The Analysis of Mentoring, Entrepreneurship Training and Social Media on The Performance of Micro, Small, and Medium Enterprises (MSMEs) in Depok City

(Analisis Pengaruh Mentoring, Pelatihan Kewirausahaan, dan Media Sosial terhadap Kinerja Usaha Mikro, Kecil, dan Menengah (UMKM) di Kota Depok)

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the Indonesian economy, both as contributors to Gross Domestic Product (GDP), job providers, and drivers of investment and exports. However, MSMEs face various obstacles and challenges, one of which is the economic crisis due to the Covid-19 pandemic which has a significant impact on business continuity, especially through a decrease in people's purchasing power which leads to a decrease in turnover. The Depok City Government prioritizes five main pillars in supporting the development of MSMEs, namely Training, Mentoring, Licensing Facilitation, Marketing and Access to Financing. This study aims to analyze the influence of mentoring, entrepreneurship training, and social media on the performance of micro businesses in Depok City, both partially and simultaneously.The research method used is quantitative with an explanatory approach. The research population was 1,800 micro business actors, with a sample of 100 respondents selected through purposive sampling techniques. The results of the study show that: There is a positive and significant influence of partial assistance variables on the performance of micro businesses in Depok City, with a magnitude of 22.9%. There is a positive and significant influence of the variable of entrepreneurship training partially on the performance of micro businesses in Depok City, with a magnitude of 39.8%. There is a positive and significant influence of social media variables partially on the performance of micro businesses in Depok City,with a magnitude of 16.3%. There was a positive and significant influence of the variables of mentoring, entrepreneurship training and social media simultaneously on the performance of micro businesses in Depok City by 73.8%.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play an important role as the engine of economic growth in countries around the world (Varga, 2021; Syzdykova & Azretbergenova, 2025). MSMEs are the backbone of the economy in many developing countries, including Indonesia (Abduh et al., 2024; Suprihanti et al., 2025). MSMEs play an important role in the Indonesian economy as contributors to national GDP, providers of goods and services, workers/labour, poverty alleviation, increased investment, increased foreign trade through exports, and tax contributors as a source of state revenue (Reswita, Irawan & Sukiyono, 2021; Hidayat et al., 2025). According to data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia in 2023, Indonesia has 65.5 million MSMEs, accounting for 99% of all business units. This MSME sector contributes 61% to GDP, or equivalent to Rp. 9,580 trillion and contributes to the absorption of labour, reaching 97% of the total workforce (ekon.go.id, 2023).

During the COVID-19 pandemic, MSMEs faced various obstacles and challenges, including the economic crisis, which affected their business continuity. During the pandemic, MSMEs have become among the businesses that experienced the most intense shocks (Tarigan, Dewi & Pribadi, 2022). According to data from the Ministry of Cooperatives and SMEs, at least 37 thousand MSME actors were hit by the pandemic, this is in line with the Katadata Insight Center (KIC) in 2020 which reported research data from respondents (business actors) in Greater Jakarta (graph 1) where as many as 63.9 percent of business actors found a decrease in business turnover of more than 30% and 31.7 percent of business actors found a decrease of less than 30%. As many as 2.2 per cent experienced a turnover increase of less than 30%. And the remaining 0.6 per cent did not find significant changes in their business turnover (KIC, 2020).
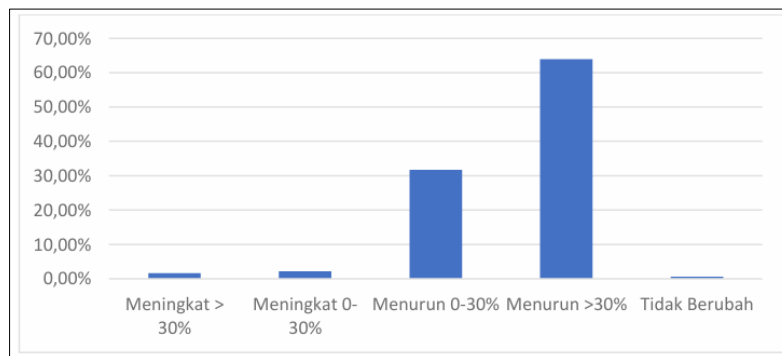
Graph 1. Post-Pandemic Turnover Decline
Source: KIC, 2020 Source: KIC, 2020

