

Technology of Social Media Marketing and Online Consumer Buying Interests Influence on The Effectiveness of Business Continuity Through The Competitiveness of Online Based MSMEs In South Sulawesi Province

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Article Info	Abstract
<p>Article History</p> <p>Received: March 23 ,2024</p> <p>Accepted: June 22 , 2024</p> <p>DOI: 10.5281/zenodo.20720408</p> <p>Keywords : Marketing Technology, Consumer Buying Interest, Business Competitiveness, Effectiveness of Business Continuity</p>	<p><i>This study aims to explain and analyze the influence of marketing technology and consumer buying interest on the effectiveness of business continuity through business competitiveness to bridge the gap. The population in this study is the owners / managers of online based MSMEs that are members of the Association or Association of MSMEs in the Province of South Sulawesi located in 6 districts / cities, including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba which amount to 706 owners / managers of online based MSMEs. The samples used in this study, namely 250 respondents, using sampling probability techniques or multistage random sampling or determination of sampling clusters based on the division of an area / region in stages. The analysis technique used for hypothesis testing is the Lisreal Program Structure Equation Modeling (SEM). The results showed that marketing technology has a significant effect indirectly on the competitiveness of the business. Consumer buying interest has a significant indirect effect on business competitiveness. Marketing technology has a significant direct effect on the effectiveness of business continuity. Consumer buying interests are influential and insignificant directly to the effectiveness of business continuity and business competitiveness directly affect the effectiveness of business continuity.</i></p>

Introduction

The development of online technology-based MSMEs industry in Indonesia during the pandemic (Covid-19) is now largely determined by the effectiveness of business continuity run by online based MSMEs owners. The role of the online based MSMEs industry is inseparable from the marketing technology carried out by the owners / managers of online based MSMEs, because it is the main support in today's digital era, opinions by utilizing digital technology information is expected to increase profit margins, expanding market share, increased sales volume and marketing costs that can be minimized (Samsiana, Herlawati and Nidaul, et al, 2020). This is also in line with the development of online based MSMEs through digital literacy in increasing entrepreneurial interest that has not developed to the maximum and has not been able to develop following the development of the era, namely the development of MSMEs in the digital era. This is due to the lack of independent attitude in developing business, low interest in entrepreneurship in the digital age and the inability to develop interaction strategies for product marketing. If you look at the importance of the development of MSMEs, it is very beneficial for the economic welfare of the community. Therefore, the development of MSMEs is very important to be developed so that people get good economic welfare (Ismah, Suhendri and kUSDaryani, 2020). Owners of online based MSMEs are also required to provide trust and security in increasing consumer buying interest online (Sarjita, 2020). In addition to consumer buying interests, the competitiveness of online based MSMEs is also very important because it must be able to see what motives encourage online based MSMEs entrepreneurs to use e-commerce, review the benefits of e-commerce for entrepreneurs and analyze the barriers of entrepreneurs in implementing e-commerce (Alwendi, 2020). When facing the Corona Viruases Disease (Covid-19) pandemic in 2020, many MSMEs in Indonesia, especially in south Sulawesi Province, are experiencing an income crisis, therefore MSMEs entrepreneurs are thinking about steps to survive their MSMEs industry in the midst of the current pandemic by innovating the production of online based MSMEs products. Here is the turnover of online based MSMEs sales over the last 5 (five) years that fluctuate from year to year.

Table 1. Online Sales Data of MSMEs in South Sulawesi Province in 2016 – 2021

Year	Online Sales (Rp)	Increase/Decrease In	Percentage (%)
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		Sales (Rp)	
2016	560.751.120,-	-	-
2017	750.365.000,-	186.613.880,-	16.14
2018	867.488.311,-	117.123.311,-	9.97
2019	980.788.100,-	113.299.789,-	9.64
2020	1.285.611.241,-	304.823.141,-	25.95
2021	1.735.200.124,-	449.588.883,-	38.28

Source : *Online Based MSMEs Industry Report in Sul-Sel Province, 2021*

From table 1 shows from 2016 - 2021 online based sales data of MSMEs in South Sulawesi Province actually increased as in 2016 online based sales Rp 560,751,120, - then in 2017 experienced an increase of Rp 186,613,880, or about 16.14%. Furthermore, in 2018 Rp 867,488,311, - an increase of Rp 117,123,311, - or about 9.97% then in 2019 increased Rp 113,200,789,- or 9.64%. Then in 2020 when corona viruses disease (Covid-19) in Indonesia, especially South Sulawesi Province, actually experienced a significant increase of Rp 304,823,141,- or 25,25 95% and the increase again during the Corona Viruses Disease (Covid-19) pandemic in Indonesia, especially South Sulawesi Province amounted to Rp 449,588,883,- or 38.28%. The main key to maintaining the existence of MSMEs in Indonesia, especially South Sulawesi Province, is to pay attention to marketing technology, consumer purchasing interests and the competitiveness of MSMEs in maintaining market share and new ideas in online based sales in the face of the corona viruses disease (Covid-19) pandemic that occurred in Indonesia, especially South Sulawesi Province.

