

EXPLORATION OF HUMAN RESOURCES IN MSMES IN SURAKARTA FROM A SOCIODEMOGRAPHIC PERSPECTIVE

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in Indonesia's economy by contributing to employment, job creation, and local economic growth. This study explores the socio-demographic characteristics of MSME owners in Surakarta, focusing on age, gender, education level, work experience, and employment status. Using a quantitative approach, data were collected from 200 MSME operators through structured questionnaires and analyzed using univariate analysis. The results indicate that MSME owners in Surakarta have a diverse profile across all socio-demographic factors, which influences managerial skills, innovation, and business sustainability. Owners with higher education, longer work experience, and full-time commitment tend to perform better. Understanding these characteristics is essential for designing effective policies, training programs, and support initiatives to strengthen MSMEs and enhance their competitiveness in local and regional markets

KEYWORDS

MSMEs, socio-demographics



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the key pillars of Indonesia's economy due to their significant contribution to employment absorption, job creation, and local economic growth. In Surakarta, MSMEs have developed rapidly, particularly in the culinary, fashion, and service sectors (Alshahrani & Salam, 2022). The growth in the number of MSMEs demonstrates substantial economic potential; however, the effectiveness of business management still heavily depends on the quality of human resources (HR) possessed by the business actors.

MSME human resources encompass various individual characteristics of business actors, including socio-demographic factors such as educational background, work experience, and employment status. Educational background affects the ability of business

actors to understand technology, marketing strategies, and the application of modern business practices. Entrepreneurs with higher education tend to adopt innovations and digital systems more quickly, while those with lower education face obstacles in business development (Zizah Syah Putri, 2024).

In addition, work experience is also an important factor in determining managerial skills and operational strategies of MSMEs. Business actors with more extensive work experience usually have better decision-making abilities, are more prepared to face risks, and are more innovative in business management. Meanwhile, employment status whether the entrepreneur fully focuses on the MSME or has another job affects time commitment, focus, and capacity to develop the business. Entrepreneurs who fully dedicate themselves to their MSMEs generally have greater capacity for innovation and competitiveness compared to those who work part-time or have additional jobs (Yeşildağ, 2019).

Understanding the socio-demographic profile of MSME human resources is essential for designing targeted training programs, mentoring, and capacity-building strategies. With this understanding, local governments, support institutions, and policymakers can improve the quality of MSME human resources so that they can optimize business management, adapt to technological developments, and compete in local and regional markets. This study aims to explore the socio-demographic characteristics of MSME human resources in Surakarta, thereby providing a holistic picture of the preparedness and capability of business actors to optimally develop their businesses.

RESEARCH METHOD

This study employs a quantitative approach with the aim of exploring the socio-demographic aspects of MSMEs in Surakarta. Data were collected from 200 respondents, who are MSME operators in the area. The population of this study consists of all registered MSME operators in Surakarta, while the sample was selected randomly (random sampling) with a total of 200 MSME operators to ensure representative data and minimize bias (Ghozali, 2017; Sugiyono, 2009). Data were collected using a questionnaire designed based on socio-demographic variables, including age, gender, educational background, work experience as a business owner, and employment status. The data were then analyzed using univariate analysis, which aims to describe each variable separately, providing an overview of the distribution, frequency, and characteristics of respondents based on these socio-demographic factors.

RESULT AND DISCUSSION

Table 1. Univariate Test

Variable	Category	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Age	<25	39	19.5	19.5	19.5
	25-34	44	22.0	22.0	41.5
	35-44	35	17.5	17.5	59.0
	45-54	41	20.5	20.5	79.5
	>55	41	20.5	20.5	100.0
Gender	Female	100	50.0	50.0	50.0
	Male	100	50.0	50.0	100.0
Education Level	Elementary School	38	19.0	19.0	19.0

Variable	Category	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
	Junior High School	31	15.5	15.5	34.5
	Senior High / Vocational	35	17.5	17.5	52.0
	Diploma	27	13.5	13.5	65.5
	Bachelor's Degree	40	20.0	20.0	85.5
	Master's Degree	29	14.5	14.5	100.0
Work Experience	<1 year	36	18.0	18.0	18.0
	1-3 years	57	28.5	28.5	46.5
	4-6 years	56	28.0	28.0	74.5
	>6 years	51	25.5	25.5	100.0
Employment Status	Main Job	102	51.0	51.0	51.0
	Side Job	98	49.0	49.0	100.0

Sumber : Penulis (2025)

The age characteristics of MSME owners in Surakarta show a relatively even distribution. The 25–34 age group is the most dominant (22%), followed by the 45–54 age group (20.5%) and those over 55 years old (20.5%). This indicates that MSMEs are managed by multiple generations, ranging from young to more mature owners, each with different approaches to management and business strategies. Research by Tehseen (2023) shows that business success perceptions among MSME owners are influenced by age, with more experienced owners tending to have a more positive perception of their business success.

The gender distribution of MSME owners demonstrates equality, with female and male owners each comprising 50%. This reflects relatively balanced opportunities for both genders to engage in entrepreneurship. However, the choice of business sector may still be influenced by prevailing social and cultural norms. Shabbir & Kousar, (2019) found that owner characteristics, including gender, influence entrepreneurial orientation and business performance.

The education level of MSME owners in Surakarta varies, with the majority having at least a high school or vocational education (65%), and approximately 34.5% holding a bachelor's or master's degree. Higher education levels have the potential to enhance managerial skills and the ability to adopt innovations in business. Previous studies indicate that the education level of MSME owners affects their perception of business success (Tehseen et al., 2023)

Work experience among MSME owners also varies, with the majority having between 1 and 6 years of experience (56.5%), and 25.5% having more than 6 years. Longer work experience can improve managerial skills and the ability to face business challenges, while shorter experience may bring fresh perspectives and innovative ideas. Tehseen et al., (2023) emphasizes that work experience influences MSME owners' perceptions of business success.

The distribution of employment status shows that 51% of owners consider MSMEs their main job, while 49% run the business as a side job. Owners who dedicate themselves fully to their MSMEs tend to have higher commitment and more time allocation, which can contribute to business growth and sustainability. Research by Tehseen et al., (2023) also found that employment status affects MSME owners' perceptions of business success.

Overall, the socio-demographic characteristics of MSME owners in Surakarta reflect diversity that can potentially influence managerial strategies, innovation, and business sustainability. A deep understanding of these factors is crucial for formulating policies and programs that effectively support the development of MSMEs in a sustainable manner.

CONCLUSION

MSME owners in Surakarta show a diverse socio-demographic profile in terms of age, gender, education, work experience, and employment status. This diversity influences managerial skills, innovation, and business sustainability. Owners with higher education, more experience, and full-time commitment to their business tend to perform better. Understanding these characteristics is crucial for designing effective policies and support programs to strengthen MSMEs and enhance their competitiveness.

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