



Research Paper

## The Factors That Cause the SMES to Survive During the Pandemic Covid-19

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**Abstract:** *the Pandemic of covid-19 occurs at the beginning of 2020, and become a nightmare for all business sectors in the world. Not just the health sector and even the outbreak of the pandemic covid-19 lead to the occurrence of shocks on the economies of the world. This study aims to analyze the influence of e-commerce and financial literacy on the sustainability of SMES with a competitive advantage as a moderating variable. This research was conducted in Makassar City with the number of respondents as many as 60 SMES from different areas in the City of Makassar. The results showed that e-commerce has no effect on the sustainability of SMES, while the financial literacy have a significant effect on the sustainability of SMES. The results showed that the competitive advantage to moderate the influence of e-commerce on the sustainability of SMES, while the competitive advantage does not moderate the influence of financial literacy on the sustainability of SMES. This suggests that maintaining the sustainability of SMES has not been easy enough for most SMES. SMES feel maintain the continuity is not as easy as before the pandemic covid-19. SMES also do not feel confident in maintaining the sustainability of SMES with the competitive advantage of them during the pandemic covid-19 is less than the maximum.*

**Keywords:** *Ecommerce, financial literacy, Sustainability of SMES, Competitive Advantage*

*Received 04 Jan, 2022; Revised 13 Jan, 2022; Accepted 15 Jan, 2022 © The author(s) 2022.*

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### I. INTRODUCTION

Micro, Small and Medium enterprises (SMES) is one of the very important part for the nation's economy, such as economic growth, poverty reduction, democratization of the economy, job creation, strengthening the structure of the local economy, as well as a series of objectives in national development. Empowerment of SMES is a strategic step in improving and strengthening the basis of the economic life of the majority of the people of Indonesia, in particular through the provision of jobs and reduce the gap poverty level (Leatemia, 2020).

In general, SMES contribute important for the economy in Indonesia because it is able to create a national investment, contribute to the GDP as well as employment. But SMES have some challenges such as capital limited due to the difficulty of access to financial institutions, the quality of human resources is still low, the mastery of technology is low, knowledge export are minimal, the management of the business has not been good, sound financial governance has not been good, low control on the activity of the business, the lack of understanding regarding the legal aspects, does not have a standard product, market access is limited, and the lack of ability to establish cooperation. Sustainable growth (sustainable Growth) to be the main goal of each business, all human effort dreamed of sustainable growth in the long term (Istiatin, 2018).

The concept of sustainability itself is oriented on achieving long-term performance which is important in a business. A business is run, whatever it is; will experience static conditions or even do not have a clear direction if the culprit does not have the concept of the development of long term business. Therefore, a variety of upata strategic for businesses is absolutely necessary as an effort to maintain the sustainability of its business (business sustainability).

The phenomenon of the pandemic covid-19 occurred at the beginning of 2020, and become a nightmare for the entire sector in the world. Starting outbreaks of corona virus in Wuhan China and the continuing spread of the virus to the whole world stomped and destroyed the entire joint life. Not just the health sector and even the outbreak of the pandemic covid-19 lead to the occurrence of shocks on the economies of the world. The implementation of the policy of isolation and social distance as well as remained in the house had to be taken world leaders to control the spread of this virus, eventually became the unpopular policy that causes the business world to be destroyed, and threatens the existence of many start-ups are innovative to cause the onset

of the financial crisis globally (Shehzad et al., 2020).