Based on research conducted by Rejeb A, Rejeb K and Keogh (2020) stated that marketing technology and business competitiveness have a significant effect on effectiveness with these results can be concluded that marketing technology is getting better by affecting business competitiveness and effectiveness. The results found in the study on the influence of marketing technology and buying interest on effectiveness were examined by Eka, Fatahillah, Sarsono, et al. (2021) showed that marketing technology and consumer buying interests had a positive effect on effectiveness. Research conducted by Rambe (2017) stated that marketing technology affects business competitiveness and gain positive and significant influence and consumer buying interests affect business competitiveness to gain positive and significant influence (Khan, Tanveer and Zubair, 2019). This shows that marketing technology and consumer buying interests applied by MSMEs managers have an indirect effect on business competitiveness. The results of Mathur's (2007) research showed that marketing technology and consumer buying interest through business competitiveness have a positive and significant effect on the effectiveness and results of research conducted by Herciu and Ogrea (2018) stated that there is a positive and significant influence between business competitiveness to effectiveness.

Literature Review

a) Marketing Technology

Rambe (2017); Jain and Yadav (2017); Ratten (2013), and Fawzee, Sofiah and sudardjat, et al (2019) stated that in this era in the 21st century the role of technology, especially digital is very important and needed because it can help an effort to attract consumers through products marketed online (*The role of marketing technology plays an important role in advancing the business*) or also referred to as (*marketing technology in increasing business sales*) to meet the need for the right marketing technology marketing technology provided in accordance with the wishes of consumers.

b) Consumer Buying Interest

Buying interest is a plan by the consumer to meet his needs, including how much goods consumers need in taking action to meet the needs of consumers (Mujino, Ekinci, Hariani and Ferdinand, 2009). In line with empirical research to determine the effects of financial risk, product risk, comfort risk, unwelcoming risk, infrastructure variables, and consumer attitude return policy, to determine the effect of attitudes towards consumer buying interest online store, to determine the influence of consumer behavior factors that are most dominant in influencing online shop buying interest (Ardiansyah, 2019).

c) Business Competitiveness

Competitiveness is an advantage differentiating from others consisting of comparative advantage (*comparative advantage factor*) and competitive advantage (*competitive advantage factor*) (Tambunan, 2001). In line with the understanding of competitiveness in improving marketing excellence in advancing global reach and visibility of products and services is ideal for tourism industries that rely on local and international visitors to enhance their business activities and competitiveness. However, what is still less explored in the tourism literature is the depth of marketing integration into the competitive strategies of emerging small, micro and medium enterprises (SMEs).

To address this grey area, this study explores the extent to which tourism SMEs are leveraging technology to expand their market share and its implications for the competitiveness of business operations (Rambe, 2017).

d) Effectiveness of Business Continuity

Griffin and Moorhead (2014) in his book *Organizational Behavior* say that organizational effectiveness focuses on the extent to which organizations can obtain the necessary resources. Organizational effectiveness requires that organizations do a good job of sourcing resources, managing them appropriately, achieving company objectives, and satisfying their constituents. In line with that research Dhochak, Acharya and Sareen (2019) Research that aims to examine the effectiveness of their business incubators that guide and guide startups to survive and develop. To assess the effectiveness of business models selected from 29 incubators by the Department of Science and Technology (DST), review the incubation process and business model of the incubator and the perspective of tenants. Business incubators are considered an effective tool for developing new businesses, leading to generation of employment, innovation, and economic growth. A better understanding of the driving factors of business incubators will increase the success rate of new businesses. In addition, assessing the effectiveness and service of business incubators will help business incubators to align their offerings according to the needs of tenants, and tenants can work for better resource utilization and make rational decisions while deciding on incubators to work with their integrative frameworks seeking to provide conceptual clarity of the various services provided by business incubators.

Hypothesis

Marketing Technology Affects Business Competitiveness

Marketing technology and obtaining positive and significant results. This shows the marketing technology that has been done by MSMEs entrepreneurs indirectly affects the creation of business competitiveness. Marketing technology research conducted by Rambe (2017) the results of this study stated that marketing technology has a positive and significant effect on business competitiveness. In line with the research of Tovma, Shurenov and Bimendiyeva, et al (2020), Rizaldi and Hidayat (2020) and M. Rakib, Syam and Marhanti, et al (2020) stated that marketing technology has a positive and significant effect on business competitiveness.

H1: Marketing technology has a positive and significant effect on business competitiveness

Consumer Buying Interests Affect Business Competitiveness

Research conducted by Khan, Tanveer and Zubair (2019) states that the results of the analysis of the impact of sales promotion on consumer purchasing behavior show that consumer buying interest has a positive and significant effect on business competitiveness. In line with M.P. and Shiva Kumar (2014) research in his research suggests that, consumer buying interest has a positive and significant effect on business competitiveness in Indian vegetable oil brands that are organized. Research conducted by Todd (2020) suggests that conceptualization strategies and best practices of global E-commerce procurement are influenced by consumer buying interest in business competitiveness and research conducted by Novotny and Duspiva (2014) found a positive influence of consumer buying interest on business competitiveness which means that the higher the level of consumer buying interest in the market also increases the competitiveness of the company's business.

