



Contents lists available at [Journal IICET](https://journal.iicet.org)  
**JPPI (Jurnal Penelitian Pendidikan Indonesia)**  
ISSN: 2502-8103 (Print) ISSN: 2477-8524 (Electronic)  
Journal homepage: <https://jurnal.iicet.org/index.php/jppi>



## Viewing the influence of accessibility, information technology on competitive action in small-medium micro-businesses

Audrey M Siahaan<sup>\*</sup>

<sup>1</sup>Accounting, Faculty of Economics and Business, University of HKBP Nommensen, Medan, Indonesia

### Article Info

#### Article history:

Received Jan 29<sup>th</sup>, 2022

Revised Mar 30<sup>th</sup>, 2022

Accepted Jun 22<sup>th</sup>, 2022

#### Keyword:

Accessibility,  
Information technology,  
Competitive action

### ABSTRACT

This study aims to examine the effect of accessibility, information technology on competitive action in MSMEs. The independent variables in this study are accessibility and information technology. The dependent variable is competitive action. The research method used is descriptive quantitative. Sample of this research is MSMEs that register as Gojek partners in East Medan District, where Gojek partners are in the vicinity of HKBP Nommensen University and Medan State University. The sample uses the quota sampling method—the data collected by using a questionnaire distributed directly to SME traders as many as 30 questionnaires. Data analysis techniques uses multiple linear regression analysis, with hypothesis testing t-test, F test, and determination regression test. The results of this study indicate simultaneously accessibility and information technology have a positive effect on competitiveness. This is because the sample is MSMEs located around Medan State University and HKBP Nommensen University where people will come alone to their restaurants without using an application because of the close distance. We can see from the coefficient of determination that the new accessibility of information technology must be supported to influence competitive action. The accessibility that drives information technology influences competitive action.



© 2022 The Authors. Published by IICET.  
This is an open access article under the CC BY-NC-SA license  
(<https://creativecommons.org/licenses/by-nc-sa/4.0>)

### Corresponding Author:

Audrey M Siahaan  
University of HKBP Nommensen  
Email: [audreysiahaan@uhn.ac.id](mailto:audreysiahaan@uhn.ac.id)

### Introduction

Micro, small and medium enterprises (MSMEs) were able to survive in the era of the economic crisis, helping the progress of the Indonesian economy, especially during the Covid 19 pandemic. This was because many MSMEs did not depend on large capital or foreign currency loans. MSMEs can absorb a lot of workers, so they can reduce the unemployment rate in Indonesia (Affandi et al., 2020). However, in addition to the benefits due to the growing number of the middle class, the use of technology is also an important factor for business activities in Indonesia and a new factor in creating a competitive advantage for MSMEs, such as cloud, smartphones, apps and data analytics which have a big impact on consumers and businesses (Sudirman, 2020). around the world. For consumers, technology such as social applications is a means for searching and exchanging information. As for businesses, these applications help expand the network and reach of the business. With the expansion of the network and business reach, business people can enter new market shares, increase sales and marketing efficiency and improve business operations (Marlinah, 2020).

Information technology plays an important role in the survival of MSMEs. Information technology is a tool to launch MSME business strategies. MSMEs must choose the technology that suits their business. Businesses realize the importance of using information technology in business strategy tools (Wong, 2012)

Companies that adopt Information Technology (IT) enjoy the innovation, growth, cost reduction, alliances, and differentiation advantages that IT brings (Simanjuntak et al., 2020). On the other hand, Information Technology (IT) improves information processing, communication, and alliance patterns. These characteristics can also increase the competitiveness of Small and Medium Enterprises (SMEs) in the international market by facilitating relationships with other companies in the same value chain (Basry & Sari, 2018).

Cesaroni and Consol in Kiky Srirejeki that companies with micro, small and medium scale have not been able to take full advantage of social media in their business. The use of social media in the MSME business is only limited to following trends. (Srirejeki, 2016) . According to the results of research conducted by the Asian Development Bank Institute, one of the challenges faced by SMEs today is their ability to compete with other companies in terms of sales access to a wider market, financial access, and the use of information technology that has not been maximized (Suci, 2017). Although the role of social media for business is widely understood, without being equipped with the ability and high competitive advantage, MSMEs will not be able to penetrate the market. Studying this is interesting because the characteristics are much different between MSMEs when compared to large companies (Anggia & Shihab, 2018).

