

The Influence of the Family Environment, Utilization of Social Media Marketing, and Entrepreneurial Orientation on the Performance of Millennial SMEs in Makassar City

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Abstract. Business performance is something that must be considered by SMEs, including millennials. The purpose of this study is to find out the extent of the role of the environment, the use of social media marketing and entrepreneurial orientation towards the performance of Millennial SMEs in Makassar City. This research is a quantitative study using data from the distribution of questionnaires and processed using *SmartPLS 4* software. The results of the study found that the family environment, the use of *social media marketing* and entrepreneurial initiatives can partially improve the performance of Millennial SMEs in Makassar City.

Keywords: Family environment, social media, entrepreneurial orientation, Millennial SMEs.

BACKGROUND

Small and medium-sized enterprises in Indonesia need an innovation in both technological and non-technological fields that can facilitate them in the process of buying and selling their products or services. Nowadays, technological developments are growing rapidly. This rapid technological development is expected to be able to help the running of the economy in Indonesia. Small business is the backbone of the Indonesian economy requiring the introduction of technology and the application of technology in the fields of trade and business (Linawati et al., 2018).

The right strategy is needed to be able to optimize the performance of small and medium-sized enterprises and win market competition because behind the success of these small and medium enterprises, it turns out that there are still many obstacles experienced, so that small and medium enterprises are still unable to bring Indonesia out of the prolonged economic crisis (Sari & Hanoum, 2012). Furthermore, business *performance* refers to the level of achievement

or achievement of the company in a certain period of time (Sumantri et al., 2013; Suci, 2009), while according to Moeheriono in the research of mentioned that the definition of performance or performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision, and mission of the organization as outlined through the strategic planning of an organization. Business performance can be seen from the level of sales, profit rate, return on capital, turn over rate and market share it achieved (Munizu, 2010).

In the research of Mudjiarto et al (2016) it was stated that small and medium enterprises have a considerable role and potential in building the national and sectoral economy. But the reality is that small and medium-sized businesses have not been able to develop their potential and role optimally. Strategies for optimizing the role of the family environment and the use of *social media marketing* can be used to improve the performance of small and medium enterprises.

An entrepreneur or owner of a small and medium-sized business can achieve success by thinking about and working on new things or old things in new ways. Having a great idea is not enough, turning an idea into a tangible product, service, or business venture is an essential next stage (Sumantri et al., 2013).

The rapid development of technology is expected to be able to help the running of the economy in Indonesia. Small business is the backbone of the Indonesian economy requiring the introduction of technology and the application of technology in the fields of trade and business (Linawati et al., 2018). Improving the performance of small and medium enterprises is inseparable from the role of the family environment and the use of *social media marketing*.

Related to entrepreneurial activities, the family plays a role as one of the driving factors for a person to become an entrepreneur. The family environment has an influence on the entrepreneurial profession which can be seen in terms of parents' work, from parents who work alone and have their own businesses, so their children tend to become entrepreneurs as well. Basically, someone who grew up in a family that works as an entrepreneur, tends to make their children or other family members follow in their footsteps to develop their career as an entrepreneur (Citradewi, 2012)

Previous research conducted by Tommy Prasetyo (2013) found a condition where the deka relatives of respondents who had owned a business were mostly dominated by the biological father of the respondent which indicated that an entrepreneurial spirit could be

formed from the family environment. In addition, close relatives / families who have had a business can be a place to hone respondents' ability to learn entrepreneurship before entering themselves as entrepreneurs. This is reinforced by empirical facts such as parents who have a business always encourage their children to help participate in selling and developing the business of parents so that the role of the family environment greatly affects business performance.

The next variable that can affect the business performance of small businesses is the use of *social media marketing*. Although the business is social-based, many social entrepreneurship activist communities have used new media, be it to educate the public or promote their products. They realize that in the digital age the use of social media such as Facebook, Instagram and others is very helpful for their business (Nahan & Kristinae, 2019; Jumrana, 2015). Free trade competition and globalization, market share needs to be expanded by small and medium-sized enterprises. When the market share is wide, then the creation of core competencies becomes a key strategy to win the competition.

Small and medium enterprises must be able to follow changing trends by utilizing information technology / online media to encourage business activities while increasing competitiveness through: (1) Improving Product Quality and Marketing Access; (2) Skills Development and Business Services; (3) Entrepreneurship Development; (4) Ease, Certainty, and Business Protection; (5) Expansion of Access to Financing; In addition to being a challenge for the business world, on the other hand, it is also a very large opportunity and potential for improving the economy and business of women small and medium enterprises (Nahan & Kristinae, 2019).