H2: Consumer buying interest has a positive and significant impact on business competitiveness

Marketing Technology Affects The Effectiveness of Business Continuity

Research conducted by Sozinova, Malysheva and Zonova, et al. (2018) shows that the variables of marketing technology affect the effectiveness of business continuity with such results it can be concluded that the technology of online information in the provision of high effectiveness marketing business structure, which lies on the basis of import substitution in Russia. Further research conducted by Pogorelova, Yakhneeva and Agafonova, et al. (2016), stated that marketing technology has a significant effect on the effectiveness of E-commerce business continuity with e-business and internet technology trends. The higher the marketing technology, the higher the effectiveness rate of business continuity. In line with research Sahabuddin R., Arief and Djufri (2015) stated that the utilization of botoh waste through marketing technology has a positive and significant effect on family income in Takalar Regency which can automatically increase the effectiveness of business continuity. This means that the higher the influence of marketing technology will increase the effectiveness of business continuity. If the internet marketing of small business companies want to improve the effectiveness of business continuity, must make improvements in the marketing technology sector, especially online based which is a service in providing convenience to consumers that ultimately makes small business managers feel the effectiveness of business continuity on an ongoing basis.

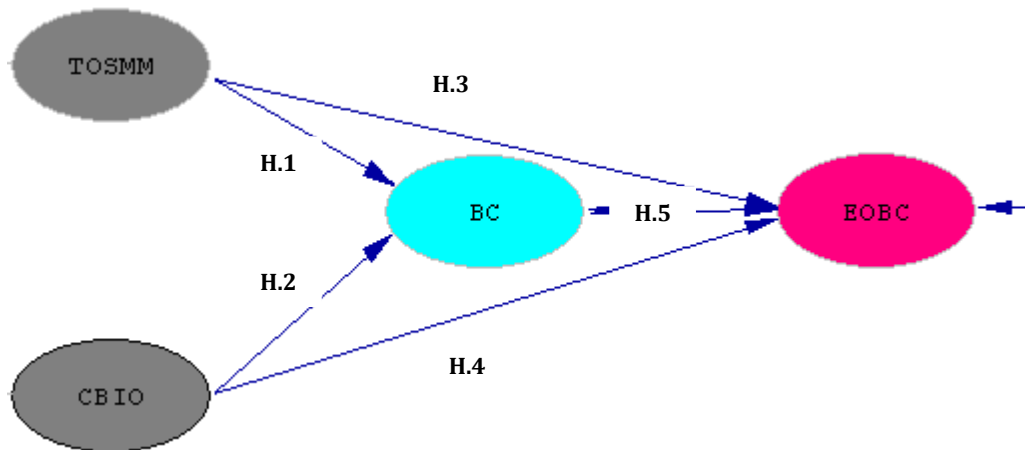
H3: Marketing Technology has a positive and significant effect on the Effectiveness of Business Continuity**Consumer Buying Interests Affect The Effectiveness of Business Continuity**

Research conducted by Jaiswal and Singh (2018) shows that the variable consumer buying interest has an insignificant effect on the effectiveness of business continuity with these results can be concluded that consumer buying interest in India needs to pay attention to consumer buying interest that significantly ultimately affects the effectiveness of business continuity. Research conducted by Hassan, Ilham and Dalia (2016), stated that consumer buying interest has an insignificant effect on the effectiveness of the business continuity of TV advertising supported by celebrities and sponsors, in other words TV advertising companies involving celebrities and sponsors need to pay attention to consumer buying interests that significantly affect the effectiveness of business continuity. In line with Yusriadi's (2019) research which stated that consumer buying interest has no significant effect on the effectiveness of business continuity. This means that the lower the influence of consumer buying interest will reduce the effectiveness of business continuity. If online based MSMEs manufacturers want to improve the effectiveness of business continuity, then it must make improvements in the consumer buying interest sector, especially online based which is a service in providing convenience to consumers that ultimately makes online based MSMEs business managers feel the effectiveness of business continuity in a sustainable manner.

H4: Buying Interest negatively and insignificantly affects the Effectiveness of Business Continuity**Business Competitiveness Affects The Effectiveness of Business Continuity**

Herciu and Ocrean (2018) stated that the competitiveness of the business is positive and significant to the effectiveness of business continuity. This indicates that business competitiveness will have a significant impact on the effectiveness of business continuity. This research is supported by previous research that obtained similar results, namely research conducted by Vatamanescu, Andrei and Nicolescu, et al. (2017). Research conducted by Yani, Rakib and Syam (2020) states that entrepreneurial literacy and entrepreneurial character through business competitiveness affect business success which will later have an impact on the effectiveness of sustainable business continuity.