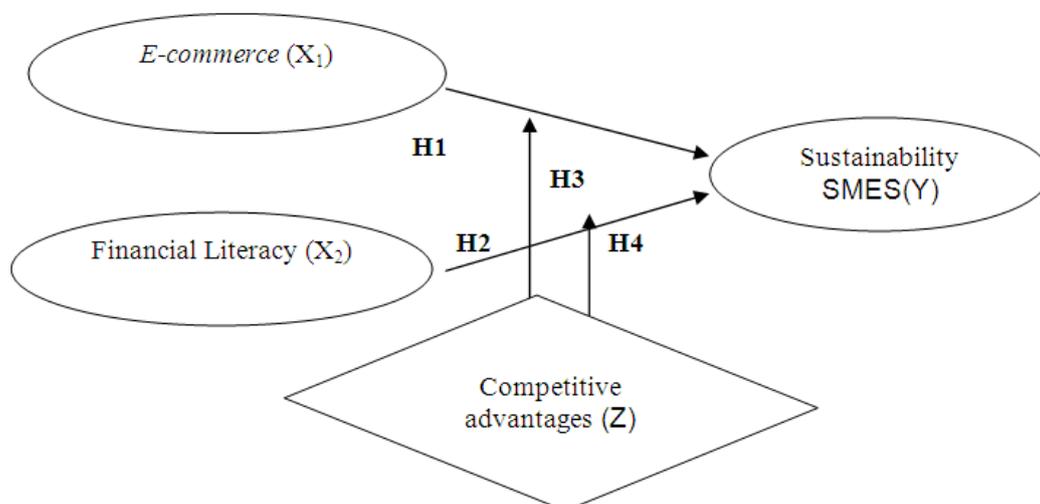
According to a Report from the Organisation for Economic Co-operation and Development (OECD), the Pandemic covid-19 is affecting the economy from the supply side and Demand. On the supply side, the company is reducing the supply of raw materials and labor that are not healthy as well as the supply chain which is also experiencing problems. From the demand side, the lack of demand and the declining trust of consumers towards a product. SMES are very vulnerable affected in disorders of the business, because often directly related to tourism, transportation and culinary industry that requires a supplier that everything is affected significantly by the covid-19 (OECD, 2020).

Based on the results of observation, the average of SMES feel the decline in turnover for the presence of covid-19. This happens because of the reduced activity done outside the home, difficulties in obtaining raw materials because of the constraints of transportation, and began to decline in public trust in the products that are on the outside, especially the field of culinary. SMES which is one of the backbone of the economy because of too many jobs, with the presence of covid-19, also started to be laid off or lay off a temporary employee because corporate/business they have to close temporarily.

Other findings based on Observation, not all SMES feel the decline in sales turnover and had to close his business, there are SMES that are still stable and increased sales turnover because they do self-adjustment in terms of the product and do some marketing strategies to survive. There are a few things that can be done by SMES including selecting opens a new product line or renew the system of their marketing, because the business is able to survive is a business resposif to changes in their environment.

The city of Makassar is a city that many small and medium industries. Development of SMES in the city of Makassar increase the absorption of labor that most high compared with the business units, but the emergence of Pandemic covid-19 tear down the joints and economic impact for Small Businesses and Medium-sized enterprises (SMES). Based on data from the Department of Cooperatives of the City of Makassar, there are 13,277 SMES affected and the difficulty since the pandemic covid-19. However they were re-tested with the policy of the government in limiting the operating hours of the trade. Related to the pandemic covid-19 the Head of the Department of Cooperatives, Small and Medium Enterprises in south Sulawesi“, she said that she did not stay silent with this condition and perform a variety of efforts that refer to the protocol of health. One of the efforts is to support the activities of SMES, especially in the culinary field by facilitating the sales model through online or social media group like WhatsApp”. One way to make SMES survive and even continue to grow are those that are able to adapt the business, do business orientation, innovate, and be able to respond to market developments that are in the digital world. Based on data from the Ministry of Cooperatives and SMES, SMES are leveraging digital technology, especially e-commerce platform around 8.3 million or 13% of the 64,2 million SMES nationwide. This happens due to the presence of inhibiting factors that make SMES can thrive. Who else if not the businesses of SMES that are still untouched by the sophisticated technology.

In addition, one treatment that can be applied is through the improvement of financial literacy as an effort to maintain the sustainability of the business (business sustainability). The Financial Services authority (2017) stated that the presence of knowledge about financial literacy can provide an understanding of financial management to achieve a better life in the future, financial literacy also plays an important role in the life to making decisions such as saving money or investing to achieve the goals that have been determined previously. In addition, a competitive advantage will also be able to help improve the performance of SMES (Syaningrum et al, 2020).



Gambar 3.1 Rerangka Konseptual Penelitian

## II. MATERIALS AND METHODS

### The location and Design of the Study

The location in this study conducted in SMES in the City of Makassar. The design of this study is to test the hypothesis (hypothesetesting). Time used for this study namely for three months. This research population is all of SMES in the city of makassar.

