

## Contribution of pesanggrahan MSMEs strategy as a sustainable former of the ASEAN economy

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### Abstract

MSMEs are the backbone of the economy in Indonesia and business entities that have saved the country from decline. MSMEs can be run with flexible capital and have high product diversification potential, the opportunity to create a wide variety of products is very possible. However, this raises new problems, namely increasing competition among MSME players from time to time. The global market also increases the need for competitive advantages from MSME players. For this reason, this research discusses things that influence and determine the competitiveness strategies of MSMEs both in local markets and in global markets. The method used in this research Partial Least Square (PLS) approach using Smart PLS software. The population taken in this research were owners or managers of MSMEs in Pesanggrahan District, The sampling technique was carried out at simple random (simple random sampling) which provides an equal opportunity for each element of the population to be selected as a sample considering that the number of MSMEs reaches thousands in Pesanggrahan District and was obtained 70 respondents from 128 samples which was distributed through questionnaires to MSMEs in Petukangan Utara Subdistrict. Results pResearch shows that product innovation and working capital have a positive and significant effect, while information technology and management knowledge do not have a significant effect.

Keywords: Information Technology, Management Knowledge, Product Innovation, Working Capital, MSME Competitiveness

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### INTRODUCTION

The Indonesian Chamber of Commerce and Industry (KADIN) together with the ASEAN Business Advisory Council (ASEAN-BAC) held the ASEAN Weekend Market at the Multipurpose Building in Senayan on 1 - 3 September 2023. This was done in order to encourage strengthening the role of MSMEs in ASEAN. Chairman of the Indonesian Chamber of Commerce and Industry and Chairman of ASEAN-BAC, Arsjad Rasjid, said that the participation of MSMEs in the ASEAN Weekend Market will illustrate the importance of local creativity and innovation in creating jobs, increasing income and strengthening regional economic fundamentals (Deny, 2023).

The Ministry of Finance (Kemenkeu) also stated that the role of MSMEs in the ASEAN economy is very significant. It is noted that MSMEs in the ASEAN region absorb 35-97% of the workforce and contribute 35-69% to gross domestic product (GDP) in each country (Kemenkeu, 2023).

The nation's high hopes for raising the potential of MSMEs in ASEAN through holding the ASEAN Weekend Market is inversely proportional to the phenomenon of the current condition of MSME players, some traders have started to switch to online shopping platforms and are starting to leave the market. The shortened supply chain means that not many traders are involved in the sales cycle of goods and services, so this causes turnover to decrease significantly (Sandi, 2023).

The recent occurrence of the Covid-19 pandemic has made most economic sectors, especially MSMEs, seem to be running in place. The majority of MSMEs cannot develop and many end up bankrupt (Auliya et al., 2022). Even in Indonesia, there was a decline in turnover from 2020 to 2021 which was quite high, making it a major issue because MSMEs are one of the drivers of the economy in Indonesia which can be a forum for expanding employment opportunities as well (Satariah & Ramayani, 2021).

The South Jakarta region has an area with the number of IMK businesses accounting for 17.8 percent of the entire DKI Jakarta IMK business distribution. Pesanggrahan District is located in the South Jakarta Administrative City area with an area of 13.45 km<sup>2</sup> consisting of 51 Rukun Warga (RW) and 527 Rukun Tetangga (RT). The distribution of this number consists of five subdistricts, namely Bintaro Subdistrict, Petukangan Selatan Subdistrict, Petukangan Utara Subdistrict, Pesanggrahan Subdistrict, and Ulujami Subdistrict (BPS, 2022). Restaurant or restaurant business units dominate the accommodation, communication and transportation sectors in this region, namely 557 units out of 558 restaurants in existence (BPS, 2022). The results of a survey by the Jakprenur program (a program to develop Micro, Small and Medium Enterprises (UMKM) and Small and Medium Industries (IKM) among the people of the Capital City), in the Pesanggrahan District area is dominated by residents who own MSMEs and IKM. Jakprenur members consist of new residents starting businesses and businesses that have been running for a long time (Aulia, 2023). Based on BPS data, it appears that around 86.31 percent of the total IMK, or 53,609 out of 62,108 businesses, are still experiencing difficulties in running their businesses. DKI Jakarta Province itself is still trying to recover after reducing restrictions on business activities. However, it cannot be denied that the negative impacts of the COVID-19 pandemic are still being felt.