West Java is the province with the largest number of MSMEs in Indonesia (Ministry of Cooperatives and SMEs, 2022). One of the cities in West Java that contributes the most MSMEs is Depok. Depok City is one of the cities with fairly rapid micro- business development, as shown in Graph 2, which describes 4 micro businesses registered in Depok City. In 2022, there will be 2,110; in 2023, 2,114; in 2024, 1,800; and in 2025, 2,029.
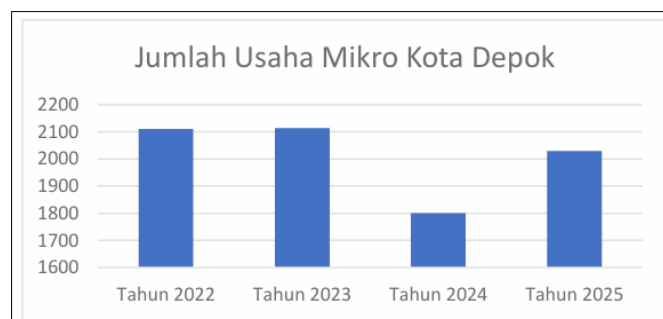
Graph 2. Number of Micro Enterprises in Depok City
Source : Depok City Cooperatives and Micro Enterprises Office, June 2025

In general, micro business actors are never free from various problems related to their business operations. This problem needs to be overcome immediately, through one way of mentoring, so that micro business actors receive guidance in developing their businesses. The role of assisting micro business actors in Depok City is very important because it is the key to encouraging the growth and sustainability of micro businesses. Companions help business actors in various ways, including administrative assistance, access to capital, business management training, and product marketing. With competent and responsive partners, business actors can more easily face challenges and seize opportunities, thereby increasing their competitiveness and contributing to the local economy.
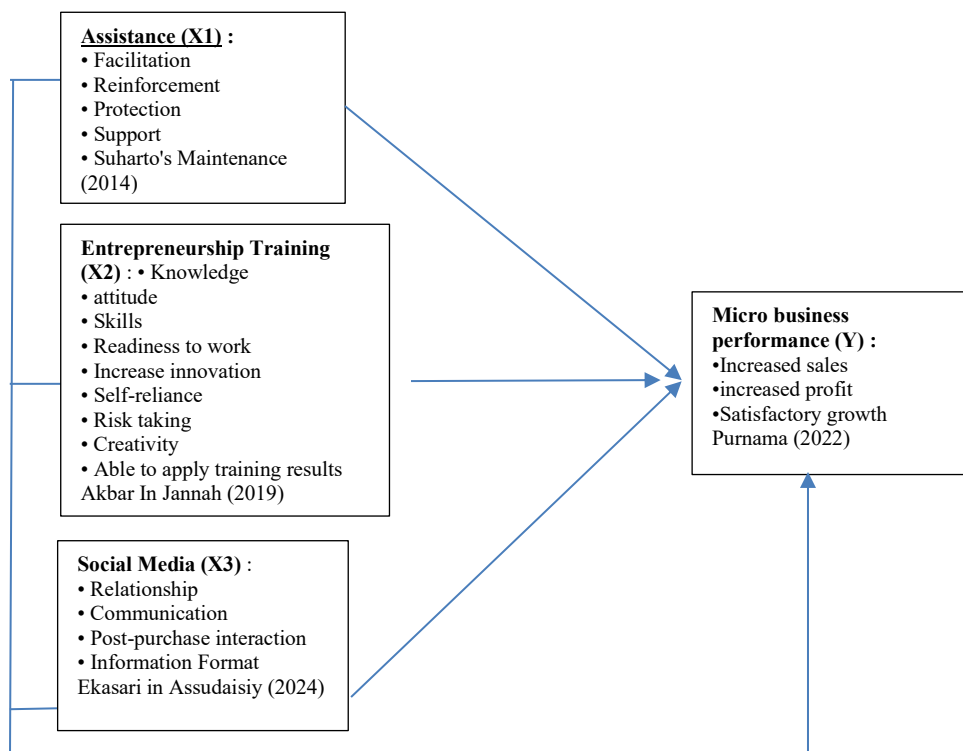
In addition to entrepreneurship mentoring and training, in connection with the dominant contribution to improving the economy, a strategy is needed to develop micro, small and medium enterprises. Modern technological developments can also be used to support the expansion of

business and trade, thereby having a significant impact on aspects of life. MSME actors choose social media as their main marketing tool (Winarti, 2021). This makes social media a main pillar for conveying information. In addition, a business's progress can be influenced by the extent to which perpetrators use social media.

