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Transformation in The Development of Small and Medium Micro Enterprises in Utilizing Digital Marketing Technology Competencies in Makassar City, South Sulawesi, Indonesia

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Abstract. This research aims to (1) analyze the level of competence of real sector business actors (Micro, Small and Medium Enterprises) in utilizing digital marketing and the level of business sustainability, (2) analyze the factors that influence the competence of business actors and business sustainability, and (3) formulate a strategy for developing the competency of Micro, Small and Medium Enterprises in utilizing digital marketing. This research was carried out in stages, namely (1) conducting a mapping analysis on the competency level of Micro, Small and Medium Enterprises actors and (2) creating a model for competency development in utilizing digital marketing. The research method was carried out by survey and used several instruments for data collection including; Questionnaires, interviews and literacy approaches. Data analysis in this research includes: descriptive analysis in the form of frequency distribution with the help of the SPSS version 21 program, (2) inferential analysis namely the Krusscal Wallis difference test, and (3) Dunn's test, as well as (4) Structural Equation Models (SEM) using the program Amos 7.0. The research results show that the participation of Micro, Small and Medium Enterprises in training activities and organizing training in the rare category only ranges from less than 5 times a year. The motivation and cosmopolitan level of Micro, Small and Medium Enterprises in urban areas is higher than in the Regency, likewise the level of cosmopolitan is higher among Micro, Small and Medium Enterprises in urban areas. This is due to the availability of more adequate access, the consumer behavior of Micro, Small and Medium Enterprises in urban areas which encourages the behavior of Micro, Small and Medium Enterprises and the perception of Micro, Small and Medium Enterprises in urban areas to be more active in using information technology.

Keywords: Business, development, technology, digital

1. Introduction

Micro, Small and Medium Enterprises are the largest group of economic actors in the Indonesian economy. In 2017, the Ministry of Cooperatives and Small and Medium Enterprises showed real sector development data reaching 62,922,617. In line with its development, the real sector is facing increasingly competitive competition, the rapid flow of goods and services entering the country due to the implementation of an open economic system, requires business actors to be able to face global challenges and adapt.

An illustration of the lagging behind among business people regarding the potential benefits of information technology for business development is the limited use of information technology. The real sector at the micro, small and medium enterprise level in the country still uses technology in manual form in every business activity. To support competitive advantage, it is necessary to apply information technology in business development. Based on the data above, Micro, Small and Medium Enterprises in the country have low competitiveness scores, only business actors who have the ability to utilize information technology are able to face current global challenges. This is in line with Tambunan's (2013) research that companies that apply information technology to their business development will increase their competitiveness. Along with this, technological developments are increasingly rapid and the growth of ICT facilities continues, various software programs, hardware and the internet are increasingly developing. Based on international data from Nielsen (2015), the number of Android-based smartphone users reached 52.6 percent, Microsoft 2.8 percent, Blackberry Messenger (BBM) reached 0.7 percent, and 1.2 percent used other brands. According to Detik Finance (2017), the largest internet users in the world reached 93.4 million people and smartphone users reached 71 million people.

The description above shows that global technological developments are increasingly agile, but the ability of business actors to use information technology is still low. BPS data (2006) shows that micro, small and medium enterprises with low education lack mastery of information technology. According to Indarti (2008), a lack of understanding of information technology causes limitations in its use. The limited use of ICT among business actors is because the ability to master ICT for business actors in the country is still low. Based on the results of a daily survey by Tribun News (2012), of the fifty-six million Micro, Small and Medium Enterprises in Indonesia, only 75,000 have a website. Referring to the results of Baron's (2011) thoughts, the ability of business actors to apply information and communication technology (ICT) is a condition that is implemented by the ability of individual business actors to use software programs, operate hardware and use information and communication technology (ICT) in every activity. business.

To mobilize the community of Micro, Small and Medium Enterprises entrepreneurs, so that they are able to achieve optimal ICT competency in their use, it is important to foster changes according to the desires, which need to be carried out gradually and continuously. According to Lippitt et al. (1958), there are five stages: (1) growing awareness to change, (2) building relationships to change, (3) doing things related to change, (4) expanding and consolidating change, and (5) relationship termination. This emphasizes the importance of the driving force for change in the community, through efforts to empower target groups from being less or powerless to having the power to live a better life. Ajzein's theory (1975) states in the Theory of Planned Behavior, strong perception factors will convince the individual, thereby giving rise to a person's strong interest in taking action: (1) attitude behavior, (2) toward behavior, (3) subjective norm, and (4) perceived behavioral control. In the theory of planned behavior, the theory of planned behavior, behavior is influenced by intentions which are formed by attitudes which are based on three perceptions, namely perception of the strength of factors that make it easier or more difficult to do something, secondly providing a strong perception of other people's thoughts that support and motivate them. things that will be done, and a strong perception of giving positive responses to things that will benefit the individual or negative responses to things that are not beneficial for the individual's behavior.

Research Mata et al. (1995) found that to have competitive abilities and advantages, the most important ability is to improve and have ICT managerial skills and ICT technical abilities. Education and counseling is an alternative in improving ICT competency. Referring to research by Hubeis (1997) in state

that competency and performance can be achieved through education and training. Competence is influenced by many factors, (1) beliefs, values,(2) experience, (3) skills, (4) mastery of information technology for business actors needs to be applied in every business activity, (5) motivation, (6) emotional issues, (7) intellectual abilities, (8) organizational culture , and (9) environmental factors; (Zwell 2005). Increasing ICT competency among business actors will have a positive impact on increasing efficiency, speed, service quality, business transformation processes and expanding product access. It is hoped that the role of information technology will support the readiness of business actors to face free market situations and as a tool capable of supporting the creation of optimal performance productivity and maximum profitability (Ristek 2005). According to Setiono (2017), there are three keys to success so that local Micro, Small and Medium Enterprise brands can go global, namely: (1) packaging and branding, (2) Quality human resources, and (3) business actors who are able to master internet technology and e-applications. -commerce.

Servaes' (2002) research also describes the role of ICT, especially the internet, which is used to bridge information and knowledge that is spread between those who have information and those who do not, access to digital communications. This increases access to trade, marketing and employment opportunities. Efforts to develop small and medium businesses through the use of information technology are in line with Government Regulation (PP) No. 32 of 1998 Article 9 concerning the guidance and development of small businesses. The PP states that coaching and developing small businesses in the field of technology will have an impact on increasing the ability of business actors to utilize ICT in various business activities. This is reinforced by data from online media for micro, small and medium enterprises (2013) showing that the business prospects for Micro, Small and Medium Enterprises through the use of ICT will increase by around 60.3 percent from the 2010 business value and grow 12.8 percent. Related to the above phenomenon, the priority issues for real sector development (Micro, Small and Medium Enterprises) in Makassar City are: (1) What is the profile of real sector business actors (Micro, Small and Medium Enterprises) in Makassar City as the capital of South Sulawesi province and also as a big city for trading goods and services. (2) What is the level of competence in the sector, including factors that influence the use of information and communication technology related to business development. (3) What is the level of business sustainability of business actors. (4) What is the development strategy approach for business people in implementing digital marketing.