**Rancangann Research:** a survey Method using a questionnaire

**Study site:** this Study was conducted in Makassar City

**Research time:** July 2021 to september 2021

**Number of Samples:** 60 Respondents

**The technique of Making Sample:** the Sample in this research is done by purposive sampling, i.e. sampling method based on the consideration of certain criteria with the aim to obtain samples in accordance with the criteria that have been determined. The criteria for the determination of the sample in this research is: (a) SMES are already using e-commerce (b) SMES who use the transportation services grab as a means of sales (c) MSME long the establishment of at least 3 years. (d) SMES engaged in the food. (e) SMES that already get the certificate of prokes of the government/institution and/or SMES that have implemented prokes in running the business.

**Profile of Respondents:** profile of respondents the sample of this study. Most have the position as the owner of the 47% between the ages of 46-55 years 34% and kind of androgynous men 39%. Turnover of SMES majority ranges from a maximum of 300 million 43% and platform used all using grab100%.

### Research Procedure

After the information related to the topic of the research obtained, made questionnaire based on the indicators of each variable. The questionnaire was designed with the good then distributed to the respondents to collect data and information related to research problems. A questionnaire containing information about the respondent's start from the position, age, gender, income, and platform which is used in the learning process. Each variable in the questionnaire consists of some of the statements that can be selected by the respondents ranging from the answers disagree to strongly agree. Questionnaires were distributed in SMES engaged in culinary in the City of Makassar with mmendatangi directly.

### Data Analysis

In this study, the data were analyzed with the help of Statistical Package For Social Science (SPSS), which serves to perform statistical calculations to simplify the data so that makes it easy to read and interpret. Methods of data Analysis used is to Test the validity and reliability test, classic assumption test, Testing the Coefficient of Determination (R<sup>2</sup>), t test (partial), and moderated regression analysis/MRA.

## III. RESULTS

The results of the descriptive statistics of the five variables showed that the variables of e-commerce has a minimum value of 2 and a maximum value of 5. The average of respondents' answers is 4.50 with the value of the deviation (the standard deviation) of 3,876. Variable financial literacy (X<sub>2</sub>) have a minimum value of 2 and a maximum value of 5. . As for the mean of respondents' answers is 4,41 with the value of the deviation (standard deviation) equal to 1,735. Variable competitive advantage (Z) has a minimum value of 2 and a maximum value of 5. As for the mean of respondents' answers is the 4.33 with the value of the deviation (the standard deviation) of 2,368. Variable sustainability of SMES (Y) has a minimum value of 2 and a maximum value of 5. As for the mean of respondents' answers is 4.42 with the value of the deviation (the standard deviation) of 2,761 (Table 5.1).

**Table 5.1 Descriptive Statistics of Research Variables**

Variables Variable	N	Minimum	Maximum	Mean	Std. Deviation
Financial Literacy	60	2	5	4.50	3,876
E-commerce	60	2	5	4.41	1.735
The sustainability of SMES	60	2	5	4.42	2.761
Competitive advantages	60	2	5	4.33	2.368

Source: Results If the Data

### Testing the Validity and Reliability

Testing the validity of the instrument is done by using a Pearson Correlation analysis. If the value of r ritung greater than the value of r table indicates the item is valid and can be included at a later stage. The value of r table used in this study is 0,1816. Testing the validity in this study are presented in table 5.2 below.

**Table 5.2 Results of the Validity Test of the Instrument Variables**

Variable	Indicator	r Count	Description
E-commerce (X1)	X1.1	1	Valid
	X1.2	0,652	Valid
	X1.3	0,254	Valid
	X1.4	0,306	Valid
	X1.5	0,224	Valid
	X1.6	0,208	Valid
	X1.7	0,434	Valid
	X1.8	0,446	Valid
	X1.9	0,267	Valid
	X1.10	0,237	Valid
	X1.11	0,445	Valid
Financial Literacy (X2)	X2.1	0,260	Valid
	X2.2	0,261	Valid
	X2.3	0,183	Valid
	X2.4	0,180	Valid
	X2.5	0,246	Valid
	X2.6	0,296	Valid
	X2.7	0,181	Valid
Competitive Advantage (Z)	Z1.1	0,236	Valid
	Z1.2	0,254	Valid
	Z1.3	0,258	Valid
	Z1.4	0,134	Valid
	Z1.5	0,310	Valid
	Z1.6	0,232	Valid
The sustainability of SMES (Y)	Y1.1	0,214	Valid
	Y1.2	0,232	Valid
	Y1.3	0,233	Valid
	Y1.4	0,261	Valid
	Y1.5	0,185	Valid
	Y1.6	0,282	Valid
	Y1.7	0,217	Valid