The majority of MSMEs in Depok City have used digital marketing, with social media as the most dominant strategy (70%). This shows that MSMEs realise the importance of being present on digital platforms to reach more consumers, even though the level of understanding and skill in using various digital strategies still varies (Yulianto, 2024). The enthusiasm of the Indonesian people for social media services has led to many platforms entering the Indonesian market. Various platforms have been introduced to assess market share in Indonesia; many strategies must be pursued to continue improving business products (Oktarina et al., 2022). Several studies have been conducted on government support for MSME development. Kusumadewi and Rini (2025) found that mentoring programs have proven effective in empowering and positively impacting MSME business development, and Heryadi et al. (2023) found that MSMEs with a strong social media presence tend to perform better. Based on previous research, there has been no research that reviews "The Influence of Mentoring, Entrepreneurship Training and Social Media on the Performance of Micro Businesses in Depok City", so research related to activities that have been carried out by the government, such as mentoring, training and social media, is needed. This is done as part of monitoring and evaluation in refining intervention strategies in the future.

Given the identified problems, several factors affect the performance of micro businesses in Depok City, but not all can be researched. Therefore, the author limits the study to Mentoring, Entrepreneurship Training, and Social Media of the Depok City Government, with the aim of examining their influence on the performance of micro businesses in Depok City.

This study aims to analyze and evaluate the influence of mentoring on the performance of micro businesses in Depok City, To analyze and evaluate the influence of entrepreneurship training on the performance of micro businesses in Depok City, to analyze and evaluate the influence of social media on the performance of micro businesses in Depok City and to analyze and evaluate the influence of mentoring, entrepreneurship training and social media on the performance of micro businesses in Depok City. Here's a chart of the research thinking framework:

Assistance (X1) :
• Facilitation
• Reinforcement
• Protection
• Support
• Suharto's Maintenance
(2014)

Entrepreneurship Training (X2) : • Knowledge
• attitude
• Skills
• Readiness to work
• Increase innovation
• Self-reliance
• Risk taking
• Creativity
• Able to apply training results
Akbar In Jannah (2019)

Social Media (X3) :
• Relationship
• Communication
• Post-purchase interaction
• Information Format
Ekasari in Assudaisiy (2024)

Micro business performance (Y) :
•Increased sales
•increased profit
•Satisfactory growth
Purnama (2022)

Graph 3. framework

METHOD

The research approach uses quantitative methods based on its objectives. The research method used is explanatory research, namely, research aimed at testing and proving hypotheses. The Influence of Mentoring, Entrepreneurship Training and Social Media on the Performance of Micro Enterprises in Depok City is partially and simultaneously.

In this study, the population of Micro Business actors in the Depok area is 1800 (Source: Depok City Cooperatives and Micro Enterprises Office, 2024). The large number of these populations will ensure that the sample is representative. The sample calculation in this study will use the Slovin formula. According to the calculation, from the above formula, the sample size is 94.73, rounded to 95; however, in this study, the researcher added the number of samples to 100 respondents. Sampling in the study will use a non-probability sampling technique, namely purposive sampling. In this study, a number of criteria were applied as requirements for sampling, namely owning a micro business, having attended entrepreneurship training, and having been running for at least 1 year.

In this study, descriptive analysis is used to find the mean (average), median (middle value), and modes (values that often appear). This hypothesis test is proposed to determine whether there is a relationship between the variables and the magnitude of their influence. The research will be conducted at the Depok City Cooperatives and Micro Enterprises Office, at the Dibaleka II Building, 7th Floor, Jalan Margonda Raya Number 54, Depok, with implementation from April 2025 - July 2025.

