within the company must understand that the actions they take have a major impact on the company. b. In marketing activities there are adjustments and coordination between products, prices, distribution channels, and promotions.

Capital in the Big Indonesian Dictionary in Listyawan Ardi Nugraha (2011) in Eleida Alfons & Batlajery (2019) "Business capital is money that is used as the principal (parent) for trading, releasing money, and so on; property (money, goods, and so on) that can be used to produce something that increases wealth.

Types of Capital 1) Own Capital, own capital is capital obtained from the owner of the business itself. Own capital consists of savings, donations, grants, relatives, and so on. 2) Foreign Capital (Loans) Foreign capital or loan capital is capital that is usually obtained from parties outside the company and is usually obtained from loans. Sources of funds from foreign capital can be obtained from: a) Loans from the banking world, both from private and government banks or foreign banks; b) Loans from financial institutions such as pawnshops, venture capital, leasing insurance, pension funds, cooperatives or other financing institutions; c) Loans from non-financial companies. 3) Joint Venture Capital. In addition to own capital or loans, you can also use business capital by means of various business ownership with other people. You do this by combining your own capital with the capital of one friend or several people (who act as business partners) (Bourdieu, 2018).

Capital is also often interpreted as the collection of income, in the form of sales or marketing of products and services. Income can be defined from several concepts. Meanwhile, in a neutral manner, income is the company's product as a result of productive efforts. Income has several elements of income, namely the origin of the income obtained, the elements include (Hartiyah, 2014; Johnson & Noguera, 2012). Income from the production of goods and services. 2. Compensation received for the use of assets or economic resources of the company by other parties. 3. The sale of assets excluding merchandise is an element of other income of a company. In addition, the source of income is known

to come from 3 aspects, namely: 1. Operational income, namely income that comes from the company's main activities. 2. Non-operating income, namely income that is not related to company activities or income derived from external factors. 3. Extraordinary income, namely unexpected income where this income does not occur often and is usually expected not to recur in the future.

Capital accumulation is generally related to performance, Colquitt in Kasmir (2016) performance is determined by 3 factors, namely: a. task performance. b. citizenship behavior as positive behavior. c. counter productive behavior as negative behavior. According to Ivancevich in Kasmir (2016) said that performance is the result achieved from what is desired by the organization are: a. The capacity to perform is related to the degree of relationship between individual processes and tasks with skills, abilities, knowledge and experience. b. Opportunity to do related to the availability of technology i. c. Willingness to do related to desire and willingness to use effort to achieve performance. Performance according to the Scriber in the Bantam English Dictionary describes performance with several entities, namely: a. to do or carry of execute b. to do discharge of full vows. c. to execute or complete of fan understand king. d. to do what is expected of a person machine. Performance according to Siswanto (2015) is the work achievement achieved by a person in carrying out the tasks and work assigned to him. Performance is the result of work that can be achieved by a person or group of people in a company in accordance with their respective authorities and responsibilities in an effort to achieve company goals illegally, not violating the law and not against morals and ethics (Anitha, 2014; Kehoe & Wright, 2013). Performance comes from the notion of performance, there are also those who provide an understanding of performance as a result of work or work performance. Performance is the embodiment of ability in the form of real work.

According to the results of Indra Perdana Putra Mawu's research entitled analysis of the influence of marketing knowledge competence and entrepreneurship orientation on marketing capability and marketing performance (Study on Wooden House Industry Entrepreneurs in Tomohon City), this shows that the influence of entrepreneurial orientation on marketing capabilities is partially insignificant. marketing to marketing capability is partially significant. The effect of entrepreneurial orientation on marketing performance is partially significant. The influence of knowledge competence on marketing performance.

RESEARCH METHODS

Objects of research

A method called "purposive sampling" was used to get as many as 45 people from the West Java Chamber of Commerce and Industry in Bandung to fill out the questionnaire.