Social media marketing can be viewed as a new field and new business practice involved with marketing goods, services, information, and ideas through online social media. However, there is also confusion between a discipline called social marketing and social media marketing. Many references on the internet misinterpret social media marketing as social marketing (Dahnil et al., 2014). In the future, the potential use of social media marketing will grow, especially since the trend of online shopping also continues to increase and can be accessed from anywhere in small and medium businesses (Nahan & Kristinae, 2019). The use of *social media marketing* is very useful for improving the performance of small and medium-sized businesses due to *the low costs* used in running a business. This is reinforced by empirical facts such as business actors using social media in selling their products through *the market*

place of Facebook, Instagram and Whatsapp. Businesses use live streaming services through Facebook and Instagram to sell their products.

In the competitive landscape of the AEC, the entrepreneurial orientation of Small and Medium Enterprises becomes very important. According to Hitt et al (2002) that the increasing dynamics of the environment and the intensification of competition, companies are challenged to improve entrepreneurial orientation in order to compete and survive, because entrepreneurial orientation is related to better company performance. The entrepreneurial orientation associated with the performance of small and medium-sized industries was researched by Palalic, R & Busatlic,S (2015) and found that the dimensions of entrepreneurial orientation have a significant relationship with the performance and growth of small business businesses in Bosnia Herzegovina. Kumalaningrum (2012) found that entrepreneurial orientation has a positive and significant effect on the performance (profitability) of Small and Medium Enterprises. On the contrary, the results of Reswanda's research (2012) which shows that entrepreneurial orientation has not had a significant impact on the performance of small and medium enterprises. This is reinforced by empirical facts such as the willingness to be independent and the desire to innovate and the tendency to be aggressive towards its business competitors and always look for business opportunities.

Based on the explanation above, the author is interested in conducting a research with the title "Family Environment Development, Utilization of *Social Media Marketing*, and Entrepreneurial Orientation towards the Performance of Millennial SMEs in Makassar City"

- 1) Is there any influence of the family environment on the performance of Millennial SMEs in Makassar City?
- 2) Is there any influence of the use of *social media marketing* on the performance of Millennial SMEs in Makassar City?
- 3) Is there an influence of entrepreneurial orientation on the performance of Millennial SMEs in Makassar City?

THEORETICAL REVIEW

Business performance is the desired condition achieved as a result that has been implemented by all components of the company. In this case, business performance indicators are measured by respondents' statements about changes in sales volumes so that the company's existence always and does not experience bankruptcy. The respondent's statement that efficiency in running a business is always carried out and always maintained, so that consumers

can know the response to the company's products. The respondent's statement that sales always increase over time, so as to control more market share and then the respondent's statement stating the profit (profit) in his business always increases and is mostly invested in the progress of the business (Naningsih et al., 2019).

Based on the opinions of experts, the author concludes that business performance is a form of company achievement or achievement from various factors in a certain period of time that can be used as a basis for decision making or improvement if the performance carried out is less than optimal. According to Mulyadi in the research of Jannah et al.(2019), performance refers to personal success in achieving business goals, namely from four perspectives, namely:

- 1) Finance
- 2) Customer
- 3) Process, as well as
- 4) Learning and growth

Related to entrepreneurial activities, the family plays a role as one of the driving factors for a person to become an entrepreneur. The family environment has an influence on the entrepreneurial profession which can be seen in terms of parents' work, from parents who work alone and have their own businesses, so their children tend to become entrepreneurs as well. Basically, someone who grew up in a family that works as an entrepreneur, tends to make their children or other family members follow in their footsteps to develop their career as an entrepreneur (Citradewi, 2012).

Soemanto in Evaliana's research (2015) proposed a way to create a situation of learning entrepreneurship in the family environment, namely creating a close and harmonious atmosphere between family members, appreciation for achievements in the field of entrepreneurship, and encouragement for entrepreneurship. If in the family from an early age, an entrepreneurial attitude has been instilled, the longer the child's attitude will be formed to become an entrepreneur, and indirectly the child's interest in entrepreneurship is also great.

Cahyono in the research of Suyatno and Muhtarom (2018) stated that parental work has a significant effect on entrepreneurial intentions. The family environment itself has factors contained in it, these factors according to Slamento in the excerpt of his book Sumarni in the research of that the factors of the family environment consist of:

- 1) Cara parents educate,
- 2) Relationshipbetween family members,

- 3) Suasana house,
- 4) Familyeconomic condition,
- 5) Pentian parents,
- 6) Latar behind culture

The next factor that becomes a variable that can affect the performance of SMEs run by millennials is the use of social media. This social media is often a barometer of popularity, because its feature can display the most talked about topics on this social media (trending topics) by using the hashtag (#) facility and supported by retweets and open conversation facilities. The more members who use the hashtags created, the more likely it is to become trending topics. So it is not uncommon for this social media to become a reference for the media in raising a topic to be reported. Although there are still few, some small and medium-sized businesses have made hashtag facilities as a marketing strategy in this social media, but these strategies are more often used by large companies to improve brand image.