RESULTS AND DISCUSSION

Overview of Micro Enterprises in Depok City

The formation of Depok City began with the existence of the Parung area in Bogor Regency, Kawedanan, or Deputy Regent (Depok.go.id). The increase in trade and services is increasingly rapid, so the speed of service is needed. The rapid development and rising aspirations of the community are increasingly urgent for the Depok Administrative City to be upgraded to a municipality, in the hope that its services will be maximised. Depok City, in addition to being the Government Centre that is directly adjacent to the Special Capital Region of Jakarta, is also a buffer area of the State Capital, which is directed to residential cities, education cities, trade and service centres, tourism cities and as a Purwanto water catchment city (2021). The population of Depok City reached 2.12 million in 2022 (Santika, 2023). Based on age categories, the productive age group accounted for the largest share, with a total of 178.63 thousand people. This number of productive ages has contributed to the increase in 78 79 micro businesses in Depok City. The number of micro businesses registered in Depok City will increase to 1800 by 2024. This number is spread across several sub-districts in the Depok area, such as Beji, Bojongsari, Cilodong, Cimanggis, Cinere, Cipayung, Limo, Pancoranmas, Sawangan, Sukmajaya, and Tapos. Dinas Cooperatives and Micro Enterprises of Depok City (2024).

Respondent Characteristics

In the following section, characteristics and results from a research study involving 100 respondents will be presented, using questionnaires designed to represent the research variables as indicators determined by the researcher. The following are the characteristics of the research respondents classified by gender, age, education, type of business and length of business. Most of them are female, totalling 92 people, or 92%. Meanwhile, only 8 people or 8% are male. The age distribution of respondents, by percentage, shows quite a range of variation. A total of 1% of the 83 respondents were under 30 years old, indicating a relatively young group. Then, 8% of respondents were in the 30-35 age range, reflecting the early adult age group. The largest group is those aged 45, with 54%, indicating that the majority of respondents are mature and experienced. Finally, 37% of respondents were aged 35 to 45, which indicates that most respondents have entered a productive and experienced age. Of the total respondents, most had a high school level (50 people, 50%), and a D3/Bachelor level (33 people, 33%). Meanwhile, only 3 people or 3% have an elementary education. This shows that the majority of respondents have a background in secondary education; thus, high school education is the most dominant. Based on Table 4.4, of the total respondents, most

are culinary businesses (86, or 86%), followed by Fashion (1%), crafts (4%), and Services/Others (9%). Most of the business tenure of micro business actors is > 3 years, with 85 people (60%), and 1-3 years, with 40 people (40%).

Research Results Description of the results of the research on the Influence of Mentoring, Entrepreneurship Training and Social Media on the Performance of Micro Enterprises in Depok City, explained based on quantitative descriptive analysis, statistical criteria test, data quality test, classical assumption test and hypothesis test below.

Table 1. Descriptive Statistics of Companionship Variables (X1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2	5	4.21	.701
X1.2	100	2	5	4.02*	.651
X1.3	100	2	5	4.07*	.714
X1.4	100	2	5	4.13	.691
X1.5	100	2	5	4.08*	.720
X1.6	100	2	5	4.09*	.712
X1.7	100	2	5	4.12	.700
X1.8	100	2	5	4.09*	.753
X1.9	100	2	5	4.09*	.712
X1.10	100	2	5	4.11	.723
Valid N (listwise)	100				
Rata - Rata				4.10**	

Sumber: Olah data primer, 2025
 * Skor dibawah rata – rata
 ** Pembulatan

From the results of the respondent response score category in Table 4.7 above, it can be concluded that the respondent's response to the performance of the Depok City micro business, based on the Assistance indicator, is 4.10. This means that, according to the respondents, the response is Good (89), because 4.10 falls between 3.40 and 4.19. The value in the percentage of response score criteria for the Mentoring variable is included in the good criteria.

Table 2. Descriptive Statistics of Entrepreneurship Training Variables (X2)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2. 1	100	2	5	4.01*	.785
X2. 2	100	2	5	4.11	.815
X2. 3	100	2	5	4.00*	.778
X2. 4	100	2	5	4.05*	.783
X2. 5	100	2	5	3.98*	.752
X2. 6	100	2	5	4.05*	.783
X2. 7	100	2	5	4.07	.769
X2. 8	100	2	5	4.06*	.722
X2. 9	100	2	5	4.08	.761
X2.10	100	2	5	4.03*	.810
X2.11	100	2	5	4.07	.782
X2.12	100	2	5	4.05*	.783
X2.13	100	2	5	4.13	.747
X2.14	100	2	5	4.16	.748
X2.15	100	2	5	4.13	.747
X2.16	100	2	5	4.09	.726
X2.17	100	2	5	4.09	.712
X2.18	100	2	5	4.11	.723
Valid N (listwise)	100				
Rata - Rata				4.07**	

Sumber: Olah data primer, 2025
 * Skor dibawah rata – rata
 ** Pembulatan

Based on the results in the table above, the respondent's response score for the performance of the Depok City micro business, based on the 94 Entrepreneurship Training indicator, is 4.07. This means that, according to the respondents, the response is Good because 4.07 falls within the range of 3.40–4.19. This value, as a percentage of the response score criteria for the Entrepreneurship Training variable, is included in the good criteria.