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2. Literature Review

2.1. Concept and Definition of Small And Medium Micro Enterprises

Micro, Small and Medium Enterprises in Indonesia are regulated in Law of the Republic of Indonesia No. 20 of 2008. According to this law, it is defined that:

1. Micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro businesses as regulated in the law.

2. Small Business is a creative economic business that stands alone carried out by an individual or business entity which is not a subsidiary or branch of a company owned by, and controlled or part of, either directly or indirectly, with a small business or large business with a large amount of wealth or annual sales proceeds as regulated in the Law.

3. Medium Business is a stand-alone productive economic business carried out by an individual or business entity which is not a subsidiary or branch of a company owned, controlled or directly part of or being part either directly or indirectly with a small business or large business with the amount of net assets or annual sales proceeds as regulated in this Law.

Based on the assets and sales results of Micro, Small and Medium Enterprises, according to Law no. 20 of 2008 article 6, the criteria for Micro businesses are: (a). Having net assets of a maximum of IDR 50,000,000 (fifty million rupiah) excluding land and buildings where the business is located. (2) Having annual sales proceeds of a maximum of IDR 300,000,000 (three hundred million rupiah).

Characteristics of Micro, Small and Medium Enterprises in Indonesia

The characteristics of Micro, Small and Medium Enterprises in the country that differentiate them from large businesses or small businesses in other countries are the strategic position of Micro, Small and Medium Enterprises in the country: (a) the capital required by Micro, Small and Medium Enterprises is not as large as large companies such as large businesses, (b) the workforce required does not require specific formal education, and (c) Micro, Small and Medium Enterprises are proven to have strong resilience when Indonesia is hit by an economic crisis. The characteristics of Micro Businesses in Indonesia are: (1) the type of goods is not fixed, (2) the place of business is not always permanent, (3) financial administration has not been carried out, (4) the level of education is relatively low, (5) in general they do not have banking access, and (6) generally do not have a business license and other legal requirements. Characteristics of small businesses according to Paramita in Fajar (2014): (1) have a small business scale in terms of capital, use of labor and market orientation, (2) many are located in rural areas, (3) the business status is private or family owned, (4)) labor sources originating from socio-cultural or ethnic geographic environments who are recruited through apprenticeship patterns, (5) work patterns that are often part time as a side business to other economic activities, (6) have limited capabilities in adopting technology, business management and simple administration, as well as (7) very limited capital structure and lack of working capital and very dependent on own capital sources and personal environment, (8) business permits are often not owned and business requirements are not met. According to Indarti (2012), success factors for Micro, Small and Medium Enterprises in the country are influenced by: (1) entrepreneurial characteristics, namely age, gender, work experience and education, (2) business characteristics, namely (a) originality of the business, (b) several business activities , (c) the size of the business scale, and (3) sources of capital, and contextual variables are: (1) marketing aspect, (2) technology, (3) access to information, (4) readiness of business actors, (5) social networks, (6) official networks and (7) access to government-supported capital and business plans.

2.2. Concept of Competency

Competency is related to a person's ability to do a job. Competencies are often applied in various aspects, especially in HR Management. Many large companies in the world use the competency concept for the following reasons: (1) to clarify work standards and expectations to be achieved, (2) as a tool for employee selection, (3) to maximize productivity, (4) as a basis for system development, (5) to facilitate adaptation to change, and (6) aligning work behavior with organizational values (Ruky, 2006).

According to Yamin (2006), competence is a basic ability that a person can perform at the cognitive, affective and psychomotor stages. These basic abilities will be used as the basis for carrying out a person's learning and assessment process. This is also supported by research by Boyatzis (2001) that competence is the ability and skills a person has to carry out tasks to achieve goals. Boyatzis (2001), emphasizes that abilities describe traits (either innate or learned) that enable a person to do something mental and physical, while skills relate to the implementation of tasks to achieve goals. According to Pary (Sumardjo, 2008), competency is a collection of knowledge, skills, attitudes that are related to each other which influence the majority of a person's work, which correlates with performance and can be measured and accepted as a standard of good performance in terms of knowledge, skills, and that attitude can be improved through training and development. According to the Department of Manpower and Transmigration (2005), competency is the ability to master a set of knowledge and skills as well as the behavior required of each worker in order to achieve optimal results.

Wibowo (2013) states that competency is defined as the ability to carry out or carry out a job in the form of a task that is based on skills and knowledge and supported by the work attitude required by the job. According to Government Regulation no. 19 of 2005, article 28 paragraph 3 states that: (1) competence includes professional competence, namely the ability to master material broadly, (2) personal competence, namely personality competence, is attitudes and behavior and is able to develop one's potential, and (3) social competence, namely competence in communicating effectively, interacting socially, adapting to the surrounding environment. According to the Ministry of Agriculture (1992), basic

competencies are competencies that every structural official must have, technical skills are competencies that are required by every structural official in accordance with their field of work for which they are responsible.

According to Jarvis (Oakshot 2019), the National Vocational Qualification(NVQ) there are five levels of competency, namely (1) performance of routine activities,(2) performance of activities that involve greater individual responsibility and autonomy, (3) performance of skilled activities, (4) activities that are complex, technically specialized and professional including planning and problem solving, and there is personal accountability /personal at this level, (5) higher level competency from senior jobs includes the ability to apply fundamental principles and techniques. Adequate knowledge and understanding are needed to strengthen and support competencies. The various definitions above contain the meaning of competence regarding basic abilities and personal traits inherent in the individual. On the other hand, generally every human being has the same performance (average performance), but some people have special skills (superior performance). An easily seen form of this competency is the behavior that individuals display in carrying out work. This manifestation of behavior in carrying out work tasks can be called ability. Competence is a combination of knowledge attitudes.

2.3. Competence in the Use of Digital Marketing Technology for Micro, Small and Medium Enterprises

2.3.1. Information Technology Facilities

Changing times have resulted in increasingly complex business world problems and increasingly stringent world market challenges. The current situation of development in the modern economic environment makes competition in the business world increasingly high. Economic globalization encourages many companies to make changes to stay alive. According to Caldeira et al. (2003), to be able to compete in the global market, many Micro, Small and Medium Enterprises need new business strategies by developing

According to Kotler and Armstrong (2012), producers and consumers are now experiencing the benefits and enjoying direct shopping or shopping transactions from home which feels more comfortable, saves time and provides a wider choice of merchandise. According to Craven and Piercy (2013), the aim of direct marketing is to make direct contact with end consumers via alternative media such as computers and telephones.

Slamet (2003) shows that people who have the ability to be empowered are people who know, understand, understand, are motivated, have the opportunity to take advantage of opportunities, have energy, are able to work together, know various alternatives, are able to make decisions, dare to take risks, are able to seek information, capture information. , and able to act according to the situation.

