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Judul Artikel **:** Model for Strengthening Micro, Small, and Medium Enterprises in Supporting Sustainable Economic Enterprises

Jurnal : Nongye Jixie Xuebao/Transactions of the Chinese Society of Agricultural Machinery

Penulis : Muhlis Ruslan**;** Abdul Karim; Abd. Haris; Zulkifli; Restaria Julita

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Corresponding Author's Email Address:
muhlisruslan@universitasbosowa.ac.id
Author(s):
Muhlis Ruslan; Abdul Karim; Abd. Haris; Zulki i; Restaria Julita

Abstract:
The highest inflation occurred in Makassar at 4.78% with a consumer price index of 115.79. The highest inflation occurred in the transportation group, followed by food, beverages, and tobacco, which further affected the continuity of MSMEs F & B services. MSMEs F & B service is one of the strategic businesses in the economy and has always been a favorite in trade and Makassar city is at the node of more efficient distribution services, so sustainability needs to be considered. This research aims node of more efficient distribution services, so sustainability needs to be considered. This research aims to analyze (1) indicators of creativity, and innovation that form entrepreneurial behavior in supporting the continuity of MSMEs F & B service and (2) the impact of creativity, innovation, and entrepreneurial behavior on the continuity of MSMEs F & B service. This research uses a sequential explanatory design approach by combining quantitative and qualitative research methods. Data was obtained through observation, in-depth interviews, surveys, and documentation which was then analyzed using structural equation modeling. Research results: Creativity, innovation, and entrepreneurial behavior positively impact the continuity of MSMEs F & B service. Entrepreneurial behavior moderates the continuity of MSMEs' F & B service through commitment competency and opportunity competency. Continuity of MSMEs F & B service in Makassar only lasts 56%, backed up by innovative entrepreneurial b h i th h d d t i ti Thi h d th t th h t

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Date: 2023-10-20

Title of your paper: Model for Strengthening Micro, Small, and Medium Enterprises in Supporting Sustainable Economic Enterprises Corresponding Author's Email Address: ruslanmuhlis@universitasbosowa.ac.id

Author(s): Muhlis Ruslan, Abdul Karim, Abd. Haris, Zulkifli, Restaria Julita

Keywords: institutional; entrepreneurial motivation; promotion mix; sustainable economic enterprise Abstract: This research aims to find out the types of micro, small, and medium enterprise (MSME) models that contribute to the welfare of business actors and economic growth. This study aims to analyze entrepreneurial motivation, the institutional role of Cooperatives and MSMEs, and the promotion mix, as determinants of their influence on strengthening MSMEs in supporting sustainable economic enterprises. This study uses a quantitative approach to the survey method. Data were obtained through observation, documentation, and questionnaires which were distributed to 111 respondents spread across 15 villages in Anggeraja Sub-district. The results of the study show that entrepreneurial motivation, implementation of the role of Cooperatives and MSMEs, and the promotion mix positively influence the strengthening of MSMEs by 58% and sustainable economic enterprises by strengthening MSMEs by 73%. This research recommends a model for strengthening sustainable MSMEs in Anggeraja Sub-district, Enrekang Regency, South Sulawesi, Indonesia.

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8-11-2023

Dear Editor-in-Chief: Prof. Ren Luquan Next, we send our revised article according to input from reviewers who have been given a yellow mark and proof of payment for our article manuscript. Thanks Best Regards Muhlis Ruslan _Correspondence Author_		
Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id> 8 November 2023 pukul 16.24 Kepada: editorialoffice@nyjxxb.net Dear Editor-in-Chief: Prof. Ren Luquan Next, we send our revised article according to input from reviewers who have been given a yellow mark and proof of payment for our article manuscript. Thanks Best Regards **Muhlis Ruslan** *Correspondence Author*		
Kam, 9 Nov 2023 pukul 15.38 Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id> Dear Editor-in-Chief: Prof. Ren Luquan Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese Society of Agricultural Machinery Thanks very much for the information on publishing our article at the end of November 2023. Best regards Muhlis Ruslan _Correspondence_	9-11-2023	
editorialoffice@nyjxxb.net <editorialoffice@nyjxxb.net> 9 November 2023 pukul 16.31 Kepada: muhlisruslan@universitasbosowa.ac.id Dear Muhlis Ruslan, Your article will be published in Volume 54 (10), 2023 at the end of November. Thank you very much for your support of open access publishing.Sincerely, Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese Society of Agricultural Machinery http://nyjxxb.net Sponsored by: Chinese Society for Agricultural Machinery (CSAM) and Chinese Academy of Agricultural Machinery Sciences (CAAMS).		
Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id> 9 November 2023 pukul 16.38 Kepada: editorialoffice@nyjxxb.net Dear Editor-in-Chief: Prof. Ren Luquan Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese Society of Agricultural Machinery Thanks very much for the information on publishing our article at the end of November 2023. Best regards **Muhlis Ruslan** *Correspondence*		

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Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id> 30 November 2023 pukul 23.57 Kepada: editorialoffice@nyjxxb.net Dear Editor-in-Chief: Prof. Ren Luquan Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese Society of Agricultural Machinery Our article entitled *"Model for Strengthening Micro, Small, and Medium Enterprises in Supporting Sustainable Economic Enterprises"* has not been published in Volume 54 (10), 2023 at the end of November. Thanks Best Regards **Muhlis Ruslan** *Correspondence*	
editorialoffice@nyjxxb.net <editorialoffice@nyjxxb.net> 1 Desember 2023 pukul 19.33 Kepada: muhlisruslan@universitasbosowa.ac.id Dear Muhlis Ruslan, We will publish your article within the next week. Thank you for your patience. Sincerely,	1-12-2023

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Corresponding Author's Email Address:

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Author(s):

Muhlis Ruslan; Abdul Karim; Abd. Haris; Zulki   i; Restaria Julita

Keywords:

institutional role, entrepreneurial motivation, promotion mix, sustanaible economic enterprise

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The highest inflation occurred in the transportation group, followed by food, beverages, and
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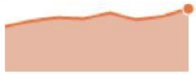
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Date: 2023-10-20

