



The influence of e-commerce as a marketing medium in increasing the income of MSMEs in Makassar city

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ARTICLE INFO

Article history:

Received Jul 27, 2023

Revised Aug 02, 2023

Accepted Aug 11, 2023

Keywords:

E-Commerce;
Income;
SME's.

ABSTRACT

E-Commerce is an alternative in marketing that can improve income of MSMEs in the era of the Covid-19 pandemic. Where is the purpose of this research for determine the effect of e-commerce on MSME income. The research method uses multiple regression analysis method starting from the sampling technique using non probability sampling with the type of purposive sampling obtained as many as 180 samples of SMEs use e-commerce in their daily transactions. This research activity was carried out on 2022 with several stages of research starting from direct interviews with respondents study. The results of this study found that the effect of e-commerce is in this case Interface (interface), Navigation (Navigation), Content (Content) and Technical (Technical) positive and significantly to the increase in income of MSMEs in Makassar City while Reliability (Reliability) has a positive but not significant effect on increasing income at MSMEs in Makassar City.

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1. INTRODUCTION

The coronavirus disease 2019 (Covid-19) has caused major economic shocks, especially for small businesses (Bartik et al., 2020; Engidaw, 2022; Hertati et al., 2020). This condition makes people have to rack their brains for how to survive. That is why, at that time, the proliferation of online-based activities, such as trading online through social media and e-commerce. Some online businesses in several sectors have increased in the midst of the covid-19 pandemic. pandemic, therefore this paper will discuss how e-commerce is a solution to increase business income in the midst of the covid-19 pandemic. a solution to increase business income in the midst of the current co-19 pandemic. E-commerce has actually been around for a long time before the Covid-19 outbreak and is brought major changes to the company's business patterns and affected the pattern of community transactions. transaction patterns of society. During the world recession of 2008-2009, e-commerce was a relatively stable retail company (Gustina et al., 2022; Pantelimon et al., 2020; Xiao et al., 2019).

A retail company that was relatively stable. Online sales even continued to increase since 2012 until now when the Covid-19 outbreak occurred, and is expected to continue to strengthen after the pandemic. continue to strengthen after the pandemic.

Recorded until April 17, 2020, as many as approximately 37,000 MSME players stated that they were affected by the COVID-19 pandemic by reporting it to the Ministry of Cooperatives and SMEs. Cooperatives and SMEs (Pakpahan, 2020). The social distancing guidelines proposed by each government and health departments to the public have resulted in school and business closures and left communities disoriented facing unprecedented levels of change. The emergence of the e-commerce market has created vast market opportunities for retailers and logistics service providers, can increase purchase and sales satisfaction and logistics service providers, can improve purchase and sales satisfaction and can facilitate logistics service providers' ability to can facilitate the logistics service provider's ability to manage a larger. Even though the Covid-19 pandemic is raging, internet access can still be utilized

The e-commerce world is wide open for MSME players to increase sales. MSMEs are indirectly forced to change the way they transact, from offline to online. transactions, which were originally offline then during this pandemic switched to online. E-commerce is believed to be able to increase sales for MSME players. During covid-19 pandemic, e-commerce has great advantages compared to making traditional by conducting transactions traditionally, offering reduced transaction costs and transaction costs and providing convenience for all consumers (Ismail, 2020). During the pandemic Covid-19 pandemic, e-commerce is able to accelerate business development and accelerate operational adjustments (Ikhsan & Hasan, 2020). accelerate operational adjustments. According to (Madrianah et al., 2023), there are 5 important variables to evaluate an e-commerce website (interface, navigation, content, etc.).

(interface, navigation, content, reliability, and technical). Interface is an application that connects between faces and can make it easier for people to buy physical and services. both in physical and service purchase transactions. User interface provides convenience for its users, The user interface applications that is now booming in Indonesia is go-jek, Grab and Shopee. Indonesia is go-jek, one of the e-commerce applications that makes it easy for users to make purchases of both products and transportation services. for users in making purchases of both products and transportation services.