The research results of Nowduri (2014) and Venkantesh (2003) reveal that marketing activities in Micro, Small and Medium Enterprises, for products and services, have become a more interactive process. This is supported by the fact that the company website does not merely present product catalogs and promotional media, but is used for dialogue, discussion and consultation with consumers online. In addition, with ICT technology, an integrated cross-functional company system can be developed, so that it can re-engineer and improve business processes and improve business and contribute to business sustainability, increase business competitiveness, smooth banking service transactions, have a strategic role in business activities, namely: to improve: (1) efficiency, (2) effectiveness, (3) communication, (4) collaboration, and (5) competitiveness, cost reduction, and business agility.

According to Craven and Piercy (2013), the aim of direct marketing is to make direct contact with end consumers via alternative media such as computers and telephones. For this reason, business actors need a lot of competitive abilities and competencies to encourage increasingly competitive business competition. Aisyah, (2016) [2] shows that people who have the ability to be empowered are people who know, understand, understand, are motivated, have the opportunity to take advantage of opportunities, have energy, are able to work together, know various alternatives, are able to make

decisions, dare to take risks, are able to seek information, capture information, and be able to act according to the situation.

Competence is needed not only in business management and basic skills, as the development of information and communication technology brings society into a new era, in accordance with the description above, the ICT revolution has marked a time when information has become a commodity and power for those who master it, so the ability of technological competence for It is very important for business actors to seize opportunities and various opportunities to improve the quality of the products produced. In line with research by Batte.MT (2010) [10], one of the communication processes via computer media requires skills in using computer communication media from individuals, both acting as senders and recipients of messages. According to Sumardjo (2009) [13] the knowledge sharing model implemented for agricultural business actors, only the mechanism needs to be simpler, especially for farmer agribusiness actors through the idea of an agricultural knowledge and information system (AKIS) to increase harmony between knowledge and technology. Through the synergy of various network actors and institutions that create a continuous process in transformation, transmission, documentation, search for information, integration, diffusion and joint use, sharing of innovation. Figure 1 reflects innovation sharing/knowledge sharing: this has been described by Faizhal (2014) [22]. In line with the research results of Idrus (2014), it shows that in the academic environment the transfer of knowledge and skills in using ICT can be through sharing information with teaching staff.

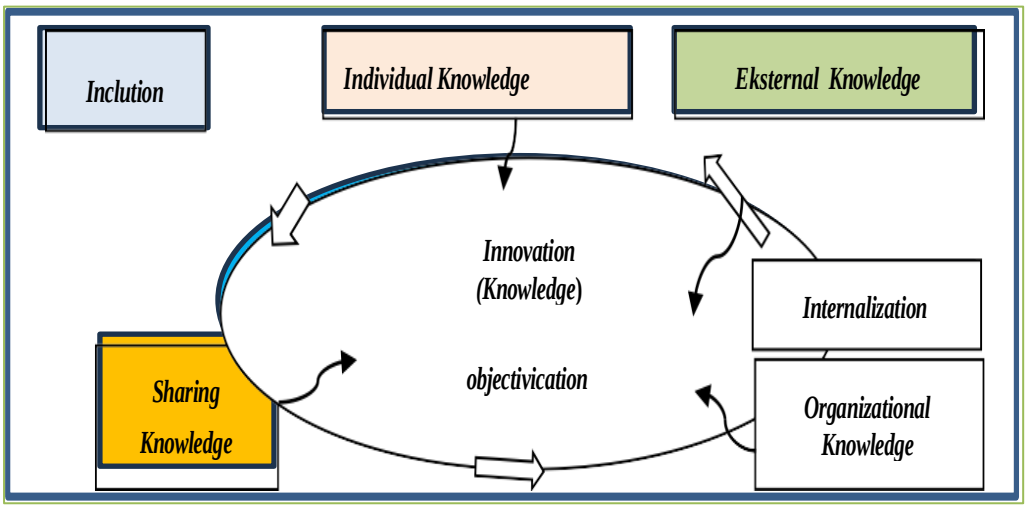

Fig.1: Huysman Sharing Cycle (Mulyandari 2010)

2.3.2. Competence for Micro, Small and Medium Enterprises and Digital Marketing

The development of internet networks has had an impact on the emergence of the information revolution in the digital era. Currently, Micro, Small and Medium Enterprises must be able to adapt to digital economic conditions, this is because people's behavior is currently changing due to changes in people's consumption patterns, there is a shift from consumption of goods to consumption of experiences (Widodo, 2017). In line with the above, Google and Temasek data shows a similar trend, the online market in Southeast Asia is projected to grow by an average of 32 percent per year over the next 10 years and will reach a transaction figure of US$ 88 billion in 2025.

According to Wibawaning (2017), there are currently more and more platforms that support the digital economy. According to research by Deloitte Access Economics (2015), it shows that Indonesia will become a middle-income country by 2025. If economic growth is good, it will encourage the involvement of the SME sector in the use of digital technology. Through this technology, business actors are able to promote their products online, and will gain significant profits. up to 80 percent to be 17 times more

innovative. Indonesia is predicted to play a significant role with control of around 52 percent of the e-commerce market in Southeast Asia. The transaction value will reach US$ 46 billion in 2025 (Hartarto, 2017).

Gatautis, R., & Medziausiene, A. (2014) [25] in detik finance shows that business actors who are active online and social media applications with a good content package will attract potential buyers abroad to be interested in buying, also supported The government has a vision to place Indonesia as the country with the largest digital economic capacity in Southeast Asia by 2020. On the other hand, several things are important to know about the aspects that underlie Micro, Small and Medium Enterprises undertaking the process of adopting internet technology.

Gatautis, R., & Medziausiene, A. (2014). [10] also shows that the process of adopting internet technology in small companies begins with several stages, namely: (1) company behavior is based on motivation, knowledge related to customers, market opportunities and technology, perception, (2) market orientation, (3) cooperative behavior, (4) business development and (5) value chain configuration. The final end of the series of stages aims to gain profits and have a competitive website and the following picture can be seen.