Title of your paper: Model for Strengthening Micro, Small, and Medium Enterprises in Supporting Sustainable Economic Enterprises
Corresponding Author's Email Address: ruslanmuhlis@universitasbosowa.ac.id
Author(s): Muhlis Ruslan, Abdul Karim, Abd. Haris, Zulkifli, Restaria Julita
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-------- Original Message --------
Subject: Re: Re: Nongye Jixie Xuebao/ Transactions of the Chinese Society of Agricultural Machinery Date: 2023-11-30 17:57
From: Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id>
To: editorialoffice@nyjxxb.net

Dear Editor-in-Chief: Prof. Ren Luquan
Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese
Society of Agricultural Machinery

Our article entitled _"Model for Strengthening Micro, Small, and Medium
Enterprises in Supporting Sustainable Economic Enterprises"_ has not
been published in Volume 54 (10), 2023 at the end of November.
Thanks

Best Regards

Muhlis Ruslan
Correspondence

Pada Kam, 9 Nov 2023 pukul 15.38 Muhlis Ruslan
<muhlisruslan@universitasbosowa.ac.id> menulis:

> Dear Editor-in-Chief: Prof. Ren Luquan
> Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese
> Society of Agricultural Machinery
>
> Thanks very much for the information on publishing our article at the end
> of November 2023.
>
> Best regards
>
> Muhlis Ruslan
> _Correspondence_

Muhlis Ruslan <muhlisruslan@universitasbosowa.ac.id> 1 Desember 2023 pukul 22.28 Kepada: editorialoffice@nyjxxb.net

Dear Editor-in-Chief: Prof. Ren Luquan
Editorial Team of Nongye Jixie Xuebao/ Transactions of the Chinese
Society of Agricultural Machinery

Thank you for your information.

Best regards

Research article
Rural management and agricultural development: Rural communities and aid

Model for Strengthening Micro-, Small, and Medium-Sized Enterprises in Supporting Sustainable Economic Enterprises

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Abstract: This research aims to discover types of micro-, small, and medium enterprise (MSME) models that contribute to the welfare of business actors and economic growth. This study analyzes entrepreneurial motivation, the institutional role of cooperatives and MSMEs, and the promotion mix as determinants of their influence on strengthening MSMEs in supporting sustainable economic enterprises. This study uses a quantitative approach to the survey method. Data were obtained through observation, documentation, and questionnaires distributed to 111 respondents spread across 15 villages in the Anggeraja sub-district. The results of the study show that entrepreneurial motivation, implementation of the role of cooperatives and MSMEs, and the promotion mix positively influence strengthening MSMEs by 58% and sustainable economic enterprises by strengthening MSMEs by 73%. This study recommends a model for strengthening sustainable MSMEs in the Anggeraja sub-district, Enrekang Regency, South Sulawesi, Indonesia.

Keywords: institutional role; entrepreneurial motivation; promotion mix; sustainable economic enterprise

加强中小微企业支持可持续经济企业的模式

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摘要:本研究旨在发现有助于商业参与者福利和经济增长的微型、小型和中型企业(中小微企业)模式类型。本研究分析了创业动机、合作社和中小微企业的制度作用以及促销组合，作为它们对加强中小微企业支持可持续经济企业的影响力的决定因素。本研究采用定量的调查方法。数据是通过观察、记录和向安格拉贾分区15个村庄的111名受访者发放的调查问卷获得的。研究结果表明，创业动机、合作社和中小微企业作用的发挥以及促销组合对强化中小微企业58%和通过强化中

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小微企业实现可持续经济企业73%产生积极影响。本研究推荐了一种加强印度尼西亚南苏拉威西省恩雷康县安格拉贾分区可持续发展中小微企业的模式。

关键词：机构作用；创业动机；促销组合；可持续经济企业

1 Introduction

Enrekang Regency is a Level II region in South Sulawesi, Indonesia. The district capital is Enrekang to the north of Makassar. Administratively, it consists of 12 definitive sub-districts and 129 villages with an area of 1,786.01 km² or 2.83% of the area of South Sulawesi Province. The boundaries of this regency are as follows: (1) to the north, it is bordered by Tana Toraja Regency, (2) to the south with Luwu Regency, (3) to the east with Sidenreng Rappang Regency, and (4) to the west of Pinrang Regency. Of the 12 sub-districts in Enrekang Regency, there is one sub-district, namely the Anggeraja sub-district, with an area of 127.87 km2 and 7.02 percent of the regency area. The distance from the district capital is 26 km, and there are 15 villages.
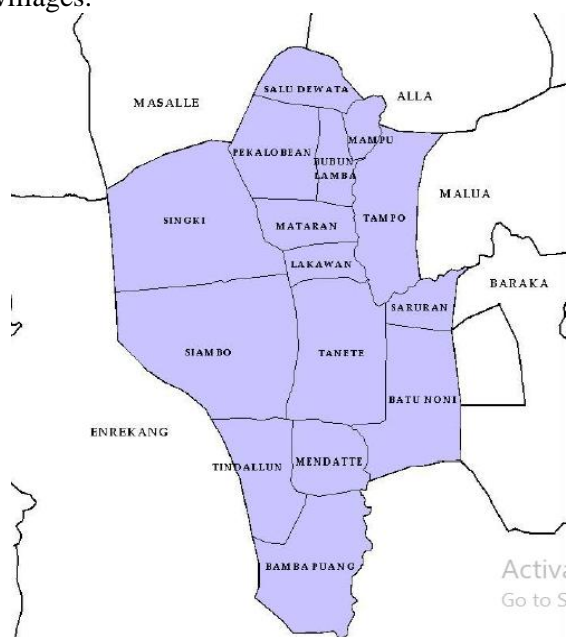

Fig. 1 Enrekang Regency map (Enrekang Regency Government, 2023)

Of the 15 villages, 42 hamlets with populations are shown in the table below:

Tab. 1 Total population in the Anggeraja sub-district, Enrekang Regency (Enrekang Regency Government, 2023)

No.	Village	Male	Female	Total
1	Tindalun	483	496	979
2	Bamba Puang	1,191	1,226	2,417
3	Tanete	1,651	1,319	2,970
4	Lakawan	1,802	1,025	2,827
5	Siambo	705	735	1,440
6	Singki	860	821	1,681
7	Mataram	1,501	1,503	3,004
8	Pekalobean	1,273	1,101	2,374
9	Bubun Lamba	794	799	1,593
10	Salu Dewata	668	671	1,339
11	Mampu	815	710	1,525
12	Batu Noni	1,114	1,807	2,921
13	Saruran	530	546	1,076
14	Tampo	745	911	1,656
15	Mandatte	411	598	1,009
	Jumlah	14,543	14,268	28,811

Tab. 1 shows that the population in the Anggeraja Sub-district has the potential for growth and development of micro, small, and medium enterprises and the development of human resources to manage businesses[1]. The diversity of geographical conditions in these regions causes variations in superior commodities that provide opportunities for development in each region[2].