H5: Business Competitiveness has a positive and significant effect on The Effectiveness of Business Continuity



Source : Lisreal Processed Data Program (SEM)

FIGURE 1 . Conceptual Framework Of Relationships Between Variables

Research Methods

This research was conducted in the online based MSMEs Industry in South Sulawesi Province. This location was chosen because South Sulawesi Province is famous for its typical online based MSMEs in each district / city so that South Sulawesi Province is one of the online based MSMEs that are very pleased by consumers. The object of research in this study is the online based MSMEs industry in South Sulawesi Province precisely in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba with a focus on marketing technology, consumer buying interests, business competitiveness and effectiveness of business continuity. The population in this study is the overall number of analyses whose characteristics are predictable. In this study only conducted research for owners / managers of MSMEs based online in South Sulawesi Province precisely in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba which amounted to 706 owners / managers of online based MSMEs. Sampling techniques are done with Probability Sampling is multistage random sampling or determination of sampling clusters based on the division of an area / region in stages, then taken randomly for each area, the goal is so that each sample in an area has the same opportunity to be a respondent. That is anyone who owns / managers of online based MSMEs that researchers happen to encounter can be used as a sample. As for determining some samples used by researchers using slovin formula in (Sugiyono, 2011).

TABLE 2. SAMPLES BASED ON MULTISTAGE RANDOM SAMPLING

No.	Region	Population	Sample
1.	Makassar	220	72
2.	Gowa	97	27
3.	Takalar	92	23
4.	Jeneponto	52	15
5.	Bantaeng	135	62
6.	Bulukumba	110	51
JUMLAH		706	250

Source : *UMKM Based Online Prov Sul-Sel, 2021*

From table 2 above based on multistage random sampling of population in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba as many as 706 owners / managers of MSMEs based online while for sampling as many as 250 owners / managers of MSMEs based online in South Sulawesi Province. Data collection Method used in this study is through the dissemination of questionnaires to the owners / managers of MSMEs based online in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. The data collection in this study used questionnaire method. Respondents' answers were measured using a 5-point Likert scale. The data analysis technique used is Structur Equation Modeling (SEM) Lisreal Program.

Results And Discussions

Respondents used in this study had different characteristics or identities according to Table 2

TABLE 3. CHARACTERISTICS OF RESPONDENTS

No	Variable	Classification	Number Of Respondents	Percentage (%)
1	Gender	Male	150	60
		Female	100	40
		Total	250	250
2	Age	25 - 30 Years	32	13
		31 – 35 Years Old	44	18
		36 – 40 Years Old	72	29
		41 – 45 Years Old	55	22
		>45 Years	47	19
		Total	250	250
3.	Education	High School	56	22
		Diploma	30	12
		Scholars	89	36
		Master	75	30
		Total	250	250

Source : *Primary Data processed (N=250), 2021*

Based on Table 3. respondents were mostly female as much as 60%. Based on age, 25 years to 30 years old by 13%, age 31 to 35 years old by 18%, age 36 to 40 years old by 29%, age 41 to 45 years old by 22% and age over 45 years of age by 19%. A person's last education can reflect the level of knowledge and understanding of the business they own. Based on Table 3 it can be known that respondents are mostly of high school educational background 22%, in the following Diploma 12%, Bachelor 36% and Master 30%.

Validity Test

TABLE 4. DATA VALIDITY TEST

No.	Variable/Indicator	Value t-count	Value t-table	Discription
1.	Marketing Technology (X.1)			
	Online Community (X1.1)	0,571	0,165	Valid
	Interaction (X1.2)	0,439	0,165	Valid
	Content Sharing (X1.3)	0,534	0,165	Valid
	Associbility (X1.4)	0,844	0,165	Valid
	Credibility (X1.5)	0,844	0,165	Valid
2.	Consumer Buying Interest (X.2)			
	Transactional Interests (X2.1)	0,575	0,165	Valid
	Referential Interests (X2.2)	0,554	0,165	Valid
	Preferential Interests (X2.3)	0,665	0,165	Valid
	Explorative Interests (X2.4)	0,476	0,165	Valid
3.	Business Competitiveness (Y.1)			
	Availability and Environmental Conditions (Y1.1)	0,861	0,165	Valid
	Business Capabilities (Y1.2)	0,661	0,165	Valid
	Policies and Instructors (Y1.3)	0,782	0,165	Valid
	Research and Technology (Y1.4)	0,748	0,165	Valid
	Financial Support and Partnership (Y1.5)	0,823	0,165	Valid
4.	Effectiveness of Business Continuity (Y.2)			
	Productivity (Y2.1)	0,868	0,165	Valid
	Profit and Business Development (Y2.2)	0,742	0,165	Valid
	Business Stability (Y2.3)	0,848	0,165	Valid
	Passion and Job Satisfaction (Y2.4)	0,779	0,165	Valid

Source : *Data Processed SPSS Program Ver,-21, (N=250), 2021*

Table 4 of the validity tests above show that all question/statement items for measuring marketing technology variables (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and business continuity

effectiveness (Y.2) in this study had a correlation coefficient greater than 0.165 (t-table value for n=250). So, it can be concluded that all items in the indicator of marketing technology variable questions/statements (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and business continuity effectiveness (Y.2) are valid.