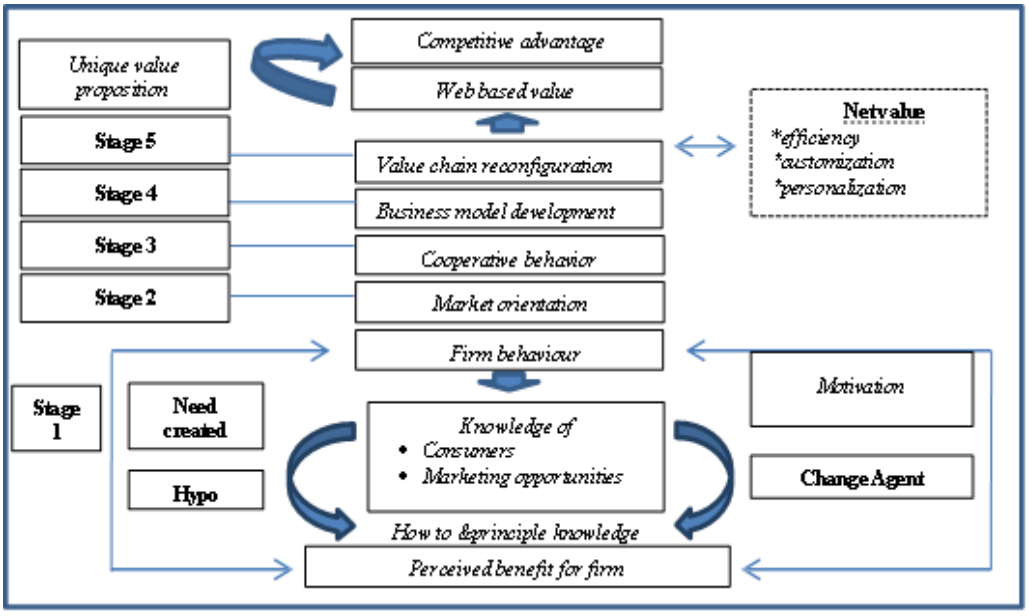

Fig.2: Internet Adoption Model on Small Business

2.4. Framework of Thinking

Based on the conceptual and operational framework that has been described in this research concept, the development of business actors' competence in utilizing digital marketing can be seen in Figure 2 that the profile of individual business actors, perceptions of information technology, level of technology utilization and supporting factors are thought to be significantly related to the level of competence. business actors in the use of technology to increase the sustainability of business actors. Standard competency can be categorized as mastering the technical capabilities of business actors in utilizing technology and managing technology, so that it is hoped that it can help business activities and increase competitiveness.

The implication is that it has an influence on the level of competence of business actors in utilizing ICT, the level of business sustainability of Micro, Small and Medium Enterprises as indicated by the level of income, business growth, product quality, competitiveness and business environmental conditions.

The relationships between the independent variable (X) and the dependent variable (Y), within the operational framework of this research are presented in Figure 3

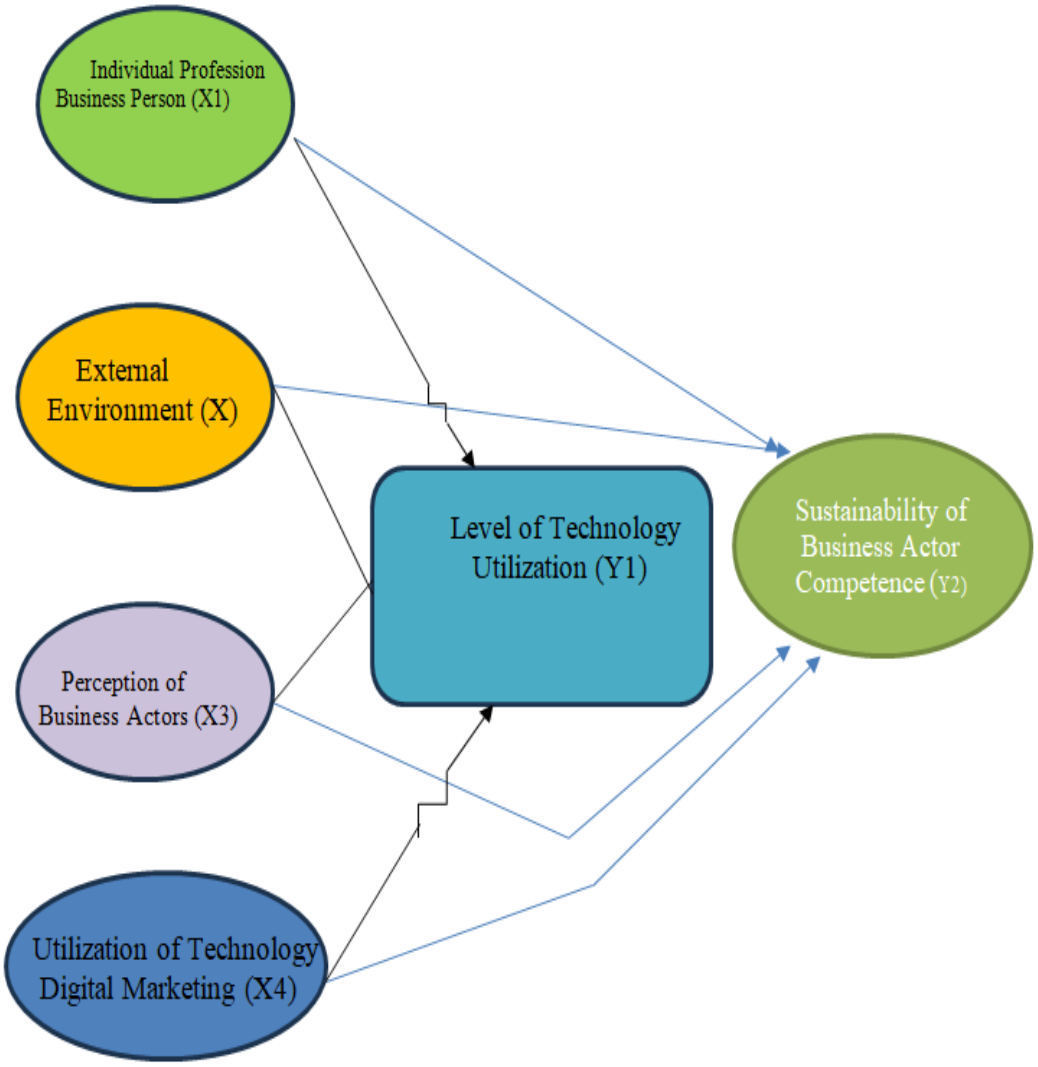

Fig.3: Framework for thinking

3. Methods

3.1. Research Location

The research was carried out in Makassar City. The selection of research locations was based on the consideration that (1) the region mentioned above has a fairly large number of production centers for Micro Small And Medium Enterprises in Eastern Indonesia, (2) produces a variety of creative products and has potential, and (3) has good prospects, (4) has a heterogeneous population, namely business actors who are members of various groups based on the type of business.

3.2.Population

The population of this study are business actors who have (1) micro, small and medium scale business activities, (2) carry out business activities from selecting raw materials, processing raw materials to finished products that are ready to be distributed to consumers, and (3) have access and utilize information and communication technology. The characteristics of the population that is the object of

research are the community of business actors who live in areas that have Micro, Small and Medium Enterprises in the non-agricultural sector, namely clothing or garment product business centers, creative craft businesses, and in the agricultural sector, namely processed food agribusiness. , namely micro businesses that have criteria according to Minister of Finance Decree no. 40 / 2003, namely being owned by a family or individual, having sales proceeds of IDR 500 million, while small businesses have assets of IDR 200 million. as well as medium-sized businesses, according to the 2008 Law, those with assets of more than IDR 200 million and a workforce of 20 to 99 people. The reasons for choosing the Makssar City area were considering: (1) Micro, Small and Medium Enterprises have a contribution of 54.20 percent to GRDP 2022), and (2) The cultural characteristics of the community of Micro, Small and Medium Enterprises in this city are able to produce products. who are more creative and have potential.