The growth of MSMEs in the Anggeraja sub-district can be developed because they are close to raw materials[3]. The types of products produced or sold by the community include shallots, garlic, spring onions, potatoes, cauliflower, mustard greens, carrots, radishes, long beans, large chilies, cayenne peppers, tomatoes, mushrooms, eggplants, beans, cucumber, chayote, kale, spinach, melon, and red beans[4]. Horticultural production is produced every quarter[5].

In other sectors, the livestock population includes dairy cattle, beef cattle, goats, free-range chickens, laying hens, broiler chickens, and land fishery subsector production (rice fields and ponds)[6]. Of the various potentials that the Anggeraja sub-district has, as mentioned above, efforts are needed so that economic growth can increase and be sustainable[7]. Therefore, community empowerment and related institutions should be optimized[8].

Entrepreneurial motivation, the presence of cooperative and MSME institutions, and the promotion of production results are solutions for the economic growth and development of MSMEs in the Anggeraja sub-district[9]. According to data from the Department of Cooperatives, Small and Medium Enterprises, the number of cooperatives by type (KUD, KPR, Non-KUD, and KOPTAN) active in the Anggeraja sub-district in 2022 was 20, which became legal entities[10]. Furthermore, there are 155 MSME business units consisting of; 68 units of shops/grocery stalls, 34 units of restaurants,

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and 53 food stalls/stalls.

2 Literature Review

Economic development is carried out by focusing on efforts to grow the economic sector by using the potential of its natural and human resources[11]. MSME players fill the dominant market in the Southeast Asian region, so business actors continue to be encouraged and assisted in producing the best products[12]. MSMEs have become the backbone of the country's economy because they can contribute to gross domestic product and increase employment for the community. For this reason, in supporting the growth of MSMEs, business actors need to support their businesses, including using technology[13].

Through digitization, MSMEs promote products and services, both in the form of images and videos, and create online stores in marketplaces so that consumers find products and perform transactions more easily[14]. Based on Asian Development Bank (ADB) data, there are 71 million MSMEs in Southeast Asia, 97% of which account for all businesses and employ 67% of the working population, meaning that MSMEs have a larger proportion of employment[15]. Thus, efforts are needed so that MSMEs can grow and develop, including government support, capital, entrepreneurial motivation, and understanding of technology[16].

The government's role in encouraging business performance for MSME business actors is a strength in facing competition[17]. Business actors face dynamic competition, and the government plays a role in performing digital transformation to encourage business performance[18]. The government needs to mediate and collaborate with other institutions, such as banks, so that small businesses can increase their income[19]. MSMEs can reach a wider market if the government contributes to support and promote them[20]. The government's role is expected to create a partnership model with state-owned enterprises and Badan Usaha Milik Desa and guide MSMEs so that they can be independent because MSMEs absorb many job opportunities[21]. The contribution of government institutions plays an important role in the sustainability of MSME businesses and other aspects; therefore, it is necessary to encourage entrepreneurial motivational values[22]. Healthy organizations, finances, business, and human resource competencies influence cooperative performance[23].

Understanding entrepreneurial insights on MSME business actors can encourage entrepreneurs to perform various business activities[24]. Entrepreneurship can impact access to micro- and sustainable businesses. Self-confidence, openness to change, pull factors, and the need for achievement are dimensions of motivation for micro-entrepreneurs and business sustainability[25]. Incorporating elements of entrepreneurial orientation and dynamic capabilities into MSMEs can shape marketing innovation capabilities impacting MSME performance[26].

Competence, innovation, entrepreneurial orientation, and innovation have a positive and significant effect on the performance of MSMEs[27]. Thus, entrepreneurial motivation given to MSME entrepreneurs can encourage creativity in developing their businesses; however, knowledge of technological innovation is also needed to support the development of MSMEs[28]. Technological innovation plays a vital role in supporting MSME businesses because the products marketed are widely known[29]. MSMEs facing financial, human resource, marketing, operational, administrative, and organizational management challenges require digitalization readiness and knowledge transfer[30].

To create value for consumers by increasing the productivity and sustainability of economic businesses, it is necessary to use industry 4.0 technologies[31]. Economic growth can impact people's incomes. Human resource capacity and business diversification affect the productivity and sustainability of small and medium enterprises[32]. Micro-, small, and medium enterprises are the backbone of the national and regional economies; therefore, the digital economy is one of the drivers for the expansion of MSMEs. Changes in people's mindset give direction to the economy, and social activities can be developed sustainably[33].

The position of MSMEs is very important because they can absorb employment opportunities, survive under any conditions, and have a variety of unique products; therefore, entrepreneurial motivation is needed[34]. The role of cooperatives and MSMEs and promoting the products produced have a crucial contribution to strengthening MSMEs toward sustainable economic enterprises[35].

Research results that support this research include the following: (1) Regional economic development must involve all levels of society and the government to take initiatives by utilizing existing resources; (2) The MSME sector can increase people's income and has a strategic role in reducing unemployment and poverty; (3)

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Government policies, capital support, and human resource capacity strengthening will encourage economic growth and be accompanied by technological innovation[36]; (4) MSMEs in the national economy are a good vehicle for job creation planned by both the government and the private sector; (5) MSMEs experience many obstacles, such as human resources, finance, and markets, but the spirit of business actors must continuously explore the values contained in the entrepreneurial spirit; (6) Adoption of technology and social media can increase the productivity and capacity of small and medium businesses[37].

The study results from the research above refer to several indicators of MSME businesses, such as; (1) government policies, capital support, strengthening human resources (HR) capacity, technological innovation, and utilization of natural resources; (2) MSMEs reduce unemployment and poverty; (3) job creation; (4) the values contained in the entrepreneurial spirit; and (5) adoption of technology and social media.