In essence, the existence of online shopping platforms and the impact of the Covid19 pandemic may not only be a threat but can actually also be an opportunity for MSMEs to adapt and transform their businesses so they can survive. Competitiveness cannot be separated from competitive advantage. Every business entity needs a competitive advantage especially as the market becomes more global, the need for competitive advantage increases critically. Competitive advantage is an organization's ability to create sustainable defense over its competitors' positions through the creation of value for customers (Saerang et al., 2021). Anton et al. (2015) found that the competitiveness of MSMEs originates from the level of innovation, entrepreneurship, human capital, sources of funds, market potential and business strategy. Anggraeni (2022) found that the competitiveness of MSMEs can be increased through human resources, working capital, as well as management and technology skills (Anggraeni, 2022). Anggraeni (2022) found that the competitiveness of MSMEs can be increased through human resources, working capital, as well as management and technology skills.

Information technology is not something foreign to human life but has penetrated all aspects of human life. Likewise, for MSMEs. With information technology, MSMEs can provide product information through wider promotional activities, broader insight, easier preparation of financial reports and less difficult communication (Handayani et al., 2021).

Information technology is still considered less helpful in improving MSME businesses if it is not accompanied by knowledge skills in good management. Management of knowledge in management is often known as knowledge management. However, several studies show that the knowledge management possessed by MSMEs is still very low (Humaira & Sagoro, 2018). In fact, according to research by Saraswati & Widiartanto (2016), knowledge management is seen as a strategy for creating, obtaining, transferring, directing the use of knowledge to improve performance; supports adaptation; sustainability and competence; gaining competitive advantage and customer commitment; improve understanding of HR; protect intellectual assets; improve the quality of decisions, services and products; and reflect new knowledge and insights.

Product innovation can be an important factor in improving the performance of MSMEs. According to Puryantini et al. (2017), innovation is an important mechanism for MSMEs to become more competitive and to survive in global business, for example through the creation of new products or services, new production process technology, new structural and administrative systems.

Innovation, change and operational activities of every MSME will definitely require working capital for funding. According to Lestari & Raja (2020), working capital can be a main problem and important topic that MSMEs often face. That working capital management affects the level of profit or profits of MSMEs, the more capital used, the higher the profits generated.

Based on some of the background described, the author intends to find out what strategies have been implemented by the Pesanggrahan District MSME players currently, which have an impact on the

competitiveness of Pesanggrahan District MSMEs, and it is hoped that this competitiveness can contribute to the formation of the nation's economy within the ASEAN scope

## LITERATUR REVIEW

### Literature Review

#### Definition of Micro, Small and Medium Enterprises

Definition and concept of Micro, Small and Medium Enterprises according to Law Number 20 of 2008 (Kementrian Koperasi dan UKM, 2008) is as follows:

- a) **Micro business** is a productive business owned by an individual and/or individual business entity that meets the criteria for a Micro Business as regulated in this Law, namely with a maximum amount of assets of IDR. 50,000,000, – (Fifty Million Rupiah) and a maximum turnover of IDR. 300,000,000, – (Three Hundred Million Rupiah).
- b) **Small business** is a productive economic enterprise that stands alone, carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part, either directly or indirectly, of a medium or large business that meets the criteria for Small Business as stated in referred to in this Law, namely the maximum amount of assets > Rp. 50,000,000, – (Fifty Million Rupiah) to Rp. 500,000,000, – (Five Hundred Million Rupiah) and maximum turnover > IDR. 300,000,000, – (Three Hundred Million Rupiah) to Rp. 2,500,000,000, – (Two Billion Five Hundred Million Rupiah).
- c) **Medium Business** is a stand-alone productive economic enterprise carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled or part of either directly or indirectly with a small business or large business with the amount of net assets or sales proceeds annually as regulated in this Law, namely the maximum amount of assets > Rp. 500,000,000, – (Five Hundred Million Rupiah) to Rp. 10,000,000,000, – (Ten Billion Rupiah) and maximum turnover > IDR. 2,500,000,000, – (Two Billion Five Hundred Million Rupiah) to Rp. 50,000,000,000, – (Fifty Billion Rupiah).

#### Competitiveness (Y)

Competitiveness according to Pitoyo and Suhartono (2018) is the company's ability to maintain market position in order to fulfill product supplies in a timely manner and at competitive prices flexibly in order to respond to changes in demand quickly and successfully differentiate products by increasing innovation capacity and effective marketing.

Several researchers say that one of the factors that determines the competitiveness of MSMEs is Information Technology. Iriani et al., (2022) stated that this technology plays a role in the development of MSMEs to compete in the global market, for example the use of social media such as Facebook, Twitter, Instagram, etc. In 2019, social media was ranked as the third largest media in the world. In marketing goods and services, social media is a medium that can be used by Micro, Small and Medium Enterprises (MSMEs).

#### Information Technology

Information technology is the facilities and infrastructure (hardware, software, useware) systems and methods for obtaining, sending, processing, interpreting, storing, organizing and using data meaningfully according to (Warsita (2008). Kurds and Firmansyah, (2020) says that with Information Technology humans can disseminate information to other people.

Examples of the use of technology, for example the use of the internet, communication will be very broad, making it possible for MSME owners to collaborate with other people or businesses. According to research Iriani et al., (2022) states that information technology influences increasing the competitiveness of MSMEs. With the existence of information technology, MSMEs are invited to be ready to face competition in the industrial era 4.0 and form a global framework of thinking (Mufida, Wardana and Rahayu, 2018)

H1 : Information technology influences the competitiveness of MSMEs.

### **Knowledge Management**

Knowledge is part of a strategic asset, knowledge management is important and plays a role in organizations because it shows clear initiatives and management procedures so that it is easy to understand and comprehensive (Lisanti and Luhukay, (2014)

Lisanti and Luhukay (2014) also said that to increase the competitiveness of SMEs, it is necessary to use a knowledge management strategy by implementing the IRSA (Identify, Reflect, Share and Application) strategy. The aim of implementing this knowledge management is to increase and improve operational activities to achieve competitive advantage.

H2 : Knowledge Management influences the competitiveness of MSMEs.

### **Inovasi Produk**

Drucker, (2008) states that innovation is the ability to apply creativity in order to solve problems and find opportunities. Product innovation is the launch of products that are modified and refined through research and development efforts (Zimmerer et al. , 2008). Meanwhile, Kotler and Keller (2013) defines product innovation as a breakthrough related to new products. However, innovation is not only limited to the development of new products but also includes new business thinking and new processes.

Business entities are required to be able to create product innovations considering the increasing number of types of small businesses that exist and the increasingly diverse products offered. This means encouraging every small business actor to compete fiercely from time to time. Research result Djodjoko and Tawas (2014) states that product innovation has a positive and significant effect on competitive advantage. Nafrianti et al. (2022) also stated that businesses that are able to innovate in carrying out their operational activities will be more successful in achieving competitive advantage.

H3 : Product innovation affects the competitiveness of MSMEs.

### **Working Capital**

Working capital is the funds needed by a company to meet the company's daily operational needs, such as purchasing raw materials, paying labor wages, paying debts and other payments (Sutrisno, 2009). Working capital is the total current assets owned by the company or can also mean funds that must be available to finance the company's operations (Sawir, 2009). For this reason, working capital is very important to support the smooth running of company activities.