From some of these characteristics, companies can choose which medium is more effectively used for the benefit of promoting their products and business. However, most small and medium-sized businesses use more than one social media in marketing their products. The goal is that companies can reach more consumers and potential consumers without being limited to certain communities or social media users. Even some social media features in general already have an integrated system, so that social media is connected to each other. Because every social media has its own strengths and advantages. According to J. Supranto (2006: 244), the dimensions used in measuring the application of social media marketing are as follows:

- 1) Information
- 2) The Existence of Ministry
- 3) Service Responsiveness
- 4) Process
- 5) Usability

After the use of social media, entrepreneurial orientation is also something that must be strengthened so that a business can run well with optimal performance. Entrepreneurial orientation plays an important role in improving business performance and becomes an acceptable meaning to explain business performance. According to its relation to small businesses, entrepreneurial behavior is tangible in two ways, namely in terms of the effectiveness of entrepreneurs in managing their business. Second, it relates to business

planning to attitudes or responses in the market. The use of Entrepreneurship strategy has the essence of referring to the nature, disposition, and characteristics inherent in someone who has a strong will to realize innovative ideas in the real business world and can develop them resiliently. Entrepreneurial orientation refers to processes, practices, and decision-making that push in new directions and have three aspects of entrepreneurship, namely always being innovative, acting proactively and daring to take risks.

To measure *entrepreneurial orientation*, indicators developed from Lee and Tsang's research are used. This variable is measured by 4 dimensions, namely: *Need for Achievement*, *Internal Locus of Control*, *Self Reliance*, and *Extroversion*. Changes that occur in business competition create changes in customer needs, product management and market share. Because these types of micro, small and medium enterprises are mostly individuals, among these various weaknesses, these weaknesses have a great dependence on business owners or business managers (Halik et al., 2021). The owner or manager of the business determines what business will be done, where the business will be carried out, when the capital will be used, how the expenditure is carried out, and who is related to the business including employees and consumers who are targeted. In the entrepreneurial process, an entrepreneurial orientation is needed because the entrepreneurial orientation determines the direction of the business movement that has been initiated (Fatma et al., 2021).

Entrepreneurial orientation plays an important role in improving business performance and becomes an acceptable meaning to explain business performance (Naninsih & Hardiyono, 2019). According to its relation to small businesses, entrepreneurial behavior is tangible in two ways, namely in terms of the effectiveness of entrepreneurs in managing their business. Second, it is related to business planning to attitudes or responses in the market (Hardiyono et al., 2021). Entrepreneurial orientation consists of 4 dimensions:

- 1) willingness to be independent
- 2) the desire to innovate
- 3) tendency to be aggressive towards competitors
- 4) be proactive about market opportunities

RESEARCH METHODS

The type of research used in this study is an associative type of research with a quantitative approach. Quantitative research methods are one type of research whose specifications are systematic, planned and structured, clearly from the beginning to the creation of the research design. According to Sugiyono (2017), quantitative research methods can be

interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistical with the aim of testing hypotheses that have been determined.

The population of this study is the total number of small and medium-sized enterprises in Makasar City totaling 9,958 businesses. The sample according to Sugiyono (2017) is part of the number and characteristics possessed by the population. Determination of the number of samples that are considered representative, namely using the Slovin formula with a standard error of 5%. The sample in this study has a special category, namely SMEs who are millennials as many as 99 respondents.

RESULTS AND DISCUSSION

Research Results

Description of respondents' responses related to the variables Family environment (X1), utilization of *social media marketing* (X2) entrepreneurial orientation (X3), Business performance (Y) can be seen in the following table

Table 1. Respondents' Responses About The Family Environment

No	Statement	Percentage of Respondents' Answers					Average
		STS	TS	KS	S	SS	
		(1)	(2)	(3)	(4)	(5)	
1	Parents always taught me business	1	9	2	63	24	4.01
2	Relationships between families support each other in running a business	1	12	27	54	5	3.51
3	The atmosphere in the house is very comfortable and supports each other	1	10	2	81	5	3.80
4	The economic state of the family economy is quite feasible	1	10	14	61	13	3.76
5	Parents are very understanding of every business we want to run	1	5	22	51	20	3.85
6	Cultural background of the family is very supportive for conducting business activities	1	6	26	54	12	3.71

Source : data processing results (2022)

Based on the table above, it can be seen that the overall constituent indicators have shown high and very high responses of respondents. The highest response was the statement about "Parents always teach me to do business" with an average score of 4.01, which was the highest respondent response and was in the excellent category. Meanwhile, the lowest respondent response value was a statement about "Relationships between families support each other in running a business" with an average score of 3.51. Although the respondent's response value to this statement is the lowest, it has been in the good category.