The focus of this research is intended to answer the following research questions[38]: (1) Does motivation for entrepreneurship through training on games, self-confidence, success stories, and positive thinking affect strengthening MSMEs and sustainable economic enterprises? (2) What is the role of cooperatives and MSMEs in strengthening MSMEs and sustainable economic enterprises through training/workshops, providing market access and exhibition space for MSME products, assisting partnerships and access to capital, coaching, and monitoring? (3) Is the promotion mix through MSME products varied and interesting, and do methods of offline and online promotions and personal selling affect strengthening MSMEs and sustainable economic enterprises?

This research aims to determine the influence of entrepreneurial motivation, cooperatives, MSMEs, and the promotion mix on strengthening MSMEs in supporting sustainable economic enterprises[39].

3 Data and Methods

The specifications of this research are to examine strengthening MSMEs in supporting sustainable economic efforts. Furthermore, the testing and analysis of this research focuses on examining entrepreneurial motivation, the role of cooperatives and MSMEs, and the promotion mix[40]. This type of research uses a quantitative approach with a survey method. There are two types of variables: latent and manifest.

Latent variables: Variable X1 (entrepreneurial motivation), is measured based on game training

material, self-confidence, success stories, and positive thinking; X2 (role of cooperatives and MSMEs) is measured by training/workshops, providing market access and procurement of MSME product exhibition spaces, helping partnerships and access to capital, guidance, and monitoring; X3 (the promotion mix) is measured by varied and attractive MSME products, offline and online promotion methods, and personal selling.

Manifest variables: Y (strengthening MSMEs) is measured by product quality, availability of capital, wholehearted service, and product innovation (variations, packaging, labels); Z (sustainable economic business) is measured by the development of market share, product diversification, mastery of digital marketing, and the establishment of personal sales. The causal relationship between each variable is shown using a structural equation function model between exogenous and endogenous variables, as shown in the following figure:
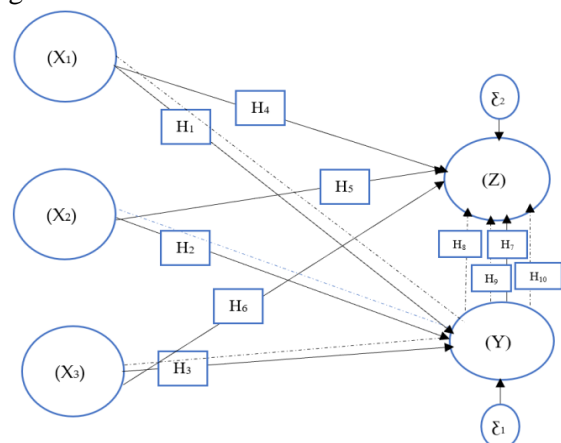
Fig. 2 Partial least squares analysis research model

The structural equations are as follows:
$$Y = H_1 X_1 + H_2 X_2 + H_3 X_3 + \varepsilon_1 \qquad (1)$$
$$Z = H_4 X_4 + H_5 X_5 + H_6 X_6 + H_7 Y + n\varepsilon_2 \qquad (2)$$

Fig. 2 shows the direct effect of exogenous variables on endogenous variables, which are expressed by the path coefficient. Thus, X1 is entrepreneurial motivation, and X2 is the role of cooperatives and SMEs. Furthermore, the direct influence of H1 is the influence of X1 on Y, H2 is the influence of X2 on Y, H3 is the influence of H8, the effect of X1 on Z through Y, H9 is the effect of X2 on Z through Y, and H10 is the effect of X3 on Z through Y.

The data were divided into two categories: primary and secondary. The primary data were obtained directly using a questionnaire instrument distributed to MSME business actors as respondents spread across 15 villages in the Anggeraja sub-district, while the secondary data

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were obtained by accessing reports and documents relevant to the research topic, such as statistical reports on the development of the number of MSMEs in the Anggeraja sub-district. Quantitative data were obtained through a questionnaire. The survey in this study used a questionnaire instrument and conducted structured interviews based on questions about MSME business activities. Thus, questionnaires are used to collect, process, analyze, present, and extract information related to MSME activities in the Anggeraja sub-district.

Furthermore, the questions asked through the questionnaire were adjusted to the previously determined research variables, namely entrepreneurial motivation, the role of cooperatives and MSMEs, and the promotion mix. To deepen the research results, each question to the respondents was then selected based on what they understood and experienced in MSME business activities. The questions used are closed with 5 alternative answers given using an interval measurement scale. Furthermore, the answers to each instrument item were evaluated on a Likert scale and scored 5 (strongly agree (SS)), 4 (agree (ST)), 3 (undecided (RR)), 2 (disagree (KS)), and 1 (disagree (TS)). The questionnaire was then distributed to all the respondents selected based on a predetermined research sample.

The respondents were a sample selected from the population of SMEs in Anggeraja District. The respondents were spread across 15 villages; this was intended to obtain proportional information and reach the data quality. Furthermore, the research sample used a simple random sampling method, meaning that samples were randomly taken from the population without paying attention to the strata in the population. This is intended to ensure a truly proportional sample that can understand the focus and objectives of the research to be achieved and consider the characteristics of MSME businesses in the Anggeraja sub-district. The respondents' selection referred to several criteria: (i) business location based on MSME business characteristics, (ii) having regular customers, and (iii) involving family in the business. The data collection was performed using questionnaires and documentation. This research refers to predictions to show the influence of the relationship between variables to formulate a conclusion.

Determining the number of samples from a certain population developed by Slovin for an error rate of 5% can be described as follows:

$$n = \frac{N}{1 + N.e^2} \qquad (3)$$

where n is the sample size, N is the population size, and e is the 5% squared error rate. Based on this formulation, the sample withdrawal amount is as follows:

$$n = \frac{155}{(1 + (155 \times 0,0025))}$$
$$n = \frac{28.845}{(1 + 0,3875)}$$
$$n = \frac{155}{1,3875}$$
$$n = 111$$

Based on the formulae above, the sample number in this study was 111 respondents. A valid instrument is defined as a measuring tool used to obtain valid data. The technique used to measure the validity of the questionnaire items is Karl Pearson's product-moment correlation by correlating the question items and total. Reliability testing is carried out to ensure that the instrument used is reliable. Reliability is the extent to which measurement results using the same object produce the same data. In this research, validity testing was conducted using Pearson's product-moment approach.