Data analysis technique

Descriptive Analysis Test

The study was carried out through quantitative research using survey methods, using a questionnaire with a Lickert scale, and based on primary data. The results of respondents' responses were carried out by tabulation; the description used was the marketing competence independent variable, while the endogenous variable was investment capital accumulation. and capital investment accumulation... as an exogenous variable, with performance as the dependent variable. According to Sekaran and Bougie (2017: 79), the dependent variable, whether positive or negative, will be influenced by the independent variables. This means that every time an exogenous variable appears, it will be followed by the appearance of an endogenous variable, meaning that each addition or reduction of the exogenous variable will be followed by the dependent variable. And according to Sekaran and Bougie (2017: 77), endogenous variables are variables whose existence is under the influence of other variables, or the main variables based on research materials. Then the variables that appear will be described through operational research variables, which consist of the main variables, definitions or concepts, dimensions, indicators, and measurement scales. The operational details of the variables shown are as follows:

Table 1 Operationalization of Variables

Variable	Concept	Dimension	Indicator	Scale
marketing competency (X)	Spencer in Moehariono (2014), McClelland in Veithzal Rivai (2014)	Limitation	Individual basic character	Ordinal
			Fundamental character	Ordinal
	Marwansyah (2016) Hutapea and Nuriana (2011)	Organizational competence	Achievement of success	Ordinal
			Character	Ordinal
	Spencer in Moehariono (2014)	Dimensions and indicators	Motive	Ordinal
			Self concept	Ordinal
	Kotler (2012)	Consumer orientation	Knowledge	Ordinal
			Skills	Ordinal
			Buyer group	Ordinal
			Sales goals	Ordinal
capital investment collection (Y)	Listyawan Ardi Nugraha (2011) Mardiyatmo (2008)	understanding	The element adds wealth	Ordinal
			Owner's equity	Ordinal
	Suwardjono (2014) Baridwan, (2011)	Various types of capital	Bank foreign capital	Ordinal
			Non-bank foreign capital	Ordinal
	Suwardjono (2014) Baridwan, (2011)	Income concept	Non-corporate foreign capital	Ordinal
			Joint venture capital	Ordinal
	Baridwan, (2011)	Income element	productive effort	Ordinal
			Goods and services revenue.	Ordinal
	Baridwan, (2011)	Income element	Rewards for using assets	Ordinal
			Asset sales	Ordinal
Baridwan, (2011)	Income element	Operational, non-operational, extraordinary	Ordinal	
		Source of income	Ordinal	
Performance (Z)	Colquitt in Kasmir (2016)	Defining factor	task performance.	Ordinal
			citizenship behavior	Ordinal
	Ivancevich in Kasmir (2016)	organizational performance	counter productive behavior	Ordinal
			knowledge and experience.	Ordinal
	Scriber in Bantam English Dictionary	Performance entity	availability of technology i.	Ordinal
			related to desire	Ordinal
	Scriber in Bantam English Dictionary	Performance entity	to do or carry of execute	Ordinal
			to do discharge of full filas vow.	Ordinal
	Scriber in Bantam English Dictionary	Performance entity	to execute or complete of fan understand king.	Ordinal
			to do what is expected of a person machine.	Ordinal
Siswanto (2015) Wibowo (2011)	Limitation	Work performance	Ordinal	
		Achievement of company goals	Ordinal	
Siswanto (2015) Wibowo (2011)	Limitation	Real work ability	Ordinal	

Data Collection and Processing Techniques

Data collection was obtained through field research (field research) and library research (library research) by processing the data through the Lickert scale with response levels of strongly agree (5), agree (4), undecided (3), disagree (2), and strongly disagree (5).

Validity test

Test the validity of the ordinal measurement scale using Spearman's rank correlation.

Reliability Test

A reliability test is needed to find out whether the measurement results remain consistent when repeated measurements are made with the same symptoms. This test uses the Spearman-Brown technique of splitting in half to find the reliability coefficient, which also uses the Spearman-Brown formula.