According to research Hasanah, Kholifah and Alamsyah (2020) that capital influences the competitiveness of MSMEs, the results of the research show that the size of the initial capital used is used as a benchmark to expedite and develop the business in facing competitiveness.

H4 : Working Capital affects the competitiveness of MSMEs.

## **RESEARCH METHODS**

Research was conducted on MSMEs in Pesanggrahan District, especially in the North Petukangan area, namely MSME actors who operate in several fields including basic food stalls, frozen food, wet cakes and pastries, snacks, culinary delights, restaurants, pot and basket making services, snack stalls, chicken noodles and others.

This research uses primary data and samplestaken using the Simple Random Sampling method, namely a simple random sampling technique that provides an equal opportunity for each element of the population to be selected as a sample because considering the number of MSMEs which reaches thousands in Pesanggrahan District and obtained 70 respondents from 128 samples which was distributed through questionnaires to MSMEs in Petukangan Utara Subdistrict.

The data analysis technique used in this research uses the Partial Least Square (PLS) approach using Smart PLS software. According to Ghozali (2019), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based one. SEM, which is based on covariance generally tests causality/theory while PLS is more of a predictive model. Because PLS does not assume a particular distribution for parameter estimation, parametric techniques to test parameter significance are not needed (Chin, 2014)

**RESULTS AND DISCUSSION**

**1) Measurement Model (Outer Model)**

The following is the initial measurement model for the variables studied as shown in Figure 3 below.

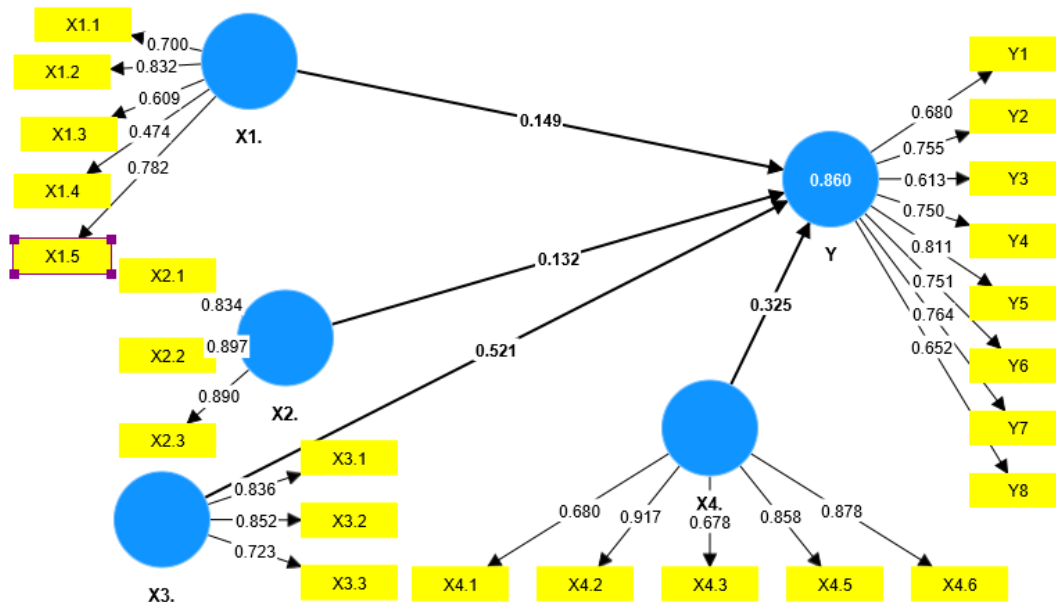


Figure 1. Initial Model

Below is a model of the Outer Loading Test results as shown in Figure 4 below.