$$r_{xy} \frac{n\sum X_i y_i - \sum X_i \sum y_i}{\sqrt{n\sum X^2_i - (\sum X^2_i)^2} \sqrt{n\sum y^2_i - (\sum y_i)^2}} \qquad (4)$$

where r_{Xy} is the correlation coefficient, n is the number of respondents, $\sum X$ obtained by each respondent, $\sum y$ and is the number of times the questionnaire item score is multiplied and the total score obtained from the respondent. Because this research is confirmatory, the factor loading limit used is 0.7. Convergent values for measuring factor loadings above 0.7 are highly recommended; however, if factor loadings are between 0.5 and 0.60, they still can be tolerated as long as the model is still in the development stage. Next, to calculate the t value from r, use the following formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r2}} \qquad (5)$$

where if t count > t table, it is said to be significant or suitable for use in hypothesis testing, and t count ≤ t table means it is not significant. In this study, the validity calculation of instrument items was carried out using the PLS algorithm model and indicator loading values. The discriminant value is useful for assessing whether a variable has adequate discriminant validity, i.e., comparing the correlation between the indicator and intended construct; it must be greater than the correlation with other constructs. If the indicator correlation has a higher value than the indicator correlation

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with other constructs, the variable is said to have high discriminant validity.

A high composite reliability value indicates good consistency of each indicator in the latent variable used to measure that variable. The criteria for a composite reliability value > 0.7 indicate that the variable has good internal consistency. Furthermore, the reliability test is strengthened by Cronbach's alpha value. Cronbach's alpha reliability test limits > 0.7. The average variance extracted (AVE) value shows that the variance value for each indicator in the construct that can be captured by this variable is more than the variance caused by measurement errors. The expected AVE value is > 0.5. Furthermore, to meet the criteria for convergent validity, the AVE value can be calculated as follows:

$$AVE = \frac{\sum_{i=1}^{2} \lambda i}{n} \qquad (6)$$

where AVE is the average percentage of variance scores obtained from latent variable extraction, λ is the standardized factor loading, and ì is the number of indicators.

4 Results

4.1 Respondent Identity

Based on Tab. 2, most respondents were women, 98 people (88%) compared to men, which amounted to 13 people (12%). This shows that there were more women than men working as MSME actors.

Tab. 2 The respondents' genders (Research results, 2023)

Genders	Total number of the respondents (persons)
Female	98
Male	13
Total	111

Based on Tab. 3, most respondents had high school education, namely 58 people (52.3%), followed by junior high school education (SMP) with 32 people (28.8%), academy (D4) with 4 people (2.7%), and academy (D3) with 1 person (0.9%).

Tab. 3 The respondents' highest education levels (Research results, 2023)

The highest education level	Total number of the respondents (persons)
Bachelor's degree	17
Academy (D.4)	3
Academy (D.3)	1
Senior high school	58
Junior high school	32
Total	111

From Tab. 4, most respondents engaged in MSME business were aged between 31 and 50, namely 69 people (62.2%); least were aged between 17 and 25, namely 3 people (2%).

Tab. 4 Respondent ages (Research results, 2023)

Age	Total number of the respondents (persons)	Percentage (%)
17–25	3	2.0
26-30	6	5.4
31-50	69	62.2
51–60	28	26.1
61–70	4	3.6
Total	111	100.0

4.2 Testing the Outer Model

The outer model determines the relationship between the latent variables and indicators or defines how each indicator relates to the latent variables. The outer model is interpreted by considering several parameters, including convergent and discriminant validity values, composite reliability, AVE, and Cronbach's alpha.

The convergent value measures the magnitude of the loading factor for each construct. Loading factors above 0.70 are highly recommended; however, loading factors between 0.5 and 0.60 still can be tolerated as long as the model is still in the development stage. The PLS algorithm model and the full loading indicator values are presented in the figure below.
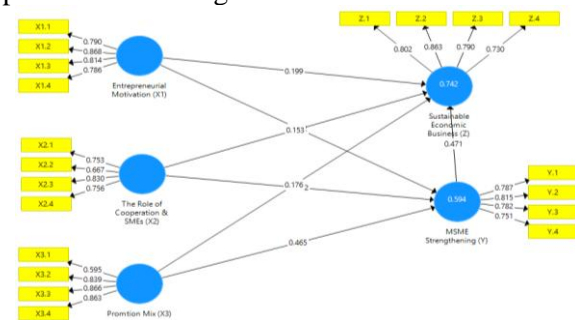
Fig. 3 PLS Algorithm I model (The authors' findings, 2023)

The picture above shows that the entrepreneurial motivation construct as measured by 4 indicators obtained a loading factor value for indicators X1.1 of 0.790, X1.2 of 0.868, X1.3 of 0.814, and X1.4 of 0.768. The role of cooperatives and SMEs constructs as measured by four indicators obtained a loading factor value of 0.753 for indicator X2.1, 0.667 for X2.2, 0.830 for X2.3, and 0.756 for X2.4. The promotion mix construct, which was measured using four indicators, obtained a loading factor value of 0.595 for indicator X3.1, 0.839 for X3.2, 0.866 for X3.3, and 0.863 for X3.4. The MSME strengthening construct, which was measured by

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four indicators, obtained a loading factor value of 0.787 for indicator Y1, 0.815 for Y2, 0.782 for Y3, and 0.751 for Y4. The sustainable economic business construct measured by four indicators obtained a loading factor value of 0.802 for indicator Z1, 0.863 for Z2, 0.790 for Z.3, and 0.730 for Z4.

Out of all the indicators, two were invalid (X2.2 0.667 and X3.1 0.595), so invalid indicators must be removed from the model and overloading tests be repeated.