The development of information technology today has enormous implications on the operations, structure strategy of companies. Future economic competitiveness will, to a large extent, depend on the development and application of these technologies (Evans, 2007). The development of the World Wide Web is forcing most companies to reengineer their business processes. As businesses can now interact more efficiently, competent businesses are becoming digital and networked, facing new opportunities and challenges (Dennis, 2007).

Technology plays an important role in driving economic growth. Accessibility is often associated with the network, speed (velocity), and data. Good accessibility is expected to overcome mobility barriers both related to physical mobility, for example, wireless networks, smartphones, and non-physical mobility such as accessing information, security, and privacy of information data (Herawati, 2019). Accessibility has a positive influence on competitive action. The smoother network used to access an application will affect the ability of MSMEs to explore and exploit opportunities (Zultaqwa, 2019).

Technology has revolutionized various functions including business functions, monitoring the external environment, communicating with partners and with consumers in general (Nof et al., 2015). Clear strategic goals and commitments are prerequisites for the development of a proper e-Commerce strategy and the development of websites and other technology solutions (Bones & Hammersley, 2015). The emergence of mobile technology and mobile commerce is expected to drastically change several industries and force organizations to reconsider their strategic management (Evans, 2007). In recent years, the use of information technology in global businesses has continued to increase. Currently, Indonesia has the fourth largest social media user base for Facebook and Instagram and the fifth largest Twitter user in the world. Online messaging applications such as Whatsapp, Line, and Facebook Messenger are estimated to be used by around 97 percent of smartphone users ( www.kominfo.go.id ).

Based on the Central Statistics Agency (BPS) ( www.bps.go.id ) noted that the total population of Indonesia reached 268 million people. In 2018, the number of active internet users reached 123 million people, almost half of the total population in Indonesia. Meanwhile, gadget/smartphone users reached 130 million, or about 48 percent of the population. The rapid growth of technology users is a potential for the national digital economy. As a result, emerging e-commerce, online transportation, online shops, and other internet-based businesses. Access to technology users is further facilitated by the Palapa Ring project, which is a 4G fiber-optic network with speeds of up to 30 Mbps with a length of more than 12,000 km stretching from Sumatra to Papua. Therefore, it makes it easier for business people to run their business and can create competitive action between MSME actors.

The number of people who switch from conventional to technology can open opportunities for business people to develop applications, such as online transportation services (Sunarsi, 2020). Online transportation is growing rapidly in Indonesia where people positively accept the emergence of these transportation services, despite rejection from various parties (Apriliani et al., 2020). However, humans cannot be separated from these online transportation services. Interestingly, in 2019 the online transportation service provider company left only two online transportation service companies, namely, Grab and Gojek. The two companies are competing to provide the best service for the people of Indonesia. It seemed natural for both of them to do

(Budiana & Khasanah, 2020). By considering various things the research conducted by the researcher will use Gojek data. Gojek is an on-demand application with the highest number of monthly active users in Indonesia and occupies the number one position in the Brand Impression category. Gojek can dominate the local market with operations covering almost all major cities in Indonesia, including Medan. Gojek is one of the original Indonesian companies which is now in great demand or applied in several countries in Asia, unlike Grab, which is domiciled in Singapore, it is still inferior to the dominance of Gojek's partners in the local market. Gojek continues to carry out its mission to create positive socio-economic impacts on a large scale for users, driver driver-partner service provider partners in its ecosystem. Unknowingly, ordering food or drinks through Go-food has had a social impact and strengthened the Indonesian economy.

Based on the results of research conducted by the Demographic Institute of the Faculty of Economics and Business, University of Indonesia [www.ldfebui.org](http://www.ldfebui.org), Gojek has contributed to the Indonesian economy reaching IDR 44.2 trillion. This figure has almost tripled from the previous year. This figure is based on Gojek's four service lines, namely Go-ride, Go-food, Go-clean, Go-send, not including other services. For the economy of Medan City, the turnover of MSME partners contributes Rp. 675 billion per year.

According to Gojek's Founder and Global CEO, Nadim Makarim, if all of Gojek's service lines were combined, the results would be greater. If we talk more specifically, Go-food is getting stronger in its position as the largest online food delivery company in Indonesia (Lazuardi & Sukoco, 2019). Based on internal data, Go-food's market share in Indonesia reaches 80% and is widely used in Indonesia. The internal data was validated from research conducted by <https://www.idntimes.com> regarding the most widely used food delivery service and have similarities. Go-food's achievement occurred because people felt the ease and comfort of the service (Putra et al., 2020). The high interest in the Go-food service market is evident from the number of days to annual transactions. Go-food has increased partners by more than 50% with 550,000 merchant partners, 80% of which are micro, small, and medium enterprises (MSMEs). Indonesian cuisine also develops with an increase in transaction volume by 55% getting an increase in turnover classification. The MSME partners in Medan are no exception, which has such a big impact on the development of MSMEs.