The description of the respondent's next response is about the variables of *social media marketing* utilization which can be seen in the following table.

Table 2. Respondents' Responses About the Use of *Social Media Marketing*

No	Statement	Percentage of Respondents' Answers					Average
		STS	TS	KS	S	SS	
		(1)	(2)	(3)	(4)	(5)	
1	Products sold through social media provide detailed and complete product information	1	5	20	47	26	3.93
2	In selling products always provide the best service	1	5	25	55	13	3.75
3	In selling products online, always be responsive to every customer complaint	1	4	13	70	11	3.87
4	In selling products through social media through several processes and stages	1	5	15	61	17	3.89
5	The use of hartag is very helpful in product promotion on social media	1	5	11	75	7	3.83

Source: Data Processing (2022)

Based on the table above, it can be seen that the overall constituent indicators have shown high and very high responses of respondents. The highest response was a statement about "Products sold through social media provide detailed and complete product information" with an average value of 3.93 which was the highest respondent response and was in the very good category. Meanwhile, the lowest respondent response value was a statement about, "In selling products, always provide the best service" with an average value of 3.75. Although the respondent's response value to this statement is the lowest, it has been in the good category.

The description of the respondent's next response is about the entrepreneurial orientation variables which can be seen in the following table.

Table 3. Respondents' Responses On entrepreneurial orientation

No	Statement	Percentage of Respondents' Answers					Average
		STS	TS	KS	S	SS	
		(1)	(2)	(3)	(4)	(5)	
1	I have always had a desire to be independent in running a business	1	4	12	77	5	3.82
2	In running a business I always make interesting innovations	1	5	32	56	5	3.60
3	In running a business tend to be aggressive towards competitors	1	4	16	68	10	3.83
4	I am always trying to find information related to interesting market opportunities	1	9	0	65	24	4.03

Source: Data Processing (2022)

Based on the table above, it can be seen that the overall constituent indicators have shown high and very high responses of respondents. The highest response was the statement about "I always try to find information related to interesting market opportunities" with an average score of 4.03 which was the highest respondent response and was in the very good category. Meanwhile, the lowest respondent response value is the statement about "In running a business I always make interesting innovations" with an average score of 3.60. Although the respondent's response value to this statement is the lowest, it has been in the good category. A description of respondents' subsequent responses about business performance can be seen in the following table.

Table 4. Respondents' Responses About Business Performance

No	Statement	Percentage of Respondents' Answers					Average
		STS	TS	KS	S	SS	
		(1)	(2)	(3)	(4)	(5)	
1	Excellent product sales growth	1	5	16	73	4	3.75
2	Capital growth tends to increase	2	4	16	69	8	3.78
3	The number of workers is increasing as production increases	1	5	16	64	13	3.84
4	The number of markets in selling products is getting wider	1	5	18	49	26	3.95
5	The growth in the amount of income is increasing	1	5	23	57	13	3.77

Source: Data Processing (2022)

Based on the table above, it can be seen that the overall constituent indicators have shown high and very high responses of respondents. The highest response was a statement about "The

number of markets in selling products is getting wider" with an average value of 3.95 which is the highest respondent response and is in the excellent category. Meanwhile, the lowest respondent response value was a statement about "Product sales growth is very good" with an average value of 3.75. Although the respondent's response value to this statement is the lowest, it has been in the good category.

Discussion

1. The influence of the family environment on the performance of millennial SMEs in Makassar City

Based on the results of research, it shows that the better the family environment will affect the performance of Millennial SMEs in Makassar City. The results of the study also showed respondents' responses about the family environment to business performance which showed a high / good average respondent response even though there were still those who showed doubtful and disapproving responses to the family environment that is currently felt towards business performance. Based on the results of interviews with several small and medium-sized business actors who were met said that for the family environment related to business performance, it shows that the family environment in small and medium-sized enterprises in Makassar City is quite good but needs to be improved again.