For an example of an online motorcycle taxi such as Go-Jek, through Go-Jek someone can use someone's services for transportation using a motorcycle or car, order food, send goods, transport services and others that are currently being developed by Go-Jek. This GoFood by Gojek application is very helpful for the seller because it is a means of promotion, more sellers because it is a means of promotion, more easily accessible to many potential customers, avoid direct contact during PSBB and reduce the mobility of people during this pandemic. this pandemic (Nur et al., 2019; Prananda et al., 2020; Selfira & Neltje, 2022). By working together and partnering with MSMEs in the food and non-food sectors, Gojek takes on the role of a provider of food and non-food products. food sector, Gojek takes on the role of a platform provider for food MSME entrepreneurs, which is a marketing medium in food MSMEs which become marketing media in the introduction of products sold by these MSMEs. sold by these MSMEs. Apart from being a marketing medium for the products sold, Gojek also provides online delivery services that employ drivers or Gojek riders to deliver orders. Gojek drivers to deliver orders that have been purchased by consumers. Payment in this application can also use non-cash so that it can encourage the creation of a Less Cash Society. encourage the creation of a Less Cash Society (LCS), especially during this pandemic (Dauda et al., 2023).

The use of e-commerce is certainly not new to economic actors. However, since the pandemic, the increase in e-commerce users has reached 91%. fierce competition for MSME players who are starting to change the world of e-commerce in marketing their products and services. marketing their products and services, plus the pandemic has changed the behavior and shopping style of consumers. behavior and shopping style of consumers. Digital technology as a solution that can be maximized by MSME players to maintain their business in the midst of a pandemic and e-commerce is one of the options

pandemic and e-commerce is one of the choices of MSME players to market their products or services during the pandemic. marketing their products or services during the pandemic. and how social media marketing and the use of e-commerce can benefit MSME businesses (Nurlinda & Fathimah, 2019). and how social media marketing and the use of e-commerce can benefit MSME businesses that partner with e-commerce (Madrianah et al., 2023).

Research on how e-commerce affects MSME income has actually been done a lot, but in the conditions of the last two years, this research has increased in connection with the covid 19 pandemic (Rianty & Rahayu, 2021a). this research has increased in connection with the covid 19 pandemic (Inmyxai & Takahashi, 2010). In In this study, it was explained that MSME revenues experienced a positive impact from the Covid 19 pandemic. The average increase is e-users commerce users who have optimized their sales since the beginning of the business, or before the existence of Covid 19 so that his business was not seriously affected when people changed their shopping patterns from offline to offline. when people change their shopping patterns from offline to online, whereas (Noviono & Pelitawati, 2019) showed that Covid-19 caused economic losses nationally. Seeing the impact of the decline in the economy due to this pandemic, many business actors have switched to online businesses or online businesses. many businesses have switched to online business or what is called electronic commerce (e-commerce). E-commerce has proven to be able to encourage economic growth in Indonesia as in research. Madrianah research (Madrianah et al., 2023) concluded that e-commerce is a solution for businesses to grow their business. commerce is a solution for businesses to meet consumer demand during the pandemic. during the pandemic. In line with research which found that e-commerce grew rapidly during the Covid-19 pandemic. commerce grew rapidly during Covid-19 and was used as a substitute source and was considered as the top economic driver in this condition. Along with the advancement of technology and the increasing number of MSMEs partnering with gojek in selling their products, this research is expected to contribute in proving products, this research is expected to contribute in proving the effect of e-commerce on the economy (Verawaty et al., 2022).

Many businesses use or are based on digital networks called businesses e-commerce and e-commerce today. Electronic business (electronic business or e-business) is a business process that utilizes the use of technology digital and internet in its main operations (Al Kausar et al., 2022). E-business includes activities internal management of a company as well as coordination activities with suppliers and other business partners (García-Muiña et al., 2021). E-commerce (electronic commerce) is part of e-business (electronic business) related to the activity of buying and selling goods/services Through the internet. E-commerce also includes activities that support these transactions, such as advertising, marketing, consumer support, security, delivery, and payment (Lyons et al., 2006). E-commerce will change all marketing activities as well while at the same time reducing operational costs for trading activities. E-commerce started since 1995 where one of the first internet portal named Netscape.com received the first commercials from major companies and was popularized that the web could be used as a new medium for advertising and sales. Unexpected, that's what makes sales increase by two to three times previously. E-commerce continued to grow until the recession of 2008-2009 where economic growth is very slow. In fact, e-commerce is one of a kind relatively stable retail business. In 2012, e-commerce continues to climb, it's proven with the number of online shoppers increasing by 5% and the number of online transactions increased by 7% (Karagozoglu & Lindell, 2004). Several variables are used to evaluate e-commerce network sites, namely: (a). Interface (Interface); (b). Navigation; (c). Content; (d). Reliability; (e). Technical