Reliability Test

TABLE 5. DATA RELIABILITY TEST

No.	Variable/Indicator	<i>Cronbach Alpha</i>	Value r-tabel	Discription
1.	Marketing Technology (X.1)			
	Online Community (X1.1)	0,760	0,104	Reliabel
	Interaction (X1.2)	0,796	0,104	Reliabel
	Content Sharing (X1.3)	0,776	0,104	Reliabel
	Associbility (X1.4)	0,748	0,104	Reliabel
	Credibility (X1.5)	0,751	0,104	Reliabel
2.	Consumer Buying Interest (X.2)			
	Transactional Interests (X2.1)	0,721	0,104	Reliabel
	Referential Interests (X2.2)	0,718	0,104	Reliabel
	Preferential Interests (X2.3)	0,719	0,104	Reliabel
	Explorative Interests (X2.4)	0,782	0,104	Reliabel
3.	Business Competitiveness (Y.1)			
	Availability and Environmental Conditions (Y1.1)	0,715	0,104	Reliabel
	Business Capabilities (Y1.2)	0,769	0,104	Reliabel
	Policies and Instructors (Y1.3)	0,760	0,104	Reliabel
	Research and Technology (Y1.4)	0,718	0,104	Reliabel
	Financial Support and Partnership (Y1.5)	0,714	0,104	Reliabel
4.	Effectiveness of Business Continuity (Y.2)			
	Productivity (Y2.1)	0,732	0,104	Reliabel
	Profit and Business Development (Y2.2)	0,811	0,104	Reliabel
	Business Stability (Y2.3)	0,746	0,104	Reliabel
	Passion and Job Satisfaction (Y2.4)	0,815	0,104	Reliabel

Source : Data Processed SPSS Program Ver,-21, (N=250), 2021

Table 5 of the reliability tests above shows that question/statement items for marketing technology variables (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and business continuity effectiveness (Y.2) have *Cronbach's Alpha* value above 0.6 and above the r-tabel value of 0.104 and so it can be stated that the question items / statements for variable marketing technology (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and effectiveness of business continuity (Y.2) is declared reliable.

Classic Assumption Test Normality Test

TABLE 6. DATA NORMALITY TEST

One-Sample Kolmogorov-Smirnov Test

		X.1	X.2	Y.1	Y.2
N		250	250	250	250
Normal Parameters ^{a,b}	Mean	50.7120	42.3240	52.3960	44.0960
	Std. Deviation	4.29965	3.59426	4.77687	4.36014
Most Extreme Differences	Absolute	.061	.107	.079	.095
	Positive	.057	.057	.051	.077
	Negative	-.061	-.107	-.079	-.095
Kolmogorov-Smirnov Z		.968	1.685	1.252	1.499
Asymp. Sig. (2-tailed)		.305	.007	.087	.022

a. Test distribution is Normal.

b. Calculated from data.

Source : *Data Processed SPSS Program Ver,-21, (N=250), 2021*

From table 6 above can be inferred the results of the data normality test with Kolmogorov-Smirnov by comparing the value of probability numbers or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the value of significance is less than 0.05 or 5% then the distribution of data is abnormal. Based on spss ver output calculation,-21 above is the probability number value or Asymp. Sig (2-tailed) with significance above 0.05 or 5% then the data is declared distributed normally.

Heterokedastisity Test

TABLE 6. DATA HETEROKEDASTISITY TEST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.134	2.236		1.402	.162
	X.1	-.008	.042	-.016	-.183	.855
	X.2	-.017	.050	-.031	-.347	.729
	Y.1	.011	.027	.027	.413	.680

a. Dependent Variable: RES2

Source : *Data Processed SPSS Program Ver,-21, (N=250), 2021*

From table 7 above can be concluded the results of heterokedastisity test data by looking at the column table significance value (Sig.) > 0.05 is above 0.05 then it can be concluded that there are no symptoms of heteroskedastisitas.

Linearity Test

TABLE 7. DATA LINEARITY TEST (X.1-Y.2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y.2 * X.1	Between Groups	(Combined)	1813.193	21	86.343	6.741	.000
		Linearity	1051.344	1	1051.344	82.077	.000
		Deviation from Linearity	761.849	20	38.092	2.974	.051
Within Groups			2920.503	228	12.809		
Total			4733.696	249			

Source : Data Processed SPSS Program Ver,-21, (N=250), 2021

Based on the significance value (Sig) from the output of table 7 linearity test above, can be obtained deviation from linearity sig. is 0.051 greater than 0.05. It can then be concluded that there is a significant linear relationship between marketing technology (X.1) and the effectiveness of business continuity (Y.2).

TABLE 8. DATA LINEARITY TEST (X.2-Y.2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y.2 * X.2	Between Groups	(Combined)	1115.126	15	74.342	4.807	.000
		Linearity	761.614	1	761.614	49.251	.000
		Deviation from Linearity	353.512	14	25.251	1.633	.071
Within Groups			3618.570	234	15.464		
Total			4733.696	249			

Source : Data Processed SPSS Program Ver,-21, (N=250), 2021

Based on the significance value (Sig) from the output of table 8 linearity test above, can be obtained deviation from linearity sig. is 0.071 greater than 0.05. It can then be concluded that there is a significant linear relationship between consumer buying interest (X.2) and business continuity effectiveness (Y.2).