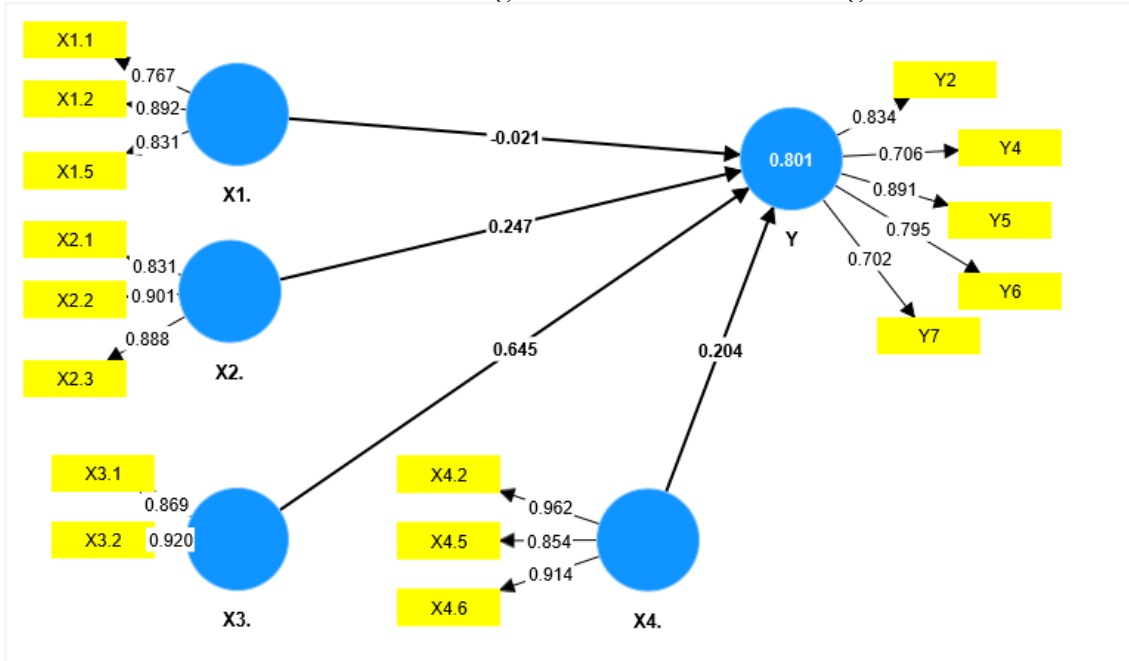


Figure 2. Outer Loading Test

**Convergent Validity Test**

Ghozali (2018) shows convergent validity using the outer loadings table, the limit value of the loading factor is 0.5, which means that if the value of a loading factor is > 0.5 then it is said that convergent validity has been met, but if the value of a loading factor is <0.5 then constructs must be dropped or eliminated from the analysis.

Based on Figure 2, it shows that the outer loading factor value  $> 0.5$  is shared by all proxies, so it can be assumed that the loading factor value is appropriate for the variable used as an indicator that reflects the corresponding variable.

### Reliability Test

The reliability test is found in the composite reliability and Cronbach's alpha tests, the test value is declared reliable if it is above 0.7.

**Table 1.** Composite Reliability Test and Cronbach's Alpha

Research variable	Composite Reability (rho_c)	Cronbach's Alpha	Results
Information Technology	0.870	0.776	reliable
Management Knowledge	0.906	0.846	reliable
Product Innovation	0.889	0.754	reliable
Working capital	0.936	0.897	reliable

Source: Smartpls output (2023)

Based on the table above, the reliability test can be concluded that the indicators for the variables information technology, management knowledge, product innovation and working capital obtained a value above 0.7, so they are declared reliable.

### 2) Structural Model Testing (Inner Model)

R-Square Value In this research, the inner model test was carried out to measure the relationship between all constructs and to determine the level of influence of the relationship between constructs and constructs in the system being built. This measurement uses the R<sup>2</sup> value to test the influence between constructs.