The definition of MSMEs according to the Ministry of Cooperatives and MSMEs is as follows: "Business Small (UK), including Micro Enterprises (UMI) are business entities

that have wealth net maximum Rp. 200,000,000, excluding land and buildings for business premises and has annual sales of at most Rp. 1,000,000,000. Meanwhile, Enterprises Medium (UM) is a business entity owned by an Indonesian citizen who owns net worth greater than Rp. 200,000,000 to.d. Rp. 10,000,000 not included land and buildings" (Helmalia, A., & Afrinawati, 2018)

In the current digital era, MSMEs in Indonesia are growing rapidly. MSMEs take advantage of technology, especially social media as a means to conduct digital marketing (digital marketing) to carry out its business activities. However, stated that SMEs still face several obstacles in improve the competitiveness and performance of SMEs. These constraint factors namely there are limitations to capital, limited access to markets, and also limitations on access to information about resources and technology.

Income

According to PSAK No. 23 paragraph 6, income is "the gross inflow of benefits economics arising from the normal activities of the enterprise during a period when the flow the inflow resulted in an increase in equity, which was not derived from contributions investor".

From the background research, this article purpose to found the impact of e-commerce (Interface, Navigation, Content, Reliability, Technical) to increase MSME's Income during pandemic Covid-19 in Makassar City. From this problems we developed the hypothesis :

Hypothesis Development

H1 = Interface has an effect on MSME income during the covid 19 pandemic

H2 = Navigation has an effect on MSME income during the covid 19 pandemic

H3 = Content has an effect on MSME income during the covid 19 pandemic

H4 = Interface has an effect on MSME income during the covid 19 pandemic

H5 = Reliability has an effect on MSME income during the Covid 19 pandemic

2. RESEARCH METHOD

Population and Research Sample

The target population in this study is MSME e-commerce users. Technique sampling using non-probability sampling with purposive type sampling is a sample collection technique based on certain considerations. Amount There are 16,942 registered MSMEs in the city of Makassar. Samples are taken based on Slovin's formula (Didiharyono, 2022) is :

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

Information :

n = minimum number of samples,

N = population

e = error margin

The maksimum sample is (n) = $16942 / 1 + 16942 (0.05)^2$

= $16942 / (1 + (16942 \times 0.0025))$

= $16942 / 1 + 93,35$

= $16942 / 94,37$

= 179.52

The sample criteria are:

1. MSMEs do not go out of business due to the covid-19 pandemic
2. MSMEs are registered with the Cooperatives and MSMEs Office of the city of Makassar

Data Types and Sources

The type of data used in this research is primary data distributing questionnaires which will then be filled in by the respondents obtained directly from the object of research using measurement tools or tools data retrieval directly on the object as a source of information sought. Source The primary data taken in this study were obtained directly from the SMEs partners with e-Commerce such as Gojek, Grab and Shopee in Makassar, The data collection start from November 2022 until January 2023.

Data analysis technique

This research is a survey research in which information is collected obtained from respondents who filled out the questionnaire. After the data is collected, next the data will be analyzed with an application, namely SPSS. However, before the data is analyzed the author needs to test whether the data is valid and reliable with the reliability test and test the validity of the research instrument, namely a questionnaire, then an analysis will be carried out simple linear regression (Godfrey, 2019; Jeong et al., 2021; Maulud & Abdulazeez, 2020). The questionnaire was chosen because it is more efficient in terms of time, energy, research costs, and has a high degree of accuracy. The scale used is a Likert scale. The questionnaire used in this study is a questionnaire with five alternative answers with scoring: 1) STS Answer (Strongly Disagree) given a score of 1. 2) Answer TS (Disagree) is given a score of 2. 3) Answer N (Neutral) is given score 3. 4) Answer S (Agree) is given a score of 4. 5) Answer SS (Strongly Agree) is given a score of 5.