Table 3. Descriptive Statistics of Social Media Variables (X3)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	3	5	4.01	.732
X3.2	100	2	5	4.02	.752
X3.3	100	2	5	3.99*	.745
X3.4	100	3	5	3.96*	.710
X3.5	100	3	5	4.03	.703
X3.6	100	3	5	4.01	.732
X3.7	100	3	5	4.07	.756
X3.8	100	2	5	4.00	.778
X3.9	100	3	5	3.99*	.732
X3.10	100	3	5	3.96*	.710
Valid N (listwise)	100				
Rata - rata				4.00**	

Sumber: Olahan data primer, 2025
* Skor dibawah rata – rata
** Pembulatan

From the results in the table above, it can be concluded that the respondent's response to social media, based on their answer to the social media indicator, is 4.00. This means that, according to the respondents, the response is Good, because 4.00 falls between 3.40 and 4.19. This value, as a percentage of the response score criteria for the social media variable, is included in the good criteria.

Table 4. Descriptive Statistics of Business Performance Variables (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	100	4	5	4.48	.502
Y2	100	3	5	3.76*	.553
Y3	100	4	5	4.42	.496
Y4	100	3	5	3.88*	.573
Y5	100	4	5	4.33	.473
Y6	100	3	5	4.27	.468
Valid N (listwise)	100				
Rata - rata				4.19**	

* Skor dibawah rata – rata
** Pembulatan

From the results in the table above, it can be concluded that the respondent's response to business performance, based on their answer to the business performance indicator, is 4.19. This means that, according to the respondents, the response is Good because 4.19 falls within the range of 3.40100. This value, as a percentage of the response score criteria, for the business performance variable is included in the good criteria.

Hypothesis Test

Correlation and Multiple Linear Regression

Analysis of correlation coefficients to determine the closeness of the relationship between mentoring, entrepreneurship training, Entrepreneurship Training, Social Media and Micro Business Performance in Depok City, the results of which are shown in the table below.

Table 5. Correlation Coefficient of each variable

Correlations

		Pendampinga n (X1)	Pelatihan Kewirausahaa n (X2)	Media Sosial (X3)	Kinerja Usaha (Y)
Pendampingan (X1)	Pearson Correlation	1	.451**	−.125	.478**
	Sig. (2–tailed)		<.001	.217	<.001
	N	100	100	100	100
Pelatihan Kewirausahaan (X2)	Pearson Correlation	.451**	1	−.185	.631**
	Sig. (2–tailed)	<.001		.066	<.001
	N	100	100	100	100
Media Sosial (X3)	Pearson Correlation	−.125	−.185	1	.404**
	Sig. (2–tailed)	.217	.066		<.001
	N	100	100	100	100
Kinerja Usaha (Y)	Pearson Correlation	.478**	.631**	.404**	1
	Sig. (2–tailed)	<.001	<.001	<.001	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2–tailed).

From the table above, the relationship between the correlation coefficient and the determination coefficient is partially explained below.

1. The Mentoring Variable (X1) has a positive and significant relationship with Business Performance (Y) with a correlation coefficient of 0.478 and a significance value of $p < 0.001$. This shows that the better the business actor receives assistance, the more their business performance tends to increase significantly. This relationship falls into the moderate correlation category.

2. The Entrepreneurship Training variable (X2) also showed a strong, significant positive relationship with Business Performance (Y), with a correlation coefficient of 0.631 and a p-value of < 0.001. This indicates that effective entrepreneurship training plays a significant role in improving the performance and business outcomes of micro business actors in Depok City.

3. The Social Media variable (X3) shows a correlation coefficient of 0.404 with Business Performance (Y), with a significance value of $p < 0.001$. This means that the use of social media also has a positive, significant relationship, even though it falls into the sufficient category. This means that the more intensive and effective the use of social media by business actors, the more their business performance also tends to increase.