It is undeniable that this delivery service provider application benefits partners, especially small and medium-sized businesses. Business people no longer spend a lot of advertising/promotion costs, because application providers will promote MSME businesses through social media and their applications. To attract consumers' attention, Gojek woos its customers by offering promos/discounts when paying with Go-pay. In addition to helping MSMEs in promoting their products, Gojek also helps MSME partners to increase sales.

Gojek's total transactions or gross transaction value (GTV) reached US\$ 9 billion or around Rp 126 trillion in 2018 exceeding the total transactions of its competitors. Meanwhile, the transaction volume reached 2 billion (Simatupang, 2020).

**Table 1.** Differences between Gojek and Grab

Company	Number of App Downloads	Food delivery service	Ride-hailing (motorcycle and car)	Payment Service	Scope
Gojek	142 million	550,000 partners in 370 cities in Indonesia	2 million partners in Indonesia	Go-Pay partners with 28 financial institutions	204 cities in 4 countries
Grab	144 million	400,000 partners in 178 cities in Indonesia	9 million partners (plus agents) in Southeast Asia	Grab cooperates with OVO in Indonesia	336 cities in 8 countries

Source: processed

In addition to focusing on being a Super App, both of them have announced their contribution to the Indonesian economy. According to LD FEB UI, Gojek contributed IDR 44.2 trillion, and based on the Center for Strategic and International Studies (CSIS) Grab contributed IDR 48.9 trillion to Gross Domestic Product (GDP) (Adi, 2020).

A large number of residents is also able to influence the number of MSMEs that appear, as in this study the researchers chose the area of the East Medan District around Medan State University and HKBP Nommensen University. This area is densely populated by students. So that MSMEs choose to join Gojek to facilitate the running of their business operations.

The research that the researcher will do is a replication of the research that has been done by Zeis Zultaqwa. The difference with previous research is in the objects and subjects studied, were in previous studies carried out in Bandung Regency, West Java by conducting interviews and questionnaires to the SME Service and clothing industry entrepreneurs in Bandung Regency, while these MSMEs were interviewed directly and distributed questionnaires were food and beverage business.

## Method

The research method used is descriptive quantitative. The type of data used in this research is primary data. Primary data is data obtained directly from respondents to answer research questions. This study uses quantitative associative research seeking to distribute questionnaires or questionnaires to food/beverage traders who are registered as part of Gojek partners in the Medan State University area and the HKBP Nommensen University area. Research can identify facts or events as affected variables (dependent variables) and conduct investigations on influencing variables (independent variables).

Sample collection techniques are generally random, data collection uses research instruments, data analysis is quantitative/statistical to test predetermined hypotheses. The place of research was carried out at the Medan State University and the HKBP Nommensen University area. The time of the research is planned to be carried out in May 2020. The population in this study is 500,000 traders who are registered as part of Gojek's partners in the city of Medan. Determination of the sample used in this study is quota sampling. The sample used in this study were 30 respondents or traders who were registered as part of Gojek's partners in Medan City, State University, State University of Medan, and HKBP Nommensen University. The reason that only 30 respondents were taken was that at the time of distributing the questionnaire, there were only a few food and beverage vendors around Medan State University and HKBP Nommensen University due to the implementation of large-scale social restrictions (PSBB) in Medan City.

The dependent variable of this research is competitive action. Creating a competitive advantage is the main goal of Strategic Management. There are 2 indicators used in measuring the competitive action instrument, namely strategic competitive action, covering several things, namely price changes, advertising/promotions; and, tactical competitive action, including several things, namely improving facilities, cooperation agreements, promos/discounts, the introduction of new products.

The independent variables in this study are Accessibility and Information Technology. Accessibility or accessibility or attainment is the degree of ease achieved by people towards an object, service, or environment. The indicators used in measuring the accessibility instrument are data governance, communication network management, providing application facilities, improving performance, adopting information technology to facilitate information sharing with consumers, increasing effectiveness. Information Technology; The benefits of information technology in accounting are to make work easier, more useful, increase productivity, enhance effectiveness and develop job performance. The indicators used in measuring Information Technology instruments are, access to customers, increased sales, easier transactions between customers and traders, low promotional costs.