3. RESULTS AND DISCUSSIONS

This research is about the effect of e-commerce on Makassar City MSME income during the covid 19 pandemic. The metode of this research is multiple regression analysis, Spread the questionnaire to 180 Respondent, using Validity and Realibility test and partial test using t test to get the results compare to the hypothesis. That the results this research as follows:

We can see the characteristics of respondents based on gender in this study in Figure 1 below :

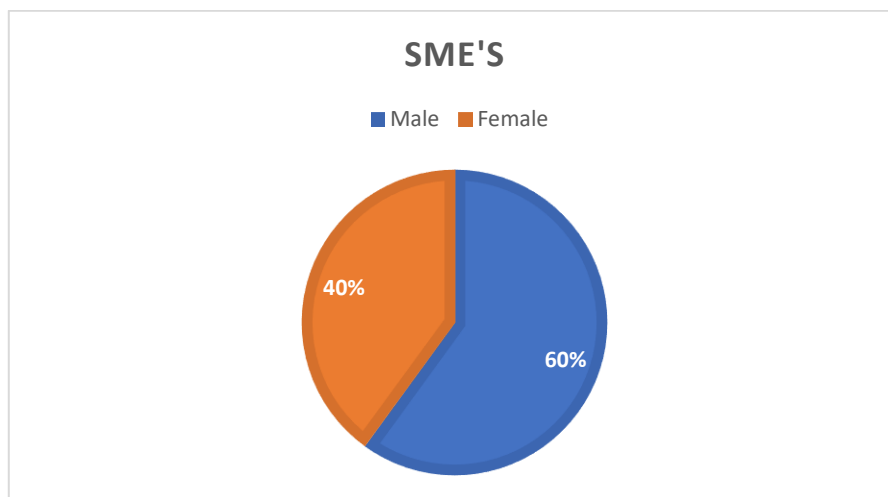


Figure 2. Respondent characteristic based on gender

From Figure 2 above, we can see that the number of MSME respondents who partnered with e-commerce was 40 percent women and the remaining 60 percent were men

Table 1. Validity test

Variable	Item	R Table	R Test	Information
Interface	X1.1	0.098	0.109	Valid
	X1.2	0.098	0.107	Valid
	X1.3	0.098	0,113	Valid
Navigation	X2.1	0.098	0.127	Valid
	X2.2	0.098	0.140	Valid
	X2.3	0.098	0,229	Valid
Content	X3.1	0.098	0.221	Valid
	X3.2	0.098	0.160	Valid
	X3.3	0.098	0,223	Valid
Reliability	X4.1	0.098	0.224	Valid
	X4.2	0.098	0.211	Valid
	X4.3	0.098	0,160	Valid
Technical	X5.1	0.098	0.129	Valid
	X5.2	0.098	0.207	Valid
	X5.3	0.098	0,133	Valid
Income	X1.1	0.098	0.119	Valid
	X1.2	0.098	0.117	Valid
	X1.3	0.098	0,118	Valid

Based on table 1, all question items used in this study are valid. valid. This can be seen from the value of each question item having an r count greater than 0.098. greater than 0.098.

Table 2. Reliability test

Variable	Cronbach's Alpha	Critical Value	Information
Interface	0,791	0,7	Reliable
Navigation	0,811	0,7	Reliable
Content	0,722	0,7	Reliable
Reliability	0,781	0,7	Reliable
Technical	0,801	0,7	Reliable
Income	0,791	0,7	Reliable

Based on the table above, it is known that the reliability value of the question items in the questionnaire of each variable under study is greater than 0.7. questionnaire of each variable studied is greater than 0.7. These results shows that all question items in the questionnaire are reliable to measure the variables.

Coefficient Determination Test

Table 3. Coefficient determination (R²)

R	R Square	Adjusted R Square	Durbin Watson
0.787	0.776	0.771	1.823

Based on table 3 shows that the value of R Square Change (determination coefficient)of 0.776, which means that the influence of all independent variables (X) on the dependent (Y) by 77.6 % and 22.4 % outside the model.

Individual Parameter Significance Test (t Statistical Test)

Table 4. Hypothesis test (T Test)

Variable	Beta	T	Sig
(Constant)	0.308		0.307
Interface	0.662	6.484	0.000
Navigation	0.332	7.533	0.000
Content	0.531	4.332	0.000
Reliability	0.146	0.232	0.975

Technical	0.233	6.422	0.000
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From the results of Table 4 above, it is known that the value of the constant or MSME income before there is influence from the five independent variables of 0.308. For our partial test, we can see from the following explanation :

The effect of the interface on increasing MSME income is 0.662 means that if there is an interface effect of 1 unit it will increase the increase MSME income of 0.662 units, this result also has a significant impact the significance level of the Interface variable is 0.000 or lower than 0.05 which means a significant impact.