4. Overall, the three independent variables (Mentoring, Entrepreneurship Training, and Social Media) all had positive and significant relationships with Business Performance, with Entrepreneurship Training showing the strongest relationship.

Measurement of the Multiple Linear Regression Coefficient for the effects of mentoring, entrepreneurship training, and social media on the performance of micro enterprises in Depok city, based on statistical processing using the IBM SPSS Statistics Version 29 program, shown in the table below.

Table 6. Multiple Linear Regression Coefficient Measurement Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.583	1.445		1.095	.276
	Pendampingan (X1)	.104	.022	.272	4.633	<.001
	Pelatihan Kewirausahaan (X2)	.154	.015	.610	10.309	<.001
	Media Sosial (X3)	.201	.019	.551	10.339	<.001

a. Dependent Variable: Kinerja Usaha (Y)

The data in the table above shows a constant value of 1.583; The value of the Mentoring coefficient (X1) is 0.104, the value of the Entrepreneurship Training (X2) is 0.154, and the value of the Social Media coefficient (X3) is 0.201. Based on this description, the multiple regression equation model is obtained as follows:

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 1.583 + 0.104\ X_1 + 0.154\ X_2 + 0.201\ X_3 + \varepsilon$$

Based on the calculation above, the results of the multiple regression can be explained as follows: The constant value of 1.583 indicates that if the three independent variables (Mentoring, Entrepreneurship Training, and Social Media) are at zero, then the Business Performance value is predicted to be 1.583. Although in practice this condition does not occur (since the data are measured on a Likert scale of 1–5), constants are still required in the model to fully specify the regression equation.

The regression coefficient for the Mentoring variable (X1) of 0.104 means that a one-unit increase in Mentoring will increase Business Performance by 0.104, assuming the other variables are constant. The value of $t = 4.633$ and $p < 0.001$ showed that the influence of Mentoring on Business Performance was statistically significant.

For the Entrepreneurship Training variable (X2), a regression coefficient of 0.154 was obtained, indicating that a one-unit increase in Entrepreneurship Training increases Business Performance by 0.154. The t-value of 10.309 and $p < 0.001$ indicate that the influence of these

variables is also statistically significant. Meanwhile, the Social Media variable (X3) has a regression coefficient of 0.201, indicating that a one-unit increase in Social Media use will increase Business Performance by 0.201 (t = 10.339, p < 0.001), which is statistically significant.

Overall, the results of this regression show that the three independent variables have a significant influence on Business Performance. Among the three, Entrepreneurship Training (X2) showed the greatest influence, with the highest standard Beta value of 0.610, indicating that efforts to improve the quality of entrepreneurship training can make the greatest contribution to encouraging improvements in micro business performance.

Coefficient of Determination

To see the contribution of each partially independent variable to business performance. The Partial Determination Coefficient (Partial KD) was calculated.

Table 7. Table of Partial Determination Coefficients of Variables X1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.478ª	.229	.221	2.034

a. Predictors: (Constant), Pendampingan (X1)

Based on the regression output in the table above, an R value of 0.478 was obtained, indicating a moderate relationship between mentoring and micro business performance in Depok City. The R-Square value of 0.229 indicates that 22.9% of the variation in business performance is explained by the mentoring variable, while the remaining 77.1% is influenced by other variables not included in this model.

Table 8. Table of Partial Determination Coefficients of Variables X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631ª	.398	.392	1.797

a. Predictors: (Constant), Pelatihan Kewirausahaan (X2)

The results of the simple regression in the table above show that the entrepreneurial training variable has a strong relationship with business performance, as indicated by the R value of 0.631. An R-Square value of 0.398 indicates that 39.8% of the variation in business performance can be explained by entrepreneurship training. This is a considerable contribution when compared to other variables partially.

Table 9. Table of Partial Determination Coefficients of Variables X3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.404ª	.163	.155	2.119

a. Predictors: (Constant), Media Sosial (X3)

A simple regression between social media and business performance in the table above shows a weak-to-moderate relationship, with an R value of 0.404. The R Square value of 0.163 indicates that only 16.3% of the variation in business performance can be explained by social media, while the remaining 83.7% is influenced by other variables.