TABLE 8. DATA LINEARITY TEST (Y.1-Y.2)

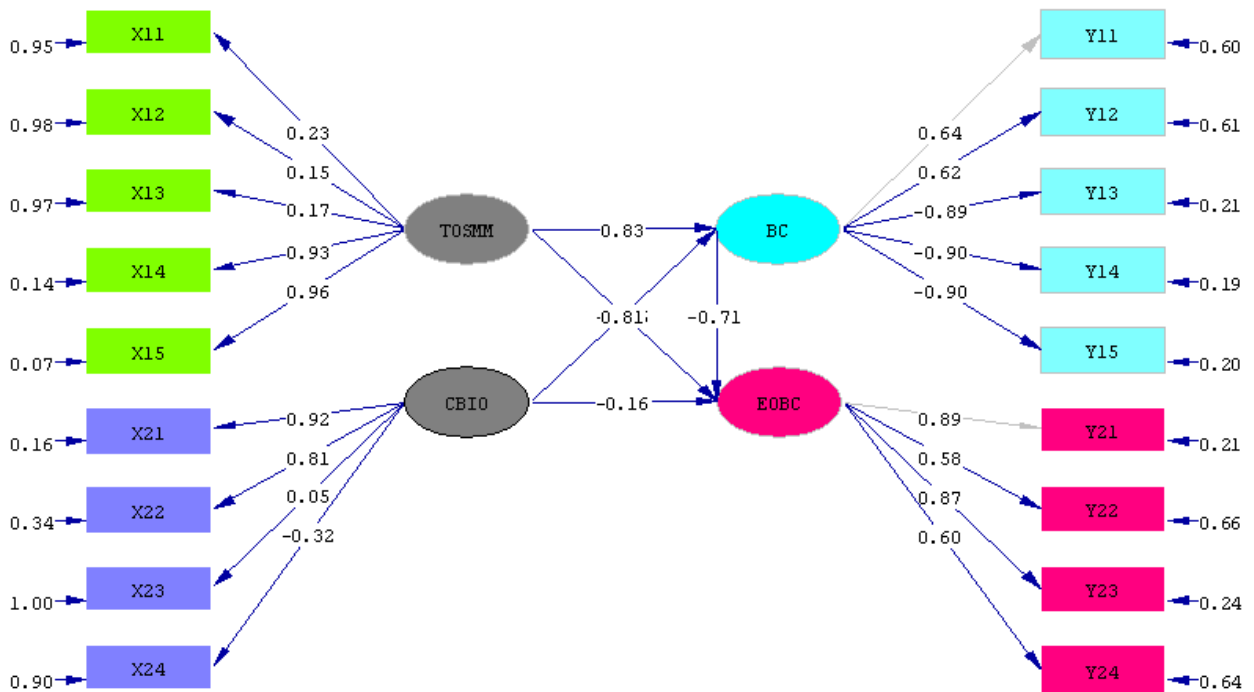
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y.2 * Y.1	Between Groups	(Combined)	1262.476	23	54.890	3.574	.000
		Linearity	758.155	1	758.155	49.361	.000
		Deviation from Linearity	504.320	22	22.924	1.492	.078
Within Groups			3471.220	226	15.359		
Total			4733.696	249			

Source : Data Processed SPSS Program Ver,-21, (N=250), 2021

Based on the significance value (Sig) from the output of table 9 linearity test above, can be obtained deviation from linearity sig. is 0.078 greater than 0.05. It can then be concluded that there is a significant linear relationship between business competitiveness (Y.1) and effectiveness of business continuity (Y.2).

Estimates Model



Source : Lisreal Processed Data Program (SEM), 2021

FIGURE 2. Path Analysis Model Diagram

In Figure 2, estimates model chart analysis of the magnitude of the value of indirect influence of marketing technology (X.1) on business competitiveness (Y.1) with a value of 0.83 with indicators of marketing technology among others online community (X1.1) with a value of 0.23, interactions (X1.2) of 0.15, content sharing (X1.3) of 0.17, associability (X1.4) of 0.93 and credibility (X1.5) of 0.96. Then consumer buying interest (X.2) to business competitiveness (Y.1) with a value of 0.45 with indicators of consumer buying interest, among others, transactional interest (X2.1) with a value of 0.92, referential interest (X2.2) of 0.81, preferential interest (X2.3) of 0.05 and explorative interest (X2.4) of -0.32. Furthermore, the value of direct influence of marketing technology (X.1) on the effectiveness of business continuity (Y.2) with a value of 0.80. Then the value of direct influence of consumer buying interest (X.2) on the effectiveness of business continuity (Y.2) with a value of 0.16 and variable business competitiveness (Y.1) on the effectiveness of business continuity (Y.2) with a value of -0.71.

TABLE 10 : RESULTS OF PATH ANALYSIS IN STRUCTURE 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	65.558	3.863		14.382	.000
Marketing Technology	.329	.097	.260	3.365	.005
Consumer Buying Interest	.200	.116	.150	2.724	.005
R ² : 0.314					

Source : Data Processed SPSS Program Ver,-21, (N=250), 2021

Based on the results of the path analysis in Table 10, structural equations can be formulated as follows.

$$Y1 = 0.260 X1 + 0.150 X2 + e1$$

Structural equations can be interpreted as:

(1) The variable of marketing technology is 0.260 which means that marketing technology has a positive effect on the competitiveness of the business, meaning that if marketing technology increases then the competitiveness of the business also increases.