The effect of Navigation on increasing MSME income is 0.332 which means if there is a Navigation effect of 1 unit it will increase an increase in MSME income by 0.33 units, this result also had an impact significant where the significance level of the Navigation variable is 0.000 or more lower than 0.05 which means a significant impact.

The effect of content on increasing MSME income is 0.531, which is significant if there is a Content effect of 1 unit it will increase the increase MSME income of 1 unit, this result also has a significant impact the significance level of the Content variable is 0.531 or lower than 0.05 which is means a significant impact.

The effect of Reliability on increasing MSME income is 0.032 which means that if there is an effect of Reliability of 1 unit it will increase an increase in MSME income by 0.032 units, this result also had no impact significant where the significance level of the Interface variable is 0.975 or more greater than 0.05 which means the impact is not significant.

The technical effect on increasing MSME income is 0.233 which means that if there is a technical influence of 1 unit it will increase the increase MSME income of 0.023 units, this result also has a significant impact the significance level of the Technical variable is 0.000 or lower than 0.05 which means a significant impact.

Theory Implications

The effect of the interface on increasing income is in accordance with the hypothesis and the theory behind this research, similar results were also found by (Madrianah et al., 2023) with the title Effect of E-commerce on MSME income partners with Gojek during the Covid-19 Pandemic by using techniques multiple linear regression results obtained interface variable, significant effect on MSME income in South Sumatra during the Covid-19 pandemic.

The effect of Navigation on increasing income is in accordance with the hypothesis and the theory behind this research, similar results were also found by (Rianty & Rahayu, 2021) with the title Effect of E-commerce on income MSMEs partnering with Gojek during the Covid-19 Pandemic with using multiple linear regression techniques, the results of the Navigation variable are obtained had a significant effect on the income of MSMEs in South Sumatra during the period the covid-19 pandemic.

The effect of content on increasing income is in accordance with the hypothesis and the theory behind this research, similar results were also found by (Dauda et al., 2023) with the title Effect of E-commerce on MSME income partners with Gojek during the Covid-19 Pandemic by using techniques Multiple linear regression results show that the Content variable has a significant effect on MSME income in South Sumatra during the Covid-19 pandemic.

The effect of Reliability on increasing MSME income is different from the hypotheses and theories in this study which in this study found that Reliability has a positive but not significant effect. Different results were found by (Nurlinda & Fathimah, 2019) with the title Effect of E commerce on income of MSMEs partnering with Gojek during the Covid-19 Pandemic by using multiple linear regression techniques, variable results are obtained Reliability has a significant effect on MSME income in South Sumatra during the Covid-19 pandemic.

Technical influence on increasing income is in accordance with the hypothesis and theory as the background of this research, different results were found (Rianty & Rahayu, 2021b) with the title Effect of E-commerce on the income of partnered MSMEs with Gojek during the Covid-19 Pandemic using a regression technique multiple linear means that the results of the Technical variable have no significant effect on MSME income in South Sumatra during the Covid-19 pandemic.

4. CONCLUSION

From the results we found that Interface, Navigation, Content and Technical has a impact significantly to the increase in income and these results are in accordance with the initial hypothesis. The results indicate the factors of interface, navigation, content and technical a lot has been done by MSMEs in the city of Makassar in partnership with Gojek which has a significant impact on increasing MSME income, meanwhile variable reliability does not have a significant impact on increasing MSME income partnered with e-commerce (gojek, Grab, Shopee) in the city of Makassar. Likewise with other MSMEs that have not penetrated e-commerce as a tool in marketing their products. From the suggestions basic from this research is to implement these suggestions effectively, collaboration between SMEs, local authorities, and business associations will be essential. Additionally, providing training and support to SME owners and employees on digital marketing, website management, and customer service can further strengthen their capabilities and lead to significant income growth. And our suggestions for the next or future research to expand the factors of how e-commerce can increase the Income of SME's to get better results. Furthermore, researchers suggest that MSMEs in the city of Makassar, especially those who partner with GoJek, Grab and Shopee Food are more focused on the use of e-commerce applications, to improve skills that will increase the income of MSMEs in the city of Makassar.

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