Family environment variables are compiled by indicators consisting of the way parents educate, relations between family members, home atmosphere, family economic circumstances, parental understanding, cultural background. This is shown by parents always teaching business to children and the relationship between families supports each other in running a business. In addition, the atmosphere in the house is very comfortable and mutually supportive and the family's economic situation is quite decent and parents are very understanding of every business we want to run. It is also supported by the cultural background of the family is very supportive of doing business. Meanwhile, business performance variables consist of sales growth, capital growth, labor growth, market growth, profit growth. This is shown by the excellent product sales growth and capital growth tends to increase. In addition, the number of workers is increasing along with the increase in production and the number of markets in selling products is getting wider and the growth in the number of incomes is increasing

These results are also in line with the opinion expressed by Armstrong (2006), that those who have experience in the family business have more perceptions of desirability (i.e. a strong desire to start a business) and a perception of feasibility (i.e. a person's confidence if he is able and will succeed in running a business). When a person has experience in entrepreneurship obtained from his family, he will know better what difficulties will be faced in entrepreneurship. In addition, the failure of parents in doing business and changing businesses has a positive effect on individual attitudes that lead to business success. These results are also supported by research by that the family environment has a positive and significant effect on entrepreneurial performance.

2. The influence of the use of *social media marketing* on the Performance of Millennial SMEs in Makassar City

Based on the results of the study, it shows that the better the use of *social media marketing*, it will affect the performance of Millennial SMEs in Makassar City. The results of the study also showed respondents' responses about the use of social media marketing to business performance which showed a high / good average respondent response even though there were still those who showed doubtful and disapproving responses to the use of *social media marketing* that is currently felt towards business performance. Based on the results of interviews with several small and medium enterprises who were found to say that the use of social media marketing related to business performance shows that the use of *social media marketing* in Millennial SMEs in Makassar City is quite good but needs to be improved again.

Variables in the use of *social media marketing* are compiled by indicators consisting of information, the existence of services, service responsiveness, processes, uses. This is shown by products that are sold through social media providing detailed and complete product information and in selling products always provide the best service. In selling products online, they are always responsive to every customer complaint and in selling products through social media through several processes and stages. Meanwhile, business performance variables consist of sales growth, capital growth, labor growth, market growth, profit growth. This is shown by the excellent product sales growth and capital growth tends to increase. In addition, the number of workers is increasing along with the increase in production and the number of markets in selling products is getting wider and the growth in the number of incomes is increasing

These results are also in line with the opinion expressed by Combe (2006) suggesting that the use of social media to collect information from customers and encourage conversations with them leads to better management of customer-supplier interactions from the future and improves CRM capabilities, which in turn improves company performance.

These results also support the results of Tommy Prasetyo's research (2013) where the results of the analysis show that *social media* has a significant effect on company performance.

3. The Influence of Entrepreneurial Orientation on the Performance of Millennial SMEs in Makassar City

Based on the results of the study, it shows that the better the entrepreneurial orientation, it will affect the performance of Millennial SMEs in Makassar City. The results of the study also showed respondents' responses about entrepreneurial orientation to business performance which showed a high / good average respondent response although there were still those who showed doubtful and disapproving responses to the entrepreneurial orientation currently felt towards business performance. Based on the results of interviews with several small and medium enterprises who were met said that the entrepreneurial orientation related to business performance shows that the entrepreneurial orientation in Millennial SMEs in Makassar City is quite good but needs to be improved again.

Variables of entrepreneurial orientation are compiled indicators consisting of the willingness to be independent, the desire to innovate, the tendency to be aggressive towards competitors, being proactive towards market opportunities. This is shown by always having the desire to be independent in running a business and in running a business business actors always make interesting innovations. In addition, in running a business, it tends to be aggressive towards competitors and always try to find information related to attractive market opportunities. Meanwhile, business performance variables consist of indicators, namely sales growth, capital growth, labor growth, market growth, profit growth. This is shown by the excellent product sales growth and capital growth tends to increase. In addition, the number of workers is increasing along with the increase in production and the number of markets in selling products is getting wider and the growth in the number of incomes is increasing

These results are in line with the opinion expressed by Zeithaml et al., (2017) that increasing environmental dynamics and intensifying competition, companies are challenged to improve entrepreneurial orientation in order to compete and survive, because entrepreneurial orientation is related to better company performance. These results also support the results of

found that entrepreneurial orientation has a positive and significant effect on the performance (profitability) of Small and Medium Enterprises.

CONCLUSIONS AND SUGGESTIONS

The family environment supports business education to children, the use of social media marketing as a form of digital marketing and entrepreneurial orientation that consistently tries to find information related to attractive market opportunities is Things that SMEs must pay attention to, especially among millennials in Makassar City to optimize their business performance.

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