(2) Variable consumer buying interest has a coefficient value of 0.150 which means that consumer purchasing interest has a positive business competitiveness, meaning that the increasing consumer buying interest will increase business competitiveness. In this study the influence of marketing technology, consumer buying interest, business competitiveness and effectiveness of business continuity were calculated through SPSS 21.0 for windows. Here are the results of the calculation of the second structure in Table 11.

TABLE 11 : RESULTS OF PATH ANALYSIS IN STRUCTURE 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-5.079	3.662		-1.387	.167
Marketing Technology	.470	.068	.464	6.870	.000
Consumer Buying Interest	.093	.081	.077	1.146	.253
Business Competitiveness	.408	.044	.447	9.168	.000
R ² : .618					

Source : *Data Processed SPSS Program Ver,-21, (N=250), 2021*

Based on the results of the path analysis in Table 4, structural equations can be formulated as follows.

$$Y_2 = 0.464 X_1 + 0.077 X_2 + 0.447 Y + e_2$$

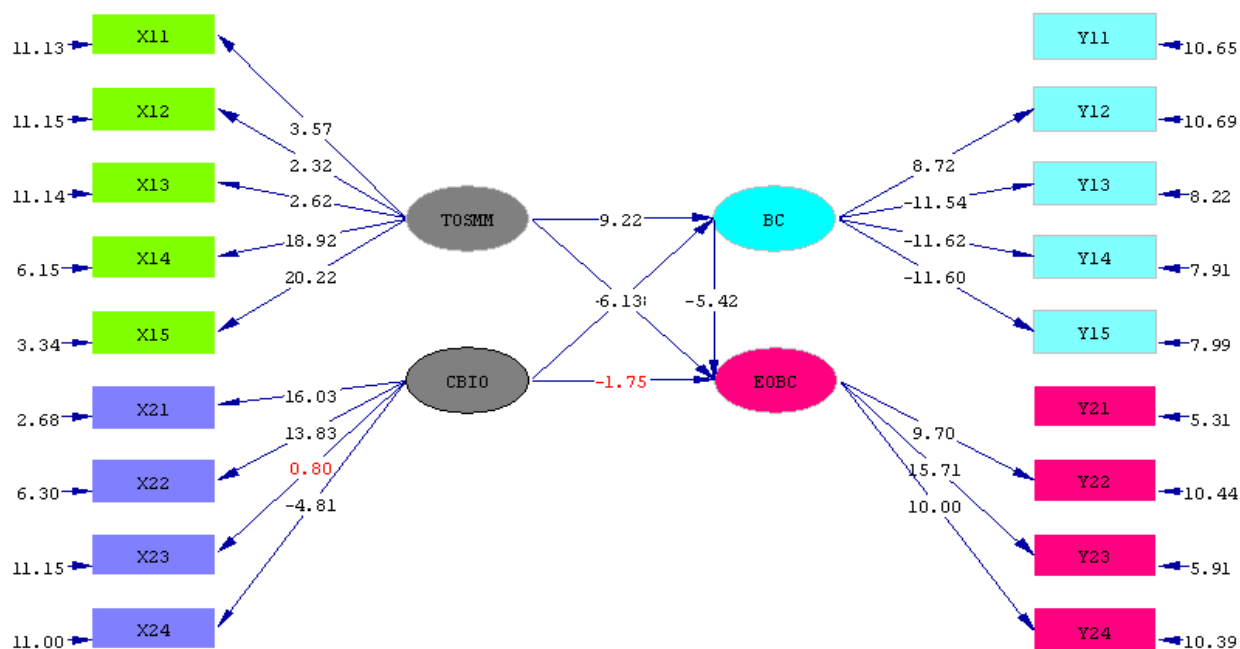
Structural equations can be interpreted as:

- (1) The marketing technology variable has a coefficient of 0.464 which means that marketing technology positively affects the effectiveness of business continuity, meaning that if marketing technology increases then the effectiveness of business continuity will increase.
- (2) Variable consumer buying interest has a coefficient of 0.077 which means that consumer buying interest has a positive effect on the effectiveness of business continuity, meaning that if consumer buying interest increases then the effectiveness of business continuity will increase.
- (3) Variable business competitiveness has a coefficient of 0.447 which means that business competitiveness has a positive effect on the effectiveness of business continuity, meaning that if business competitiveness increases then the effectiveness of business continuity will increase.

Test the value of coefficient of determination (R²) and variable error (e) In calculating the value of the total determination coefficient obtained by 0.754 obtained the conclusion of 75.4% of the variable effectiveness of business continuity in online based MSMEs in the region of South Sulawesi Province located in 6 districts / cities, among others Makassar, Gowa, Takalar, Jenepono, Bantaeng and Bulukumba influenced by marketing technology, consumer buying interest and business competitiveness, while the remaining 24.6% is influenced by other factors that are not included in the research model or outside the research model.

The path analysis model that has been done using Structur Equation Modeling (SEM) Lisreal program obtained the standardized model path coefficient value and calculated t value.