Fig. 4 PLS Algorithm II model (The authors' findings, 2023)

After performing the second outer loading test, the outer loading value was obtained. The entrepreneurial motivation construct measured by four indicators obtained a loading factor value of 0.790 for X1.1, 0.868 for X1.2, 0.814 for X1.3, and 0.768 for X1.4. The role of cooperatives and MSMEs construct measured by three indicators obtained a loading factor value of 0.758 for indicator X2.1, 0.860 f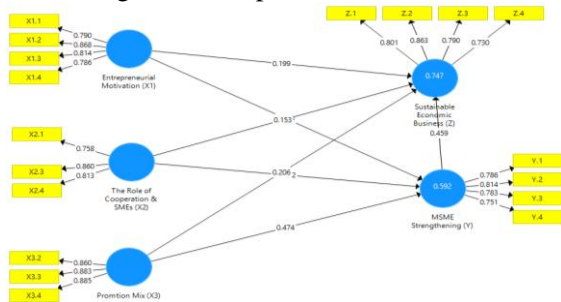or X2.3, and 0.813 for X2.4. The promotion mix construct measured by three indicators obtained a loading factor value of 0.860 for indicator X3.2, 0.883 for X3.3, and 0.885 for X3.4. The MSME strengthening construct measured by four indicators obtained a loading factor value of 0.786 for the Y1 indicator, 0.814 for Y2, 0.783 for Y3, and 0.751 for Y4. The sustainable economic business construct measured by four indicators obtained a loading factor value of 0.801 for indicator Z1, 0.863 for Z2, 0.790 for Z.3, and 0.730 for Z4.

4.3 Discriminant Validity

A discriminant value is useful for assessing whether a variable has adequate discriminant validity, i.e., comparing the correlation between the indicator and intended construct; it must be greater than the correlation with other constructs. If the indicator correlation has a higher value than the indicator correlation with other constructs, the variable is said to have high discriminant validity. The complete cross-loading value results are as follows:

Tab. 4 Cross-loading values (The authors' findings, 2023)

	Entrepreneurial motivation (X1)	MSME strengthening (Y)	Role of cooperatives and SMEs (X2)	Promotion mix (X3)	Sustainable economic business (Z)
X1.1	0.790	0.533	0.449	0.341	0.537
X1.2	0.868	0.439	0.521	0.391	0.565
X1.3	0.814	0.435	0.534	0.309	0.504
X1.4	0.786	0.514	0.582	0.379	0.537
X2.1	0.465	0.524	0.758	0.433	0.499
X2.3	0.565	0.458	0.860	0.459	0.563
X2.4	0.525	0.484	0.813	0.415	0.561
X3.2	0.304	0.617	0.471	0.860	0.622
X3.3	0.455	0.561	0.471	0.883	0.580
X3.4	0.395	0.622	0.470	0.885	0.607
Y.1	0.467	0.786	0.516	0.606	0.609
Y.2	0.427	0.814	0.479	0.548	0.620
Y.3	0.461	0.783	0.384	0.477	0.625
Y.4	0.500	0.751	0.503	0.516	0.682
Z.1	0.558	0.609	0.538	0.529	0.801
Z.2	0.541	0.807	0.544	0.641	0.863
Z.3	0.403	0.554	0.439	0.530	0.790
Z.4	0.589	0.579	0.603	0.486	0.730

In the cross-loading table above, the loading factor indicator value for entrepreneurial motivation is greater than the cross-loading value, which is aimed at the role of cooperatives and MSMEs, promotion mix, strengthening MSMEs, and sustainable economic enterprises.

Based on the results of the discriminant validity test in the table above, all the indicators have the highest scores in their constructs and not in other constructs, so all the indicators met the requirements for discriminant validity.

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Tab. 5 The Fornell-Larcker criterion values (The authors' findings, 2023)					
	Entrepreneur Motivation (X1)	MSME Strengthening (Y)	The Role of cooperatives and SMEs (X2)	Promotion Mix (X3)	Sustainable economic business (Z)
Entrepreneurial Motivation (X1)	0.815				
MSME Strengthening (Y)	0.593	0.784			
The role of cooperatives and MSMEs (X2)	0.640	0.603	0.811		
Promotion mix (X3)	0.437	0.687	0.538	0.876	
Sustainable economic business (Z)	0.659	0.810	0.668	0.690	0.797

Based on the results of the discriminant test validity, the Fornell-Lacker criterion value for entrepreneurial motivation is greater than the correlation value for the other variables. The Fornell-Lacker criterion value for the role of cooperatives and MSMEs is greater than the correlation value for the other variables. The Fornell-Lacker criterion value for the promotion mix is greater than the correlation value for the other variables. The results of the discriminant validity test in the table above show that all indicators and constructs in the PLS model have met the required discriminant validity criteria.

A high composite reliability value indicates good consistency of each indicator in the latent variable used to measure that variable. The criteria for a composite reliability value > 0.7 indicate that the variable has good internal consistency. The composite reliability, Cronbach's alpha, and AVE values are presented in the table below.

Tab. 6 Composite reliability, Cronbach's alpha, and AVE values (The authors' findings, 2023)			
	Composite Reliability	Cronbach's Alpha	AVE
Entrepreneurial motivation (X1)	0.888	0.831	0.664
MSME strengthening (Y)	0.864	0.791	0.614
The role of cooperatives and MSMEs (X2)	0.852	0.738	0.658
Promotion mix (X3)	0.908	0.848	0.767
Sustainable economic business (Z)	0.874	0.808	0.636

The table above shows that the composite reliability value of the entrepreneurial motivation construct is 0.888, the role of cooperatives and MSMEs is 0.852, the promotion mix is 0.908, strengthening MSMEs is 0.864, and sustainable economic efforts is 0.874. The five constructs obtained a composite reliability value of > 0.70, so it is said to be a reliable indicator. The reliability test is strengthened by Cronbach's alpha value. Cronbach's alpha reliability test limits > 0.7. Cronbach's alpha value obtained by the construct of entrepreneurship motivation is 0.831, the role of cooperatives and MSMEs is 0.738, the promotion mix is 0.848, strengthening MSMEs is 0.791, and sustainable economic enterprises is 0.808. Based on Cronbach's alpha value, the five latent variables have reliable indicators and are in the very high category.

The AVE value indicates that the variance value of each indicator in the construct that can be captured by that variable is greater than the variance caused by measurement error. The expected AVE value is > 0.5. The AVE values for the constructs are as follows: entrepreneurial motivation - 0.664, the role of cooperatives and SMEs - 0.658, promotion mix - 0.767, strengthening SMEs - 0.614, and sustainable

economic enterprises - 0.636. The AVE results show that all constructs from each latent variable have an AVE value > 0.5, so they are valid.