Table 10. Variable Determination Coefficient Table and

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859ª	.738	.729	1.199

a. Predictors: (Constant), Media Sosial (X3), Pendampingan (X1), Pelatihan Kewirausahaan (X2)
b. Dependent Variable: Kinerja Usaha (Y)

Based on the results of the Model Summary output in the table above, an R value of 0.859 was obtained, which shows a very strong relationship between independent variables, namely Mentoring (X1), Entrepreneurship Training (X2), and Social Media (X3), to the dependent variable, namely Business Performance (Y). An R-Square value of 0.738 indicates that 73.8% of the variation in micro business performance can be explained by these three independent variables, while the remaining 26.2% is influenced by other factors not included in this model. The Adjusted R-Square value of 0.729 indicates that after adjusting for the number of variables, the model still retains high predictive ability. Meanwhile, the Standard Error of the Estimate value of 1,199 indicates that the model's prediction error is quite small, suggesting that the regression model is highly accurate in explaining the influence of the X1, X2, and X3 variables on the performance of micro businesses in Depok City.

T Test and F Test

Table 11. T Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.583	1.445		1.095	.276
	Pendampingan (X1)	.104	.022	.272	4.633	<.001
	Pelatihan Kewirausahaan (X2)	.154	.015	.610	10.309	<.001
	Media Sosial (X3)	.201	.019	.551	10.339	<.001

a. Dependent Variable: Kinerja Usaha (Y)

Table 12. F-test results (simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	388.022	3	129.341	89.965	<.001[b]
	Residual	138.018	96	1.438		
	Total	526.040	99			

a. Dependent Variable: Kinerja Usaha (Y)

b. Predictors: (Constant), Media Sosial (X3), Pendampingan (X1), Pelatihan Kewirausahaan (X2)

From the table above, it can be seen that the F test is 89.965 and the significance level is determined at 5% ($\alpha = 0.05$), in this study it is known that the number of samples (n) is 100 and the total number of variables (k) is 4, so it is obtained: 127 df1 = k – 1 = 4 – 1 = 3 df2 = n – k = 100 – 4 = 96 then the Ftable value of 2.70 is obtained in the appendix (table F). because Fcal > Ftabel or 89.965 > 2.70 means that H0 is rejected and Ha is accepted. Furthermore, the significance test (Sig) in the ANOVA table above shows a Sig value of 0.001. Since sig < $\alpha = 0.05$, H0 is rejected and Ha is accepted. Thus, it is tested that there is a positive and significant influence of simultaneous mentoring, entrepreneurship training, and Social Media on the Performance of Micro Enterprises in Depok City.

Discussion

The results of the recapitulation of the average score of the indicators on the assistance variable, based on the interpretation scale of respondents' answers, yielded a score of 4.10. The results based on the respondent's answer score category are between 3.40 – 4.19 which is declared good, but there is still a need to improve several indicators with the lowest scores, namely: access to business training and workshops as well as improving skills related to business management and technical, assistance in the management of legal business licenses, information related to the rights of micro business actors, improving the ability to manage social media,assistance in monitoring business development.

The lowest indicator scores for access to training and business workshops are related to budget efficiency, thereby limiting the budgets allocated by the Regional Government to each regional apparatus. As a result, 129 training-related programs and activities have had their trainee quotas adjusted. Thus, it can be demonstrated that mentoring has a positive and significant influence on the performance of micro businesses in Depok City.

This research is in line with research conducted by Agus Tri Atmojo (2018), Siti Ainun Rahmah (2018), Diah Susilani, Dian Retnaningsih (2023), Novita Widyastuti, Vienna Artina Sembiring, Nurti Rahayu and Harfinolla Amabel Kirani D (2025), Murda Nancy Lesuruan (2018). This research aligns with Empowerment Theory, as explained by Suharto (2005), which holds that mentoring is part of the empowerment process, helping MSME actors become more empowered by increasing knowledge, skills, and confidence in managing their businesses. Mentoring is a systematic process of facilitation, consultation, and education to increase the capacity of micro businesses in business planning, management, and development. Mentoring plays a role in accelerating the growth of micro businesses. The purpose of the assistance is to enable business actors to directly apply the material obtained to overcome the problems they face in managing their businesses. In this study, mentoring has 130 direct, significant and positive implications on the performance of micro businesses. Given the phenomena and problems that occur in micro businesses in Depok City, it is important for micro business actors to make effective use of mentoring activities to achieve maximum business performance.