**Table 2.** R Square

Variable	R Square	R Square adjusted
MSME Competitiveness	0.801	0.790

Source: Smartpls output (2023)

The table above shows that the dependent variable MSME Competitiveness (Y) has an R Square value of 0.801, meaning that the independent variable can be explained by the dependent variable (Y) of 80.1% and the remaining 19.9% is not explained in this research or is influenced by factors. – other factors

### Hypothesis test

The following is a table of hypothesis testing results.

**Table 4.** Hypothesis Testing

Variable	Original Sample	T Statistics	P Value
X1 --> Y	-0.021	0.180	0.857
X2--> Y	0.247	1,492	0.136
X3--> Y	0.645	5,819	0,000
X4-->Y	0.204	3,100	0.002

Source: Smartpls output (2023)

Information:

X1: information technology

X2: Management Knowledge

X3: Product Innovation

X4: Business Capital

Y: Competitiveness of MSMEs

If the t value is in the range of  $-t$  table (1.96) and  $+t$  table (1.96), then the hypothesis will be rejected or in other words accept the null hypothesis ( $H_0$ )

The following is a discussion of the results of hypothesis testing that has been carried out:

**1) Hypothesis 1: Variable X1 does not have a significant effect on Y**

Information technology does not have a significant effect on the competitiveness of MSMEs, the T-statistic value is 0.180, which is below  $\pm 1.96$  (5%), so that rejecting  $H_1$  and the p-value of 0.857 can be concluded that there is no significant influence of information technology on competitiveness. MSMEs.

**2) Hypothesis 2: Variable X2 does not have a significant effect on Y**

Knowledge management does not have a significant effect on the competitiveness of MSMEs, the T-statistic value is 1.492, which is below  $\pm 1.96$  (5%), so that it rejects  $H_2$  and the p-value is 0.136. It can be concluded that there is no significant effect of management knowledge on competitiveness. MSMEs.

**3) Hypothesis 3: Variable X3 has a significant positive effect on Y**

Product innovation has a significant positive effect on the competitiveness of MSMEs, with a T-statistic value of 5.189, which is above  $\pm 1.96$  (5%), so accepting  $H_3$  and a p-value of 0.000 it can be concluded that there is a positive and significant influence of product innovation on competitiveness MSMEs.

**4) Hypothesis 4: Variable X4 has a significant positive effect on Y**

Working capital has a significant positive effect on the competitiveness of MSMEs, with a T-statistic value of 3,100, which is above  $\pm 1.96$  (5%), so accepting  $H_4$  and the p-value of 0.002 it can be concluded that there is a positive and significant influence of business capital on competitiveness MSMEs.

## CONCLUSION

The results of the conducted hypothesis testing indicate that information technology does not significantly influence the competitiveness of Micro, Small, and Medium Enterprises (UMKM). This may be attributed to the low understanding of UMKM stakeholders regarding the utilization of information technology, leading them to be less inclined to follow technological advancements. Knowledge management does not significantly affect the competitiveness of UMKM, possibly due to the current perception among UMKM stakeholders that knowledge management is not crucial. Commitment to processes involving knowledge to enhance competitiveness is minimal, and they are still in the survival phases, adhering to existing situations and conditions. Consequently, significant changes are deemed unnecessary at this point. Product innovation has a significant positive impact on the competitiveness of UMKM, while working capital also has a significant positive influence on UMKM competitiveness.

The need for assistance when filling out questionnaires by respondents, this is so that respondents better understand what is being asked, because it turns out that there are still many respondents who sometimes cannot understand the questions in the questionnaire and therefore have difficulty answering the questions. Even though information technology does not have a significant influence, it is hoped that MSME players will always be updated with current developments, even though not with information technology but using technology according to market needs, so that they can reach a wider range of consumers. The author suggests that in conducting future research, other relevant variables can be added, because competitiveness strategies are still heavily influenced by other variable.

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