Descriptive Analysis Test

This test was carried out to obtain responses through surveys and the distribution of questionnaires in order to obtain perceptions of the West Java Kadin Assistance Business, using the variables marketing competence, raising capital investment, and performance. Data analysis technique There are two types of analysis used, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with path coefficients, as well as determinations that measure how much influence the independent variables have on the dependent variable. While the verification method utilizes path analysis. With the use of a combination of analytical techniques, of course, it is desired to obtain an integrated generalization between marketing competence, capital investment accumulation, and performance. Using the Normality Test, Heteroscedasticity Test, Auto Correlation Test and Multicollinearity Test.

Hypothesis Test (t test)

To get an idea of how the influence of independent variables on the dependent individual (partially).

Determination Coefficient Test

This coefficient is a value that indicates the magnitude of the influence of the independent variables simultaneously on the dependent variable. With a range of values between 0 to 1 (0%–100%), values that are in the range are close to one, so the influence of the independent variables is getting bigger.

Framework

Based on the literature study, a framework of thought can be drawn up, as follows:

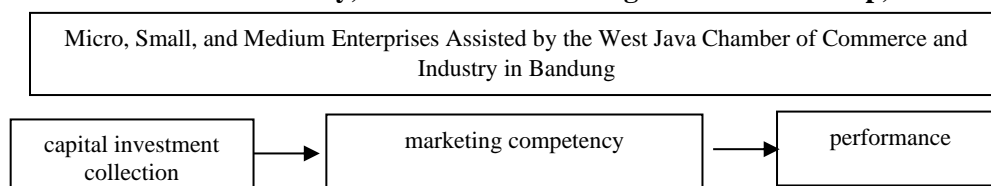


Figure 1 Framework

Hipotesa

At the basic level of this frame of mind, the hypotheses are arranged as follows:

H1: Marketing Competence influences Capital Investment Collection

H2 Capital Investment Collection affects performance

RESULTS AND DISCUSSION

The research locus was carried out in Bandung at West Java Kadin Fostered Businesses in Bandung, through requesting responses with surveys by distributing questionnaires to find out perceptions of West Java Kadin Fostered Businesses in Bandung, The variables used were marketing competence, raising capital investment, and performance.

Descriptive Test Of Variables X, Y, And Z

Table 2 Descriptive Statistics

N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean		Std. Deviation Statistic	Variance Statistic	Skewness		
					Statistic	Error			Statistic	Error	
Variabel X	45	29	28	57	2002	44,49	1,086	7,288	53,119	-,072	,354
Variabel Y	45	19	34	53	1919	42,64	,673	4,513	20,371	-,126	,354
Variabel Z	45	26	36	62	2235	49,67	1,231	8,260	68,227	,093	,354
Valid N (listwise)	45										

The display of the SPSS output table above shows the number of respondents (N) there are 45, of these 45 respondents, for variable X the smallest (minimum) value is 28 and the largest (maximum) is 57. For variable Y the smallest (minimum) value is 34, and the largest (maximum) is 53. For variable Z the smallest (minimum) value is 36 and the largest (maximum) is 62. The range value is the minimum and maximum difference, namely for the X variable is 29, the Y variable is 19, and the Z variable is 26. The Sum value for variable X is 2002, variable Y is 1919, and variable Z is 2235. The mean of 45 respondents, or variable X, is 44.49, variable Y is 42.64, and variable Z is 49.67. The deviation of the X variable is 7.288, the Y variable is 4.513, and the Z variable is 8.260.