The results of the recapitulation of the average score of the indicators in the entrepreneurship training variable, based on the interpretation scale of respondents' answers, yielded a score of 4.07. The results, based on the respondents' answer score categories, range from 3.40 to 4.19, which is considered good, but there is still room to improve several indicators with the lowest scores, namely business management skills.

The lowest indicator score was for improving skills in business management (3.98). This is related to training materials that have not focused on business management, limited training duration, incompatibility between the material and the needs of business actors, low educational backgrounds or managerial experience, and a lack of follow-up or post-training evaluation. Thus, it can be demonstrated that entrepreneurship training has a positive and significant influence on the performance of micro businesses in Depok City.

This research aligns with the research conducted by Waskito Adi Nugroho and Endang Iryanti (2023). Yana Diana, Sri Rahayu, Arini Zannah (2023), Taufik Irwansyah, Agus Wibowo, Karuniana Dianta A.S (2025), Raheem bux Soomro, Sanam Gul Memon, Marvi Soomro (2025), Novita Widyastuti, Viena Artina Sembiring, Nurti Rahayu and Harfinolla Amabel Kirani D (2025). This research aligns with the Theory (Timsal et al., 2016, in Dwinarko et al., 2023), which states that training is a planned process to change attitudes, knowledge, or skills through a learning experience to achieve effective performance in each activity or range of activities. According to Rodriguez & Walters (2017, in Dwinarko et al., 2023), training and development is a function in human resource management used to fill the gap between current and expected performance (Elnaga & Imran, 2013, in Dwinarko et al., 2023).

The results of the recapitulation of the average score of the indicators on the social media variable, based on the interpretation scale of the respondents' answers, yielded a score of 4.00. The results, based on the respondents' answer score categories, range from 3.40 to 4.19, which is considered good, but there is still room to improve several indicators with the lowest scores, namely, business management skills.

The findings of the lowest indicator score in efforts to maintain long-term relationships (3.96) are related to micro business actors not understanding customer loyalty strategies, lack of skills in managing social media strategically, limited time and resources, absence of special training on digital loyalty, and lack of awareness of the importance of customer loyalty. The lowest indicator score (3.96) in an effort to provide an attractive visual display (graphic design, photos, videos) is related to Lack of design or information visualisation skills, Lack of understanding of digital customer needs, Use of simple applications without training, and Limited resources or time. Thus, it can be demonstrated that social media has a positive and significant influence on the performance of micro businesses in Depok City.

This research aligns with that of D. Yadi Heryadi, Dhiana Ekowati, and Dhety Chusumastuti (2023). This aligns with technology adoption theory (Davis, 1989), which posits that business actors' willingness to adopt social media affects marketing success and improves business

performance. Li et al. (2020) stated that social media marketing strategies provide advantages by changing the method of finding new markets, how to access a wide demographic and how to take advantage of available virtual features, and Peter et al. (2013) argue that technological advances provide opportunities for small retail business owners to use social media marketing ads more efficiently. This efficiency and convenience give small retail business owners their businesses by recognising the growing trend in the community.

CONCLUSION

Mentoring has a positive and significant effect on the performance of micro businesses in Depok City. The magnitude of mentoring's influence on the performance of micro businesses is 22.9%. This means that the better the prepared and implemented assistance, the higher the performance of micro businesses in Depok City. Entrepreneurship Training has a positive and significant effect on the performance of micro businesses in Depok City. The magnitude of the influence of Entrepreneurship Training was 39.8%, the highest among the three variables studied. This means that the better the entrepreneurship training that is prepared and implemented, the higher the performance of micro businesses in Depok City. Entrepreneurship training plays an important role in shaping business mindset, managerial skills and product innovation.

Social Media has a positive effect on the performance of Depok City's micro businesses. The magnitude of social media influence is 16.3%. This means that the better social media is used, the higher the performance of micro businesses in Depok City. 137 138 The use of digital platforms allows MSMEs to reach a wider range of customers, build closer relationships and increase consumer loyalty.

Mentoring, Entrepreneurship Training and Social Media simultaneously have a positive and significant effect on the performance of micro businesses in Depok City. These three variables together accounted for 73.8% of the improvement in micro business performance in Depok City, while the remaining 26.2% was influenced by other factors outside this research model. Overall, the results of this study show that to achieve more optimal business performance, synergistic and sustainable strengthening between the three factors is needed.

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