Source: data processed, 2021

Reliability testing is also performed with the statistics is to calculate the magnitude of the Croanbach's Alpha. If the coefficient alpha that is produced is greater than or equal to 0.6 means that the indicator is said to be reliable and trustworthy. The results of reliability testing are presented in table 5.3 below.

**Table 5.3 Reliability Test**

Variabel	Standar Koefisien Alpha	Croanbach's Alpha	Keterangan
E-commerce (X1)	0,6	0,870	Reliabel
Lterasi finance (X2)	0,6	0,236	Reliabel
Competitive advantage (Z)	0,6	0,612	Reliabel
The sustainability of SMES (Y)	0,6	0,690	Reliabel

Source: data processed, 2021

**Moderate Regression Analysis and Hypothesis Testing**

In table 5.4 variable e-commerce values obtained signfikansi by 0,676 or significance of t is greater than 5% (0,000>0,05), then the partial variable e-commerce (X1) has no significant effect on the variables of the sustainability of SMES (Y). Based on the value of the coefficient of decentralization (0,042) is positive, indicating the value is positive. This means that the higher e-commerce (X1), the higher the sustainability of SMES (Y), vice versa the lower the e-commerce (X1) then the lower the sustainability of SMES (Y). variable financial literacy shows a significance value of 0,040 or significance of t is smaller than 5% (0,000<0,05), then the partial variable financial literacy (X2) variables significantly influence the sustainability of SMES (Y).

**Table 5.3 Test Results of Multiple Regression Analysis**

Independent variables	Coefficients	Beta	T	Sig t	Description
Constants	14.356		1.849	.148	
E-commerce (X1)	.042	.054	.421	.676	Not Significant
Financial literacy (X2)	.467	.270	2.103	.040	Significant
$\alpha = 5\% = 0,05$					
R Square = 0,080					

Source: Data processed, 2021

In table 5.5 variable e-commerce moderated competitive advantage obtained a significance value of 0,024 or significance of t is smaller than 5% ( $0,000 < 0,05$ ) then the partial variable e-commerce (X1) moderated competitive advantages (Z) have a significant effect on the sustainability of SMES (Y). variable financial literacy moderated the competitive advantages obtained a significance value of 0,294 or significance of t is greater than 5% ( $0,000 < 0,05$ ) then the partial variable financial literacy (X2) moderated a competitive advantage (Z) is not significant effect on the sustainability of SMES (Y).

**Table 5.4 Results of the Regression Analysis Test with Moderation**

Independent variables	Coefficients	Beta	T	Sig t	Description
Constants	16.382		2.726	.009	
E-commerce (X1)* competitive advantage (Z)	.177	.289	2.328	.024	Significant
Financial literacy (X2)* competitive Advantage(Z)	-.184	-.136	-1,059	,294	Not Significant
$\alpha = 5\% = 0,05$					
R Square = 0,158					

Source: Data processed, 2021

#### IV. DISCUSSION

##### **The influence of e-commerce on the sustainability of SMES during the pandemic covid-19.**

The test results show that the hypothesis is rejected. Meaning of empirical e-commerce did not significantly influence the keberlangsungan SMES. Such a result to be evidence that although SMES to switch to using e-commerce during the pandemic covid-19, but e-commerce can not guarantee keberlangsungan SMES, due to the activity of which is limited because of the presence of the pandemic covid-19. In this case, businesses are advised to be able to do the trade in e-commerce, but need the support for the government or a practitioner and education to be able to do coaching to businesses so they have more knowledge and can with the maximum use of e - commerce.