This study will test the validity, reliability test, for the classical assumption test using normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test. To test the hypothesis, this research uses t-test, f test, and coefficient of determination test.

## Results and Discussions

The data in this study were obtained directly from respondents by delivering questionnaires directly to respondents (MSMEs) located in the Medan State University area and the HKBP Nommensen University area. The distribution of all questions concerning research data in the questionnaire has been tested for validity and reliability.

The results of the data quality test on each instrument used in the questionnaire resulted that for the validity test the results were valid, and for the reliability test the results were reliable, this can be seen in table 3 and table 4.

From the results of the classical assumption test, it is found that the research model can be used because the data is normally distributed. This can be seen from the results of the normality test (table 5).

**Table 2.** Names of MSMEs used as respondents

Business Name	Business Name
I am geprek benu	KFC sutomo
Conglo-thofad shop	Chicken penyet doko solo
Rainbow Noodles	Xi bo ba
jonggol chicken	Rim nie-nie vegetarian
Dower chicken willing	Mamak Warkop
Medan mini martabak	Chatime CP
Quality fried chicken	Richeese factory CP
Beautiful restaurant	CP soul promise coffee
Chicken crush	Hokben CP
Bakmie jojo	Burger King CP
Meatballs & Chicken Noodle Source	BPK Medan
Lulu's fruit salad	Martabak Den Bagoes
Adi's fried chicken	Yuricho Martabak
Chiclin Shilin Chicken	Curly Rice
Matador country	Tosblak

Source: primary data processed by researchers

**Table 3.** Validity Test Results

Indicator	R count	R table	Description
<i>X1</i>			
X1.1	0.424	0.3610	Valid
X1.2	0.540	0.3610	Valid
X1.3	0.685	0.3610	Valid
X1.4	0.836	0.3610	Valid
X1.5	0.741	0.3610	Valid
X1.6	0.851	0.3610	Valid
<i>X2</i>			
X2.1	0.538	0.3610	Valid
X2.2	0.870	0.3610	Valid
X2.3	0.564	0.3610	Valid
X2.4	0.823	0.3610	Valid
<i>Y</i>			
Y.1	0.601	0.3610	Valid
Y.2	0.455	0.3610	Valid
Y.3	0.601	0.3610	Valid
Y.4	0.655	0.3610	Valid
Y.5	0.508	0.3610	Valid
Y.6	0.611	0.3610	Valid

Source: processed data SPSS 20.0

**Table 4.** Reliability Test Results

Variable	Cronbach Alpha	Status
Accessibility (X1)	0.762	Reliable
Information Technology (X2)	0.643	Reliable
ActionCompetitive(Y)	0.70	Reliable

Source: processed data SPSS 20.0

**Table 5.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			30
Normal Parameters <sup>a,b</sup>	mean		0E-7
	Std. Deviation		1.11764314
Most Extreme Differences	Absolute		.153
	Positive		.153
	negative		-.098
Kolmogorov-Smirnov Z			.838
asympt. Sig. (2-tailed)			.483
a. Test distribution is Normal.			
b. Calculated from data.			

Source: SPSS 20.0. output result

Judging from the multicollinearity test, it shows that all variables are free from multicollinearity (Table 6).

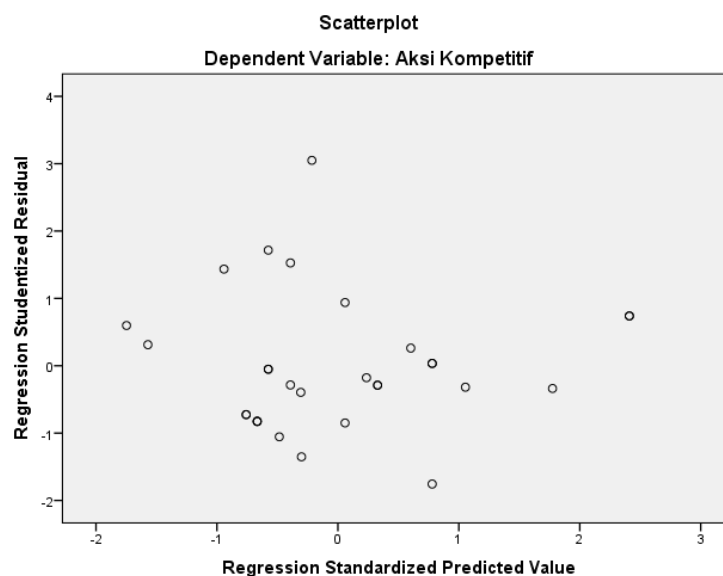
**Table 6.** Multicollinearity Test Results

		Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	7.639	2,904		2,630	.014	
	Accessibility	.635	.111	.727	5.696	.000	.880
	Information Technology	.129	.125	.131	1.026	.314	.880
a. Dependent Variable: Competitive Action							

a. Dependent Variable: Competitive Action

Source: SPSS 20.0. output result

Judging from the heteroscedasticity test, it shows that in this regression model there is no heteroscedasticity (Figure 2).

**Figure 2.** Heteroscedasticity Test Results

Based on the results contained in table 7, it can be arranged multiple linear regression equations as follows:

$$Y = 7.639 + 0.635X_1 + 0.129X_2$$

**Table 7.** Multiple Linear Regression Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.639	2,904		2,630	.014		
	Accessibility	.635	.111	.727	5.696	.000	.880	1.136
	Information Technology	.129	.125	.131	1.026	.314	.880	1.136

a. Dependent Variable: Competitive Action

Source: SPSS 20.0. output result

From table 7, we can conclude that the first hypothesis (H1) is that X1 has a significant effect on the Y variable. Based on the table above, the X1 variable has an at-count value of 5.696. This t-count value is greater than the t-table which is 2.04523. and at a significance level of  $0.000 < 0.05$  so it can be concluded that the X1 variable has a significant effect on the Y variable.

**Table 8.** T-Test Results (Partial)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.639	2,904		2,630	.014		
	Accessibility	.635	.111	.727	5.696	.000	.880	1.136
	Information Technology	.129	.125	.131	1.026	.314	.880	1.136

a. Dependent Variable: Competitive Action

Source: SPSS 20.0. output result

From Table 8, we can take the conclusion that the first hypothesis (H1) that X2 does not affect the variable Y. Based on the above table that the X2 has a value of 1.026 t t value is smaller than t table amounted to 2,04523 dan at a significance level of  $0.314 > 0.05$  so it can be concluded that the X2 variable has no significant effect on the Y variable.

The results of hypothesis testing using the t-test can be seen in table 8, and the simultaneous f-test can be seen in table 9.

**Table 9.** F Test Results (Simultaneous)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	57.242	2	28,621	21.333	.000 <sup>b</sup>
Residual	36,225	27	1.342		
Total	93.467	29			

a. Dependent Variable: Competitive Action

b. Predictors: (Constant), Information Technology, Accessibility

Source: SPSS 20.0. output result

From table 9, we can conclude that it is suspected that the variables X1 and X2 simultaneously have a significant effect on the Y variable.

**Table 10.** Results of the Coefficient of Determination

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.783 a	.612	.584	1.158	2.039
a. Predictors: (Constant), Information Technology, Accessibility					
b. Dependent Variable: Competitive Action					
Source: SPSS 20.0. output result					

From table 10, we can see that 58.4% is determined by the independent variable in this study or is influenced by the X1 variable and X2 variable. While the remaining 42.6% (100%-58.4%) is influenced by other variables.

## Conclusions

From the resuly of the study, we can be conclude that accessibility (as X 1) can have a positive effect on competitive action. Meanwhile, information technology (as X 2) does not affect competitive action. But simultaneously accessibility and information technology have a positive effect on competitiveness. This is because the sample is MSMEs located around Medan State University and HKBP Nommensen University, where the community will go to the restaurant themselves without using an application due to the close distance. We can see from the coefficient of determination that the new accessibility of information technology must be supported to influence competitive action. The accessibility that drives information technology influences competitive action.