4.4 Discriminant Validity

To test the structural model is done by looking at the value of R2, which is a goodness-of-fit test. The construct of strengthening MSMEs obtained an R2 value of 0.592, which can be interpreted to mean that variations in strengthening MSMEs can be explained by the constructs of entrepreneurial motivation, the role of cooperatives and MSMEs, and promotion mix at 59.2%, while the remaining 40.8% is explained by other variables beyond those studied. Meanwhile, the R-square value of sustainable economic enterprises is 0.747, meaning that variations in sustainable economic enterprises can be explained by the constructs of entrepreneurial motivation, the role of cooperatives and MSMEs, the promotion mix, and strengthening MSMEs at 74.7%, while the remaining 25.3% is explained by other variables beyond those studied. The complete R-square value results are presented in the table below.

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Tab. 7 Value R-squares (The authors' findings, 2023)

	R Square	R Square Adjusted
MSME Strengthening (Y)	0.592	0.581
Sustainable Economic Business (Z)	0.747	0.737

The next test is to examine the significance of the effect of the independent constructs on the dependent ones and answer what was hypothesized. Testing with a significance level of 5%, if the t-statistic value is > 1.96, the null hypothesis (H0) is rejected. The t-statistical value of the effect coefficient of the latent construct was obtained by PLS bootstrapping. The results of the PLS bootstrapping model are presented in the image below.
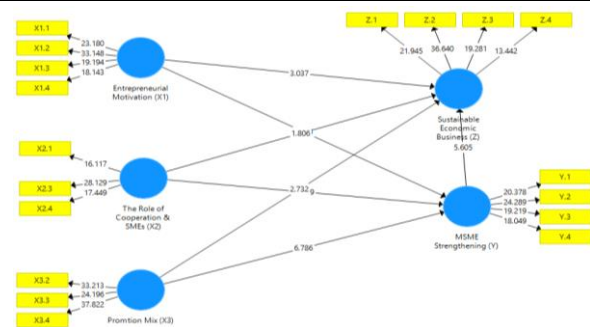

Fig. 5 Test bootstrapping (The authors' findings, 2023)

The parameter coefficients can be seen in the values (original sample), standard errors (standard deviation), t-statistic values, and p-values in the table below.

Tab. 8 Coefficient values (original sample), standard errors, and T-statistics (The authors' findings, 2023)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Entrepreneurial Motivation (X1) -> MSME Strengthening (Y)	0.275	0.281	0.077	3.598	0.000
Entrepreneurial Motivation (X1) -> Sustainable Economic Business (Z)	0.199	0.197	0.068	2.938	0.003
MSME Strengthening (Y) -> Sustainable Economic Business (Z)	0.459	0.460	0.073	6.246	0.000
The Role of Cooperatives and MSMEs (X2) -> MSME Strengthening (Y)	0.172	0.171	0.080	2.155	0.032
The Role of Cooperatives and MSMEs (X2) -> Sustainable Economic Business (Z)	0.153	0.161	0.082	1.867	0.062
Promotion Mix (X3) -> MSME Strengthening (Y)	0.474	0.470	0.073	6.490	0.000
Promotion Mix (X3) -> Sustainable Economic Business (Z)	0.206	0.200	0.068	3.009	0.003

The coefficient of the influence of entrepreneurial motivation on strengthening MSMEs is 0.275, the standard error value is 0.077, the t-statistic value is 3.598, and the p-value is 0.000. Because the t-statistic value is 3.598 > 1.96, and the p-value is 0.000 < 0.05, H1 is accepted. These results indicate that entrepreneurial motivation has a positive and significant effect on strengthening MSMEs. The coefficient of the influence of cooperatives and MSMEs on strengthening MSMEs is 0.172, the standard error is 0.080, the t-statistic is 2.155, and the p-value is 0.032. Because the t-statistic value is 2.155 > 1.96, and the p-value is 0.032 < 0.05, H2 is accepted. These results indicate that cooperatives and MSMEs have a positive and significant effect on strengthening MSMEs.

The coefficient of the influence of promotion mixes on strengthening MSMEs is 0.474, the standard error value is 0.073, the t-statistic value is 6.490, and the p-value is 0.000. Because the t-statistic value is 6.490 > 1.96, and the p-value is 0.000 < 0.05, H3 is accepted. These results

indicate that the promotion mix has a positive and significant effect on strengthening MSMEs[41]. The coefficient of the influence of entrepreneurial motivation on sustainable economic efforts is 0.199, the standard error value is 0.068, the t-statistic value is 2.938, and the p-value is 0.003. Because the t-statistic value is 2.938 > 1.96, and the p-value is 0.003 < 0.05, H4 is accepted. These results indicate that entrepreneurial motivation has a positive and significant effect on sustainable economic enterprises.

The coefficient of the influence of cooperatives and MSMEs on sustainable economic efforts is 0.153, the standard error value is 0.082, the t-statistic value is 1.867, and the p-value is 0.062. Because the t-statistic value is 1.867 < 1.96, and the p-value is 0.062 > 0.05, H5 is rejected. These results indicate that cooperatives and MSMEs have a positive but not significant effect on sustainable economic efforts. The coefficient of the influence of promotion mixes on sustainable economic efforts is 0.206,

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the standard error value is 0.068, the t-statistic value is 3.009, and the p-value is 0.003. Because the t-statistic value is 3.009 > 1.96, and the p-value is 0.003 < 0.05, H6 is accepted. These results indicate that the promotion mix has a positive and significant effect on sustainable economic efforts.

The coefficient of the influence of strengthening MSMEs on sustainable economic

efforts is 0.459, the standard error value is 0.073, the t-statistic value is 6.246, and the p-value is 0.000. Because the t-statistic value is 6.246 > 1.96, and the p-value is 0.000 < 0.05, H7 is accepted. These results indicate that strengthening MSMEs has a positive and significant effect on sustainable economic enterprises.

Tab. 9 Indirect effects (The authors' findings, 2023)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Entrepreneurial Motivation (X1) -> MSME Strengthening (Y) -> Sustainable Economic Business (Z)	0.126	0.129	0.040	3.149	0.002
The Role of Cooperatives and MSMEs (X2) -> MSME Strengthening (Y) -> -> Sustainable Economic Business (Z)	0.079	0.079	0.038	2.060	0.040
Promotion Mix (X3) -> MSME Strengthening (Y) -> Sustainable Economic Business (Z)	0.217	0.216	0.047	4.604	0.000

The coefficient of the influence of entrepreneurial motivation on sustainable economic enterprises through strengthening MSMEs is 0.126, the standard error value is 0.040, the t-statistic value is 3.149, and the p-value is 0.002. Because the t-statistic value is 3.149 > 1.96, and the p-value is 0.002 < 0.05, H8 is accepted. These results indicate that entrepreneurial motivation has a positive and significant effect on sustainable economic efforts through strengthening MSMEs[42]. The coefficient of the influence of cooperatives and MSMEs on sustainable economic efforts through strengthening MSMEs is 0.079, the standard error is 0.038, the t-statistic is 2.060, and the p-value is 0.040. Because the t-statistic value is 2.060 > 1.96, and the p-value is 0.040 < 0.05, H9 is accepted. These results indicate that cooperatives and MSMEs have a positive and significant impact on sustainable economic enterprises through strengthening MSMEs.