3.3.Sample

Determining the sample size of Micro, Small and Medium Enterprises was carried out using the Slovin formula (Sevilla et al. 1993:161) as follows:

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

Note: n = Sample size
N = Population Size
E = Standard error (standard error) 5%

Based on the formula above, with a population that meets the criteria in the respondent requirements of 3479 with an error rate of 5 percent, a total sample size of 358 is obtained. The population of 3479 in this study are Micro, Small and Medium Enterprises which are divided into 2 large groups namely agricultural and non-agricultural Micro, Small and Medium Enterprises who have convection and craft businesses in non-agricultural Micro, Small and Medium Enterprises, food processing in agricultural Micro, Small and Medium Enterprises located in Bandung and Bogor who have access to communication and have their own businesses.

Stages for determining sample size:

Dividing agricultural and non-agricultural business sectors into two, by categorizing two types of business (non-agricultural) and one type of business (agriculture), determine the number of samples for each region proportionally using the formula below:

$$ni = \frac{Ni}{N} X\ n$$

Information:
ni= sample size of strata i
Ni = stratum population size

3.4. Data Source Type

For research purposes, the types of data taken are primary data and secondary data:

3.4.1. Primary data was obtained through questionnaires and interviews with Micro, Small and Medium Enterprises business actors through a list of questions. This data is used to

explain the variables that will be studied, including; individual profile of business actors, perceptions, external environmental support, level of digital marketing utilization

3.4.2. Secondary data is written document archives and soft file databases from the local Micro, Small and Medium Enterprises Service, in the form of data on the number of Micro, Small and Medium Enterprises in the local area, location, organizational structure, type of business, turnover, number of employees and products. produced by each Micro, Small and Medium Enterprise in each sub-district and sub-district area.

3.5. Data Collection Methods

The data collected in this research includes primary data and secondary data, both qualitative and quantitative. Sugiyono (2003) shows that quantitative data is data in the form of numbers, or qualitative data that is added up, so that the symptoms in the research are measured using scales and analyzed using statistical methods. Quantitative data is obtained in raw form, questionnaires and notes, while qualitative data is data presented in the form of words, schemes, images.

Table 1. Data Collection Sources and Techniques

No	Data and Information You Want to Obtain	Information Data Source	Method of collecting data
(1)	Regional Demography	Makassar City Micro, Small and Medium Enterprises and Cooperatives Department	Document Study
(2)	Business Actor Data	Makassar City Micro, Small and Medium Enterprises and Cooperatives Department	Document Study
(3)	Individual profiles of business actors	Businessmen	Interviews, filling out questionnaires, FGDs and observations

Primary data is data obtained directly from respondents from the first source or place where the research object is being conducted which is needed to answer research questions. Primary data is collected through interviews and direct observation, documentation, diary notes, analysis, and focus group discussions (FGD) in the field, while secondary data is complementary data to answer research questions obtained directly or indirectly from respondents or other sources. .

3.6.Data Analysis

The data analysis techniques carried out in the research are adapted to the problem and research objectives, so the methods used are:

3.6.1. Descriptive analysis using descriptive statistics which functions to describe or provide an overview of the object being studied through sample data (Sugiyono 2005). This analysis is presented in the form

3.6.2. Correlation analysis is used to see the extent of the relationship between the independent variables and the dependent variables.

3.6.3. SEM analysis (Kusnaendi 2007). A combination of inter-dependency and inter-dependency multivariate data analysis techniques, namely confirmatory factor analysis and path analysis, is used. The variables analyzed are latent variables (constructs). SEM aims to test or confirm theory-based models.

3.6.4. Difference test analysis is used to look for differences, either between two data samples or between several data samples. If two groups have the same members and have a correlation, then a paired sample test is used.

3.6.5. Qualitative analysis includes information and meaning from the results of questionnaires, in-depth interviews, focus group discussions, and observations of research locations. Qualitative analysis is a test that does not use numbers (non-numerical) and interprets all quantitative and qualitative data.

3.7. Validity and Reliability of Instruments

3.7.1.Validity of Instruments

A measuring instrument is said to be valid if it can measure what it should measure. The validity test is intended to test the truth or accuracy of a measuring instrument and is said to be reliable if it is used many times under the same conditions and will give the same or slightly different or varied measurement results. Validity and reliability tests can be tested (Supranto, 2004). Instrument validity aims to test the truth revealed from a sample of internal validity and how far this truth applies to a population being investigated for external validity. The validity of this research instrument is focused on content validity which aims to test it with a population of 30 people: furthermore, the validity of the instrument is: (1) whether the instrument is able to measure what will be measured, and (2) whether the information collected is in accordance with the concept used (Kerlinger 1990).

Calculate the correlation between each statement and the total score using the Pearson product moment correlation technique formula, the formula of which is as follows:

$$r = \frac{N(\sum XY) - (\sum X \sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2]\ [N\sum Y^2 - (\sum Y)^2]}}$$

Information:

r = Pearson product moment correlation coefficient
N = Number of observations of each variable
X = mean of variable X
Y = mean of variable Y

3.7.2. Instrument Reliability

The reliability of an instrument reflects its ability to consistently measure a phenomenon or response. According to Kerlinger (2000). The requirements for instrument reliability are stability, accuracy and validity. Stability means that if you use the same instrument to measure different comparable objects, the same or similar results will be obtained. Accuracy means the measurement results obtained from the instrument are the actual measurement results. Validity means being free from measurement error.

To strengthen the reliability of the instrument, before conducting the research, a field trial was carried out on 30 business actors. The collected data was analyzed using the Cronbach Alpha reliability test in SPSS 20 software for interval data types. According to Sugiyono (2005), it is explained that the reliability of an instrument is calculated by correlating the data of one instrument with the data of the instrument which is made equivalent, if the correlation is positive and significant, then the instrument can be declared reliable,

The results of the validity and reliability tests carried out were carried out outside the research population who had the same characteristics and the same conditions as the respondents. The instrument test results are shown in Table 2.

Table 4 Decomposition of the Influence of Competency Variables of Micro, Small and Medium Enterprises on Business Sustainability

Connection Betwen changes		Influence Coefficient Value		Total	Prob	R^2
		Direct	Indirect via Y1			
X1	Y1	0.179	-	0.179	0.071	
X2	Y1	-0.057	-	-0.057	-0.536	
X3	Y1	0.213	-	0.213	0.033	
X4	Y1	0.628	-	0.628	0.000	0.9945
X1	Y2	0.252	0.006	0.258	0.009	
X2	Y2	-0.107	-0.002	-0.109	0.221	
X3	Y2	0.462	0.008	0.469	0.000	
X4	Y2	0.297	0.023	0.320	0.014	
Y1	Y2	0.037	-	0.037	0.738	

Prob< sign 0.10

From the description of the data above, this was analyzed using the Structural Equation Model (SEM) estimation model or estimation of the population with the aim of seeing the extent to which the independent variables influence the dependent variables in the actual model, inferential statistics were used, namely using Structural Equation Modeling. Structural Equation Model (SEM.

Therefore, SEM is not used to produce a model, but rather to confirm a hypothetical model through empirical data.

Several models analyzed in SEM are:

3.7.2.1. Factor analysis model

This analysis model is the factors that influence or become indicators for latent and dependent variables. The measurement model used in this case is called confirmatory factor analysis.