This research is in line with research Hardilawati (2019) that e-commerce does not affect the performance of marketing. The study is not in line with the research conducted by Purba (2021) expressed e-commerce (EC) significantly influence the business sustainability (BS). This means that the increase in e-commerce (EC) will encourage business continuity (BS). and the decline in e-commerce (EC) will encourage a decline in business sustainability (BS). In general the results of testing the hypotheses of this study are not in line with the Theory of Resource Based View. One of the resources that can be utilized olehUMKM to improve performance is the use of e-commerce. e-commerce or electronic commerce is one container that can be used by SMES to maximize the sale of its products. E-commerce was formed as an ecosystem to bring together interested parties, for example, seller, realtor, and consumers. Its main purpose is to facilitate the process of business transactions from the manufacturer to the consumer. The use of e-commerce will greatly benefit business owners because it reduces the cost of marketing cost to rent a place, and to facilitate the search for the consumer.

##### **The influence of Financial Literacy on the Sustainability of SMES During the Pandemic Covid-19.**

The test results show that the hypothesis is accepted the Results of this study show that financial literacy has a positive effect and significant impact on the sustainability of SMES. The results was a proof that with the knowledge of finance is increasingly easy to SMES in managing its finances to continue his efforts despite the pandemic covid-19. This research is in line with the. Research Prasetya et al (2021) the Study found a positive influence of the characteristics of SMES to financial literacy and financial literacy to the sustainability of SMES. One of the resources that can be used by SMES to improve their performance is financial literacy. In general the results of testing the research hypothesis is in line with the Resource Based View Theory that the owner-managers of SMES need to have financial knowledge because it can allow them to produce financial decisions that can guarantee their businesses sustainable.

##### **The Influence of E-commerce on the Sustainability of SMES with a Competitive Advantage as a Moderating Variable**

The test results show that the hypothesis is accepted. Its meaning is empirically competitive advantage can show the relationship of moderate between e-commerce which is connected with sustainability SMES which is evident from the test results that show significant value. The findings of this study indicate that the e-commerce show the influence on the sustainability SMES, and when moderated by competitive advantage also shows the relationships that mean the sustainability SMES in the City of Makassar. That means e-commerce and competitive advantage once combined together, can show good effect in terms of the use of e-commerce. So the sustainability of SMES can be moderated by the competitive advantages that are connected with e-commerce.

The results of this study are supported by research conducted by the research Pavic et al (2007) have focused on the relationship between IT adoption and competitive advantage. this study concluded that the TI is a

weapon of competitive, and to promote IT as the power source allows the organization to benefit. In general the results of testing the research hypothesis is in line with the Theory of professional wrench that the performance of a firm will be increased if the company has a competitive advantage (David, 2015). A company that is able to utilize the resources effectively and efficiently will give a competitive edge to their performance. One of the resources that can be used by SMES to improve the performance and sustainability of their business is the use of e-commerce.

### **The influence of Financial Literacy on the Sustainability of SMES with a Competitive Advantage as a Moderating Variable**

The test results show that the hypothesis is rejected. Meaning empirisi competitive advantage can not moderate the relationship between financial literacy which is connected with the sustainability of SMES empirically proven to be not significant. The findings of this study show that if financial literacy is not moderated by the competitive advantage it does not affect keberlangsungan SMES in the City of Makassar better. So the sustainability of SMES can not be influenced by financial literacy and weakened with a competitive advantage. This suggests that competitive advantage can not be used as a moderating variable with the value of the test is not significant.

The results of this study do not nsisten with the research conducted by the research Official, et al (2020) which shows that financial literacy affect the competitive advantage and sustainability of SMES. In general the results of testing the hypotheses of this study are not in line with the theory of professional wrench which explains that financial literacy is a source of internal resources of the firm has a value and the potential to support the passage of a business to achieve a competitive advantage and growth of sustainable performance.

## **V. CONCLUSION**

E-commerce does not affect the sustainability SMES. The results of this study show that e-commerce has no effect on the sustainability of SMES. Financial literacy affect the sustainability of SMES. The results of this study show that financial literacy affect the sustainability of SMES. Superior level of competitive can moderate the influence of e-commerce on the sustainability of SMES. Competitive advantage is not able to moderate the influence of financial literacy on the sustainability of SMES

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