## References

- Adi, N. B. (2020). *Eksistensi UMKM makana pada era jasa pengiriman makanan berbasis online (OGO FOOD/GRAB FOOD)*. Fakultas Ekonomi dan Bisnis.
- Affandi, A., Sarwani, A. S., Erlangga, H., Siagian, A. O., Purwanto, A., Effendy, A. A., & Juhaeri, G. (2020). Optimization of MSMEs empowerment in facing competition in the global market during the COVID-19 pandemic time. *Systematic Reviews in Pharmacy*, 11(11), 1506–1515.
- Anggia, M. N., & Shihab, M. R. (2018). Strategi Media Sosial Untuk Pengembangan Umkm. *Jurnal Terapan Teknologi Informasi*, 2(2), 159–170.
- Apriliani, A., Budhiluhoer, M., Jamaludin, A., & Prihandani, K. (2020). Systematic Literature Review Kepuasan Pelanggan terhadap Jasa Transportasi Online. *Systematics*, 2(1), 12–20.
- Basry, A., & Sari, E. M. (2018). Penggunaan teknologi informasi dan komunikasi (TIK) pada usaha mikro, kecil dan menengah (UMKM). *IKRA-ITH Informatika: Jurnal Komputer Dan Informatika*, 2(3), 53–60.
- Bones, C., & Hammersley, J. (2015). *Leading digital strategy: Driving business growth through effective e-commerce*. Kogan Page Publishers.
- Budiana, Y., & Khasanah, F. N. (2020). Analisis Strategi Kompetisi Antara Jasa Transportasi Online Gojek dan Grab dengan Menggunakan Game Theory. *Jurnal Mitra Manajemen*, 4(1), 16–27.
- Daneshvar, P. &. (2010). Review of Information Technology Effect on Competitive Advantage- Strategic Perspective. *International Journal of Engineering Science and*, 6248-6256.
- Dennis, E. (2007). *Information systems for sustainable competitive advantage*. Information and Technology.
- Evans, P. &. (2007). *Strategy and the New Economics of Information*. Harvard Business Review, 70-80.
- Herawati, S. (2019). *Entrepreneurship: Increasing State Defense Awareness Through Millennial Entrepreneurship*. Media Discourse Partners.
- Lazuardi, M. L., & Sukoco, I. (2019). Design Thinking David Kelley & Tim Brown: Otak Dibalik Penciptaan Aplikasi Gojek. *Organum: Jurnal Saintifik Manajemen Dan Akuntansi*, 2(1), 1–11.
- Marlinah, L. (2020). Peluang dan tantangan UMKM dalam upaya memperkuat perekonomian nasional tahun 2020 ditengah pandemi covid 19. *Jurnal Ekonomi*, 22(2), 118–124.
- Miro, F. (2012). *Transportation Planning (for Students, Planners, and Practitioners)*. Erlangga.
- Nof, S. Y., Ceroni, J., Jeong, W., & Moghaddam, M. (2015). *Revolutionizing Collaboration through e-Work, e-Business, and e-Service* (Vol. 2). Springer.
- Putra, K. A. D., Hidayatullah, F., & Farida, N. (2020). Mediatisasi Layanan Pesan Antar Makanan Di Indonesia Melalui Aplikasi Go-Food. *Islamic Communication Journal*, 5(1), 114–124.
- Simanjuntak, M., Banjarnahor, A. R., Sari, O. H., Hasibuan, A., Harizahayu, H., Simarmata, H. M. P., Hendrixon, H., Jamaludin, J., Simarmata, J., & Parewe, A. M. A. K. (2020). *Manajemen Teknologi dan*



- 
- Inovasi. Yayasan Kita Menulis.*
- Simatupang, Y. M. (2020). *Pengaruh Aksesibilitas Dan Teknologi Informasi Terhadap Aksi Kompetitif Pada Usaha Mikro Kecil Dan Menengah Daerah Universitas HKBP Nommensen Dan Daerah Universitas Negeri Medan.*
- Srirejeki, K. (2016). Analysis of the Benefits of Social Media in Empowering MSMEs. *Journal of the Telematics and Information Society*, 57-68.
- Suci, Y. R. (2017). Perkembangan UMKM (Usaha mikro kecil dan menengah) di Indonesia. *Jurnal Ilmiah Cano Ekonomos*, 6(1), 51–58.
- Sudirman, E. (2020). Strategi Usaha Kecil Menghadapi Digitalisasi Pemasaran. *Jurnal Ilmu Manajemen*, 9(2), 142–151.
- Sunarsi, D. (2020). Implikasi Digitalisasi Umkm. *Digitalisasi UMKM*, 57.
- Wong, S.-CN-L. (2012). Decision Support Systems. A two-stage analysis of the influences of employee alignment on effecting business-IT alignment. *Decision Support Systems*, 490 - 498.
- Zultaqwa, Z. (2019). Effect of Accessibility, Information Technology, and Competitive Action on MSMEs. *Journal of Business Administration Volume 02*, No. 15, 50-62.