3.7.2.2.Path analysis model

This model will present a system of simultaneous equations through path diagrams, decomposition of variance and correlation in the parameter model and separation between direct influence, indirect influence and the total influence of one variable on other variables.

3.7.2.3. Regression analysis model

This model analyzes the latent variable

The two main components of SEM are the structural equation model and the measurement model with

the following formula: The two main components of SEM are the structural equation model and the measurement model with the following formula:

The Structural Equation Model is as follows:

$$\varepsilon = \beta_{\varepsilon +} \hat{\imath}\xi + \delta$$

Information :

ε = eta, a vector of endogenous variables (latent variable Y) β = large beta, a coefficient matrix that describesthe influence of other endogenous variables

î = Large gamma, a coefficient matrix that describes the influence of exogenous variables on endogenous variables

ξ = xi, a vector of exogelous variables (latent variable x)

δ = zeta, a vector of residuals or errors within the company

The measurement model is

$$X = \Lambda x\ \delta + \delta \quad Y = \Lambda y\ \delta + \varepsilon$$

X = A vector of measurements of independent variables

Λx = Lambda X is large, a matrix of loading x on latent variables Exogenous which is not observational

δ = Delta, which is a vector of related measurement errors with X variables

Λy = Lambda Y, which is a matrix of loading x on endogenous variables which is not observed

ε = Epsilon, which is a vector of related measurement errors with Y variables

To facilitate data processing and analysis, a hypothetical structural equation model was first prepared by referring to the thinking framework. This hypothetical structural equation model clearly shows the flow of influence between exogenous latent variables (X1, With reflective indicators.

Some explanations of Amos's notation in hypothetical structural equation models are as follows:

(1) Lamda is a factor loading that shows the relationship between exogenous latent variables (usually assumed to be independent variables) and endogenous ones which can be assumed to be dependent variables with indicators of observed/manifest variables.

(2) delta is the measurement error of the exogenous variable indicator, the independent variable

(3) ε eta is the measurement error of the endogenous variable indicator

(4) î (gamma) is the standardized influence coefficient of exogenous variables on endogenous variables

(5) β (beta) is the standardized influence coefficient of endogenous variables on exogenous variables

(6) δ (zeta) is the error (structural error) in the endogenous variable

4.Research Result

Based on the results of hypothesis testing and the level of probability of the direction of the causal relationship, the hypothesis between the sub-factors X1-X4 and Y1 shows: (1) variable (X1) profile of

business actors has a positive effect but the relationship between the profile of Micro, Small and Medium Enterprises and competency business actors in utilizing ICT facilities is not real at 0.071; (2) variable (X2) external environmental support has a negative and insignificant effect on the competence of Micro, Small and Medium Enterprises business actors by -0.057; (3) variable (X3) perception of business actors towards the competence of business actors has a positive effect of 0.213; Variable (X4) of 0.628, the level of utilization of information and communication technology facilities with digital marketing systems has a positive effect on the competency of Micro, Small and Medium Enterprises business actors.

This positive influence shows that the higher the profile of business actors, the perception of business actors, and the use of ICT, the competency of Micro, Small and Medium Enterprises business actors will increase. The results of testing the hypothesis and the level of probability of the direction of the causal relationship, the hypothesis between sub-factors X1-X4 on Y1 shows that the variable X1 on the competence of Micro, Small and Medium Enterprises business actors has a direct positive effect; X2 The level of external environmental support does not have a positive (negative) effect or has no effect on the competency variable of business actors; X3 the level of perception has a direct positive effect on the competence of business actors, Y1, The results of hypothesis testing and the probability level of the direction of the causal relationship, the hypothesis between the sub-factors changing the competence of business actors, Y1 and Y2, shows a positive but not real effect on business sustainability, meaning that the higher the competence of business actors will increase business sustainability, but it is not real.

Facts on the ground show that business actors in Makassar City are increasingly intensively managing software applications on information technology facilities in digital marketing systems in every business activity, with the use of social media applications, via mobile means, having a positive impact on business actors getting the benefits generated through The use of technology, the increasing number of consumers who see the product, has an effect on increasing the number of orders, as well as the results of business profits. Apart from that, other factors, namely the behavior of current consumers or customers who have switched to digital technology for transactions, are also supported by Widayatun's statement (Hendrayana 2015) that the factors that influence perception are the characteristics of the environment or the objects involved in it and the characteristics of the objects. This can change a person's perspective on the world around them.

The overall model of the relationship between variables in the competence of Micro, Small and Medium Enterprises in utilizing ICT shows that there is an influence between variables that are direct or indirect which can be identified through the decomposition of the influence between variables (Bollen 2018) as presented in Figure 3 below:

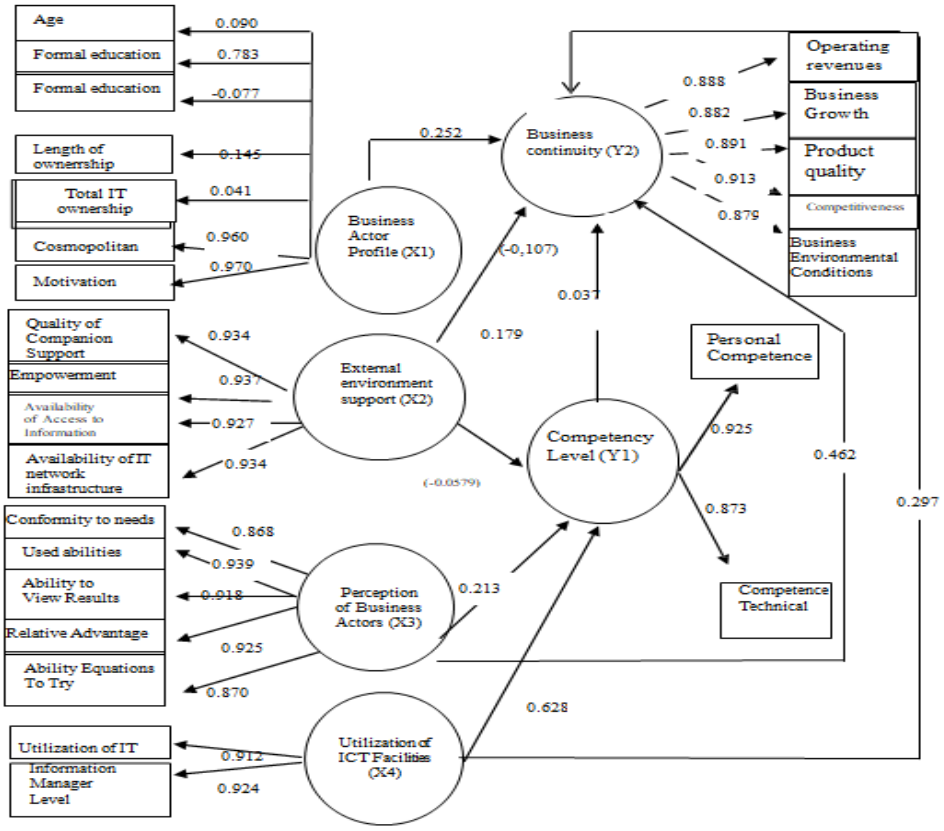

Fig.4: Overall Model of the Relationship between Competency Variables of Micro, Small and Medium Enterprises in Utilizing ICT