Table 3 Descriptive Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero- order	Partial	Part	Toleranc e	VIF
1 (Constant)	49,957	4,104		12,174	,000	41,682	58,233					
Variabel X	-,164	,091	-,265	-1,805	,078	-,348	,019	-,265	-,265	-,265	1,000	1,000

a. Dependent Variable: Variabel Y

Table 4 Coefficient of Determination:

Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimat	C				Sig. F Change	Durbin- Watson	
				R Square	F	df1	df2			
1	,265 ^a	,070	,049	4,402	,070	3,259	1	43	,078	1,955

a. Predictors: (Constant), Variabel X

b. Dependent Variable: Variabel Y

Based on the output results above, it is interpreted as follows. Based on the results of the t-test table analysis, it is shown that variable X has a significance value of (0.078 > 0.05), which means X (Marketing Competence) is not significant to Y (Capital Investment Collection), and because tcount < ttable (-1.805 < 1.67943), then variable X (Marketing Competence) has no effect on variable Y. (Capital Investment Collection).

Table 5 Partial t test (Y to Z)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero- order	Partial	Part	Tolerance	VIF
1 (Constant)	72,996	11,419		6,392	,000	49,966	96,025					
Variabel Y	-,547	,266	-,299	-2,054	,046	-1,084	-,010	-,299	-,299	-,299	1,000	1,000

a. Dependent Variable: Variabel Z

Based on the output results above, it is interpreted as follows. Based on the results of the t-test table analysis, it is shown that variable X has a significance value of $(0.046 > 0.05)$, which means variable Y (Capital Investment Collection) is significant to Z (Performance) because $t_{count} < t_{table}$ ($-2.054 < 1.67943$), then variable Y. (Capital Investment Collection) has no effect on variable Z (performance).

Table 6 Determination Coefficient Test

Summary models										
Model	R	Adjusted R	Std. Error of the	Change Statistics				Durbin- Watson		
				R Square	F	df1	df2		Sig. F	
R	Square	Square	Estimate	Change	Change			Change		
1	,299a	,089	,068	7,973	,089	4,219	1	43	,046	,618

a. Predictors: (Constant), Variabel Y
 b. Dependent Variable: Variabel Z

Based on the table above, it can be seen that the value of R Square is 0.089. This shows that 8.9% of the variation in the dependent variable, namely Z, can be explained by variations of Y. While the remaining 91.1% is explained by other factors outside the research model.

Table 7 Determination Coefficient Test

Model Summary										
Model	R	Adjusted R	Std. Error of	Change Statistics				Durbin- Watson		
				R Square	F	df1	df2		Sig. F	
R	Square	R Square	the Estimate	Change	Change			Change		
1	,299a	,089	,068	7,973	,089	4,219	1	43	,046	,618

a. Predictors: (Constant), Variabel Y
 b. Dependent Variable: Variabel Z

Based on the table above, it can be seen that the value of R Square is 0.089. This shows that 8.9% of the variation in the dependent variable, namely Z, can be explained by variations of Y. While the remaining 91.1% is explained by other factors outside the research model.

CONCLUSION

The conclusion from the research on the influence of marketing competence on capital investment accumulation and its implications for performance is that the smallest (minimum) descriptive test result is 28 and the largest (maximum) is 57, the Sum value for variable X is 2002, variable Y is 1919, and variable Z is 2235. The average of 45 respondents or the Mean variable X is 44.49, the Y variable is 42.64, and the Z variable is 49.67. stands. The deviation of the X variable is 7.288, the Y variable is 4.513, and the Z variable is 8.260. Based on the results of the t-test table analysis, it shows that variable X has a significance value of $(0.078 > 0.05)$, which means that X (Marketing Competence) is not significant to Y (Capital Investment Collection), and because $t_{count} < t_{table}$ ($-1.805 < 1.67943$), then variable X (Marketing Competence) has no effect on variable Y. (Capital Investment Collection). to Z (Performance) because $t_{count} < t_{table}$ ($-2.054 < 1.67943$), then variable Y. (Capital Investment Collection) has no effect on variable Z (Performance). Based on the analysis of the T test table or coefficient test, it can be seen that the Y variable has a significance value of 0.050 which means < 0.05 . This shows that the Y variable has an influence and is significant on the Z variable or it can be said that the Hypothesis is accepted.

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