The coefficient of the influence of promotion mixes on sustainable economic enterprises through strengthening MSMEs is 0.217, the standard error is 0.047, the t-statistic is 4.604, and the p-value is 0.000. Because the t-statistic value is 4.604 > 1.96, and the p-value is 0.000 < 0.05, H10 is accepted. These results indicate that the promotion mix has a positive and significant effect on sustainable economic efforts through strengthening MSMEs.

External factors consisting of aspects of government policy, socio-cultural and economic aspects, and aspects of the role of related institutions have a significant and positive influence on internal factors of micro- and small

businesses with a contribution of 0.980 or 98%. The external factors have a significant and positive influence on the performance of micro- and small businesses, with a contribution of 0.254 or 25.4%. The internal factors consisting of human resource, financial, operational, technical, market, and marketing aspects have a significant and positive influence on the performance of micro- and small businesses, with a contribution of 0.792 or 79.2%.

5 Discussion

This sustainable business model plays a role in achieving a sustainable future for MSMEs that corresponds to the economic, social, and environmental conditions. Business model innovation for sustainability is defined as a positive creation significant for the environment or society. This requires changes in the activities and processes of the organization and its value network. Implementing sustainable business model practices that do not compromise the quality of life of the workforce, local communities, and surrounding communities is important for economic development. The implementation requires high commitment, especially of MSMEs. For this reason, the role of the MSME community is to maintain the sustainability of the commitment of MSMEs that perform their business activities by considering triple bottom line aspects. Strengthening the value proposition, value creation, and value capture aspects is also important for MSMEs in Indonesia to survive in the long term. Sudu Market, Baraka Market, and Cakke Market in Enrekang Regency, South Sulawesi Province,

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have proven their role in preventing their community members from carrying out these activities.

Tab. 10 shows that the average results of all the dimensions show that the community plays an excellent role in the progress of its members. MSME members feel very helpful, especially in the economic dimension. They are mentored and guided to move up a class in terms of their business so that their business can develop even better. What still needs to be improved is the social dimension because it has the lowest average value.

Tab. 10 Role of the community toward its members (The authors' findings, 2023)

No.	Variables	Indicators
1	Economic dimension	Innovative products, technical skills, networks, partnerships, quality orientation, customer relations, and marketing
2	Environmental dimensions	Care for the environment, cleanliness, waste awareness, environmental friendliness, initiative to provide environmental solutions, and recycling
3	Social dimension	Social care, employing local people, local potential, and sponsoring social activities
4	Role of the MSME community	Roles of business development, marketing, environmental awareness, networking, social activities, and community

Achieving a sustainable business model in South Sulawesi Province, especially in Enrekang Regency, is not easy. It requires high commitment because of limited capabilities of MSMEs. The narrow scope of MSMEs and relatively high costs of implementing a sustainable business model are the main obstacles that they face when they must fend for themselves. With community support, MSMEs will feel much support, which will make it easier to implement this sustainable business model. Solutions proposed by the researchers to build an MSME community that supports the business sustainability of its members are represented in Tab. 11.

Tab. 11 MSME community development solutions (The authors' findings, 2023)

Value proposition	Value creation	Value capture
Implementation of community activities is based on triple bottom line aspects by maximizing integration of companies (MSME members) with local potential and stakeholders to reach holistic benefits.	The MSME community is on a consistent mission to change the mindset of its members so that they are committed to running a sustainable business related to managing their resources. Maintaining partnership relationships brings social and environmental benefits.	The MSME community contributes to the external relations of its members. Low environmental costs and other provisions for MSME members will provide resilience for their development.

Realized regional income for the first quarter of 2023 was recorded at IDR 2.01 trillion (19.85% of the 2023 budget ceiling), which is higher than the nominal realization of IDR 1.39 trillion (15.17% of the 2022 budget ceiling) in the same period in 2022. In line with this, actual expenditure in the first quarter of 2023 was recorded at IDR 986.94 billion (9.80% of the 2023 budget ceiling), which is higher than the realization of IDR 741.58 billion (8.14% of the 2022 budget ceiling) in 2022. With this development, the South Sulawesi Provincial Government's budget recorded a surplus of IDR 1.02 trillion, higher than the previous year, which recorded a surplus of IDR 646.40 billion. The actual income of 24 regencies/cities in South Sulawesi in the first quarter of 2023 was lower than that in the first quarter of 2022.

Realized spending for all 24 regencies/cities in South Sulawesi increased mainly due to increased spending on financial assistance, goods, and services. South Sulawesi's fiscal independence in the first quarter of 2023 increased compared to the same period in 2022. This is reflected in the ratio of the total PAD of all regional governments in South Sulawesi Province (provincial government and 24 regency/city governments) to the total income, which increased from 24.16% to 26.19%. Apart from developing regional potential, increasing regional fiscal independence is also driven by better regional revenue management. Factors driving this improvement include the implementation of the Central Government and Regional Government Financial Relations Act, increasing tax awareness through SPT reporting, and the electronification of regional government transactions in synergy with the regional digitalization acceleration and expansion team in all regencies/cities in South Sulawesi Province.

6 Conclusions

Micro-, small, and medium enterprises have been proven to have a positive impact on

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economic growth and can influence increasing people's incomes and employment opportunities. Special attention is required through regular coaching and supervision. Understanding the entrepreneurial motivation of business actors has a positive effect on creating, innovating, and understanding offline and online promotions so that the products produced are quickly recognized by consumers. The implementation and availability of facilities and infrastructure for product exhibitions that are regular and scheduled every six months have a positive impact on increasing income; thus, MSME business actors hope that the Cooperatives and MSMEs Office in Enrekang Regency will mediate their needs.

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