From the results of the SEM analysis and suitability test of the model described above, structural fit was obtained. Based on the model produced in Figure 4, the level of competence of Micro, Small and Medium Enterprises business actors is directly and significantly influenced by the perceptions of Micro, Small and Medium Enterprises business actors and the use of digital marketing facilities. The level of business sustainability is directly influenced by the profile of Micro, Small and Medium Enterprises, perceptions of business actors and use of digital. The level of support from the external environment has an indirect effect on business sustainability, through increasing the competence of business actors in utilizing digital marketing tools, this will increase business sustainability. At the competency level, namely technical competency and personal competency are strongly influenced by the high level of perception of Micro, Small and Medium Enterprises regarding the high use of digital marketing and the high use of technological facilities in the form of intensity of use of digital facilities and the level of information management which provides a fairly strong contribution to competency of Micro, Small and Medium Enterprises actors. The perception of suitability to needs, perception of ease of use, perception of ease of seeing results and relative profits as well as perception of ease of trying make a good contribution to the competence of Micro, Small and Medium Enterprises.

The level of business sustainability of Micro, Small and Medium Enterprises in the processing industry in Makassar City is directly influenced by the profile of business actors, the level of perception of business actors and the level of use of digital marketing. Age level, formal and non-formal education, length of ownership of technological facilities, level of number of facilities owned technology, cosmopolitan level and level of motivation are indicators in the profile of business actors that make a fairly good contribution to the level of business sustainability of Micro, Small and Medium Enterprises in Makassar. The cosmopolitan and motivation level indicators are the strongest indicators as forming the profile of Micro, Small and Medium Enterprises actors with the highest values of 0.960 and 0.970.

The empowerment program support indicator is the strongest indicator of its contribution as a form of external environmental support with a value of 0.937.

The indicator of perceived relative profit as the most powerful indicator for shaping business actors' perceptions is 0.925. The indicator of the level of information management is the highest indicator of its influence in shaping the level of utilization of digital marketing facilities among Micro, Small and Medium Enterprises. At the level of business sustainability for Micro, Small and Medium Enterprises, the competitiveness indicator is the indicator that has the greatest contribution to shaping the sustainability of Micro, Small and Medium Enterprises. Regarding the competence of Micro, Small and Medium Enterprises, the strongest indicators of personal competence are personal skills, communicative attitudes, optimism, responsibility and innovation of Micro, Small and Medium Enterprises in their business activities. The influence of each variable profile of Micro, Small and Medium Enterprises, external environmental support, perceptions of Micro, Small and Medium Enterprises, level of use of digital technology and competency of Micro, Small and Medium Enterprises on business sustainability is shown by a probability coefficient value of <0.005. The profile of Micro, Small and Medium Enterprises is 0.009, the perception of Micro, Small and Medium Enterprises is 0.000, the use of ICT facilities is 0.014.

Hypothesis three is based on the test results and the level of probability of the direction of the causal relationship, the hypothesis between the sub-factors X1-X4 and Y2 shows: (1) Variable (X1) business actor profile has a positive effect between the profile of Micro, Small and Medium Enterprises on sustainability the efforts of Micro, Small and Medium Enterprises in utilizing ICT facilities amounted to 0.009; (2) Variable (X2) External environmental support has a negative or insignificant effect on business sustainability of 0.221; (3) Variable (X3) business actors' perception of business sustainability has a positive effect of 0.000; Variable (X4) ICT utilization of 0.014 has a positive effect on the sustainability of Micro, Small and Medium Enterprises. Testing hypothesis 2 and hypothesis 3 by comparing the smaller probability value with the real level of sign value 0.10, then hypothesis 2 and hypothesis 3 are accepted in (Table 42). The factors that influence the level of sustainability of Micro, Small and Medium Enterprises are: R2=0.9945. This means that simultaneously the overall influence of factors on the sustainability of Micro, Small and Medium Enterprises is 0.9945. This means that the diversity of data that can be produced by the model is 0.9945 or 99 percent, meaning that the factors mentioned above influence business sustainability, while the rest is explained by other variables of 0.0055.

Hypothesis 4 is based on the test results and the level of probability of the direction of the causal relationship, the hypothesis between sub-factors X1-X4, sub-variables Y1 and Y2, Y1 to Y2 shows: variable factor Y1 competence of business actors

ICT has no real effect on (Y2) business sustainability, with a probability value of 0.738. Based on the results of the next test on the indirect influence of variable The indirect influence between variable supports that external environmental support has an indirect effect on business sustainability through the competency variable of Micro, Small and Medium Enterprises actors.

The test results show that there is an indirect effect of the variables perception of business actors (X3) and use of ICT (X4) on business sustainability (Y2), with a coefficient value of 0.462 and a coefficient value of 0.297 > from the indirect coefficient values of 0.008 and 0.023, the result is that the variable (Y1), namely competency, is not proven to be an intermediate variable, so the competency variable does not support the indirect influence between perceptions of business sustainability and the use of ICT on business sustainability.

The influence of the Profile of Micro, Small and Medium Enterprises on business sustainability through the competency variable of Micro, Small and Medium Enterprises. The test results show that the indirect influence of the variable perception of business actors (X3) and the use of digital marketing (X4) has on business sustainability (Y2), with a coefficient value of 0.462 and a coefficient value of 0.297 > from the indirect coefficient value of 0.008 and 0.023, the results variable (Y1), namely

competency, is not proven to be an intermediate variable, so the competency variable does not support an indirect influence between perceptions of business sustainability and the use of ICT on business sustainability.

Based on the results of statistical tests, it shows that there is a real relationship and influence between the perception and competence of Micro, Small and Medium Enterprise business actors, the findings in the field show that sub-variables in the perception of business actors in the Regency towards the use of ICT facilities in the form of mobile devices have a high percentage, and have a significant relationship. positive, business actors who utilize ICT facilities are in accordance with the needs of their business activities, both for marketing and production activities, and the perception of business actors is that they feel the benefits of using ICT facilities, namely that service to consumers is easy and fast, and cost efficiency, product quality increases, as mentioned above. has an impact on positive perceptions for business actors to continue to increase the use of digital facilities, this influences the competence in using ICT facilities among business actors to improve.

Based on the description above, it shows supporting factors that have a positive influence on competence in using digital marketing, perceptions of business actors, and profiles but are not real. Q The level of competence of business actors in utilizing digital technology facilities is on average in the high category in Micro, Small and Medium Enterprises in urban areas, namely Makassar City, in the sub-indicators of technical competence and personal competence of business actors. The lowest category of technical and personal competency is found in Micro, Small and Medium Enterprises in the city area.

The most significant factor influencing competence is the perception of Micro, Small and Medium Enterprises based on the analysis in Figure 4 above regarding the use of digital marketing. Because Micro, Small and Medium Enterprise entrepreneurs who live in urban areas have higher education, on average they have completed their education up to higher education. The level of technical capability is measured by the ability to use cellular facilities and internet networks, utilized in various business activities. Micro, Small and Medium Enterprises that live in urban areas on average have the technical ability not only to operate software applications on Hadphoe, but are also able to operate and use it for business administration purposes, but also own a website and manage it.

The most obvious factor influencing competence is that the use of information technology, especially in urban Micro, Small and Medium Enterprises, is more intensive, as is the level of information management, which is in the highest category in Makassar City compared to other areas in the South Sulawesi region. Real sector players (Micro, Small and Medium Enterprises) in Makassar City actively use information technology optimally in their various business activities, generally using special software to manage financial information in their business administration. On the other hand, it is explained that based on the SEM analysis above, the supporting factors that influence business sustainability are: (1) profile variables of Micro, Small and Medium Enterprises, (2) perceptions of Micro, Small and Medium Enterprises, (3) technology utilization variables. digital marketing, has a positive and real effect on business sustainability with a prob value < 0.10. The three variables are proven to influence the business sustainability of Micro, Small and Medium Enterprises in the use of marketing information technology. The importance of the perception of Micro, Small and Medium Enterprises business actors, the profile of business actors, and the use of digital marketing need to be increased for business actors. Based on the description above, it is necessary to emphasize the motivational and cosmopolitan sub-variables in order to increase business sustainability.

Table 3. Test results of research measurement indicators regarding the influence of competency variables for Micro, Small and Medium Enterprises on business sustainability

No	Goodness of Fit	Cutt _off_Value	Results	Conclusion
1	RMSEA	≤ 0.80	0.079	*good fit*

2	GFI	≤ 0.90	0.861	*good fit*
3	AGFI	≤ 0.90	0.829	*good fit*
4	CFI	≤ 0.90	0.882	*good fit*
5	CMIN	≤ 0.90	0.381	*good fit*
6	TLI	< 0.90	0.866	*good fit*

The GFI value obtained was 0.861, CFI 0.882 indicating the competency model was classified as Good Fit. The competency model has approached the feasibility of the model with GFI and CFI values greater than the RMSEA value for the four regions of 0.079, which is classified as FIT because <0.08, TLI value = 0.866,

CMIN=.3.181, AGFI =.0.829, GFI=.0.861, sign 0.000 of the Goodness of Fit model criteria used all show the results of the model evaluation, the best model fits the data, the Determinant of sample covariant matrix number is 5.289>0, indicating multicollinearity does not occur.

The second stage, theoretical hypothesis testing is carried out. In summary, based on the image, estimate the parameters of the structural model between the research variables tested. Table 43 presents a brief summary of the decomposition of causal influences between research latent variables and probability values as statistical tests.

Table 4 Decomposition of the Influence of Competency Variables of Micro, Small and Medium Enterprises on Business Sustainability

Connection Betwen changes		Influence Coefficient Value		Total	Prob	R^2
		Direct	Indirect via Y1			
X1	Y1	0.179	-	0.179	0.071	
X2	Y1	-0.057	-	-0.057	-0.536	
X3	Y1	0.213	-	0.213	0.033	
X4	Y1	0.628	-	0.628	0.000	0.9945
X1	Y2	0.252	0.006	0.258	0.009	
X2	Y2	-0.107	-0.002	-0.109	0.221	
X3	Y2	0.462	0.008	0.469	0.000	
X4	Y2	0.297	0.023	0.320	0.014	
Y1	Y2	0.037	-	0.037	0.738	

Prob< sign 0.10

Hypothesis three, namely based on the test results and the level of probability of the direction of the causal relationship, the hypothesis between the sub-factors X1-X4 and Y2 shows: (1) Variable (X1) business actor profile has a positive effect between the profile of Micro, Small and Medium Enterprises on sustainability the efforts of Micro, Small and Medium Enterprises in utilizing ICT facilities amounted to 0.009; (2) Variable (X2) External environmental support has a negative or insignificant effect on business sustainability of 0.221; (3) Variable (X3) business actors' perception of business sustainability has a positive effect of 0.000; Variable (X4) ICT utilization of 0.014 has a positive effect on the sustainability of Micro, Small and Medium Enterprises. Testing hypothesis 2 and hypothesis 3 by comparing the smaller probability value with the real level of sign value 0.10, then hypothesis 2 and hypothesis 3 are accepted in (Table 42). The factors that influence the level of sustainability of Micro, Small and Medium Enterprises are: R2=0.9945. This means that simultaneously the overall influence of factors on the sustainability of Micro, Small and Medium Enterprises is 0.9945. This means that the diversity of data that can be produced by the model is 0.9945 or 99 percent, meaning that the factors

mentioned above influence business sustainability, while the rest is explained by other variables of 0.0055.

Hypothesis 4 is based on the test results and the level of probability of the direction of the causal relationship, the hypothesis between sub-factors X1-) business sustainability, with a probability value of 0.738.

5.Conclusion

5.1. The participation of Micro, Small and Medium Enterprises in training activities and holding training in the rare category ranges from less than 5 times a year. The motivation and cosmopolitan level of Micro, Small and Medium Enterprises in urban areas is higher than in the Regency, likewise the level of cosmopolitan is higher among Micro, Small and Medium Enterprises in urban areas. This is due to the availability of more adequate access, the consumer behavior of Micro, Small and Medium Enterprises in urban areas which encourages the behavior of Micro, Small and Medium Enterprises and the perception of Micro, Small and Medium Enterprises in urban areas to be more active in using information technology.

5.2. The level of technical competency of business actors in Makassar City in using digital marketing technology is in the medium category. This is because literacy in interaction with computers or other technological means is still in the second level category. The intensity of use of digital marketing tools is included in the medium category, because most business actors are only able to manage information, disseminate information, search and reproduce only by using mobile applications. The level of motivation, level of education, perception and cosmopolitan level is high among Micro Business actors Small and medium urban areas that have developed a high ability to use marketing information technology. Increasing the technical competence of Micro, Small and Medium Enterprises in using digital marketing is directly influenced by the perception of business actors in using technology and the intensity of using digital marketing and information management. Increasing competence can be done through forming a high perception of the use of digital technology. The personal competence of Micro, Small and Medium Enterprises in the Makassar area is in the high category.

5.3. The average level of business sustainability of Micro, Small and Medium Enterprises in Makassar City is in the medium category. Factors that directly influence the level of business sustainability are the profile of Micro, Small and Medium Enterprises, perceptions of Micro, Small and Medium Enterprises and the intensity of use of digital marketing tools.

5.4. Appropriate competency development strategies to support business sustainability are carried out through increasing the perception of business actors and the intensity of ICT use. This can be done in two steps in an effort to strengthen competence. The first stage of competency development involves establishing a high level of perception among business actors regarding the use of ICT facilities, namely building effective communication strategy activities and increasing community participation. Next, the second stage is carried out by increasing the use of digital marketing technology facilities, efforts are made through supporting empowerment programs, increasing motivation or encouragement, implementing training models tailored to the needs of business actors, improving/forming partnership patterns with educational institutions and private agencies.

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