T-Values Test



Source : Lisreal Processed Data Program (SEM), 2021

FIGURE 3 : Significance Test – T-Value Model

From figure 3 of the T-Value test of significance above the marketing technology variable (X.1) with the online community indicator (X1.1) with a value of 3.57, interaction (X1.2) of 2.32, content sharing (X1.3) of 2.62, associability (X1.4) of 18.92 and credibility (X1.5) of 20.22 to the effectiveness of business continuity (Y.2) with a value of -6.13 through business competitiveness (Y.1) with a value of 9.22. Furthermore, the consumer buying interest variable (X.2) with transactional interest indicator (X2.1) with a value of 16.03, referential interest (X2.2) of 13.83, preferential interest (X2.3) of 0.80 and explorative interest (X2.4) of -4.81 to the effectiveness of business continuity (Y.2) with a value of -1.75 through business competitiveness (Y.1) with a value of -6.13. and business competitiveness variables (Y.1) with indicators of availability and environmental conditions (Y1.1) with a value of 8.72, business capability (Y1.2) of 11.54, policy and infrastructure (Y1.3) of 11.54, research and technology (Y1.4) of 11.62, financial support and partnership (Y1.5) of 11.60 on the effectiveness of business continuity (Y.2) with a value of -5.42 indicators including productivity and efficiency (Y2.1) of 9.75 , profit and business development (Y2.2) of 9.70, business stability (Y2.3) of 15.71 and spirit and job satisfaction (Y2.4) of 10.00.

TABLE 12 : DIRECT EFFECTS AND INDIRECT EFFECTS OF MARKETING TECHNOLOGY (X.1) CONSUMER BUYING INTEREST (X.2) TO BUSINESS COMPETITIVENESS (Y.1) AND EFFECTIVENESS OF BUSINESS CONTINUITY (Y.2)

Effect of Variabel	Direct Efferct Y_2	Indirect Effect Through Y_1	Total Effect
X.1 \rightarrow Y.1		0,833	0,833
X.2 \rightarrow Y.1		0.456	0,456
X.1 \rightarrow Y.2	0.589		0,589
X.2 \rightarrow Y.2	0.323		0,323
Y.1 \rightarrow Y.2	0,706		0,130

Source : Lisreal Data Output Program (SEM), 2021

Table 12. shows the summary result of the value of each direct and indirect influence path between the variable and the error value of each structural equation generated through path analysis techniques.

Hypothesis Testing

For hypothesis testing to determine the effect of free variables on bound variables by comparing the t-count value obtained from the path model with the t-table of 1.96 which can be seen from the t-value model.

Table 13 : Hypothesis Testing

Variabel	t-Statistik	>	t-Value	Keterangan
Marketing Technology \rightarrow Business Competitiveness	9,22	>	1,96	

Consumer Buying Interests → Business Competitiveness	6,78	>	1,96	
Marketing Technology → Effectiveness of Business Continuity	6,13	>	1,96	
Consumer Buying Interests → Effectiveness of Business Continuity	-1,74	>	1,96	
Business Competitiveness → Effectiveness of Business Continuity	5,42	>	1,96	

*) Signifikan pada $\alpha = 10\%$

Source : *Lisreal Data Output Program (SEM), 2021*

Hypothesis 1

Based on hypothesis testing shows that the value of t-value of $9.22 > 1.96$ with a significance of 5% this indicates that marketing technology has a significant effect on business competitiveness which means that the hypothesis is accepted.

Hypothesis 2

Based on hypothesis testing shows that the value of t-value of $6.78 > 1.96$ with a significance of 5% this indicates that consumer buying interest has a significant effect on business competitiveness which means the hypothesis is accepted.

Hypothesis 3

Based on hypothesis testing shows that the value of t-value of $6.13 > 1.96$ with a significance of 5% this indicates that marketing technology has an effect on the effectiveness of business continuity which means that the hypothesis is accepted.

Hypothesis 4

Based on hypothesis testing shows that the value of t-value of $-1.74 < 1.96$ with a significance of 5% this indicates that consumer buying interest has no effect on the effectiveness of business continuity which means that the hypothesis is rejected

Hypothesis 5

Based on hypothesis testing shows if the value of t-value of $5.42 > 1.96$ with a significance of 5% this indicates that business competitiveness significantly affects the effectiveness of business continuity which means that the hypothesis is accepted.

Marketing Technology Affects Business Competitiveness (H.1)

The results showed that indirect marketing technology positively affects business competitiveness in online based MSMEs in South Sulawesi Province with Unstandardized Coefficients value of B of 0.329 with Beta Standardized Coefficients value of 0.260 with t-value of $9.22 > 1.96$ with sig 0.05. This means that if marketing technology will be functionality then it affects the competitiveness of the business. The achievement of business competitiveness is inseparable from how marketing technology provided by online based MSMEs managers in South Sulawesi Province. Where marketing technology includes online communities, interactions, content sharing, associability and credibility of online based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online based MSMEs managers. If you look at the results of research that shows that marketing technology affects business competitiveness, then online based MSMEs managers should be able to provide business competitiveness to maintain the image of MSMEs products by providing availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships.

The test results estimates a variable model of marketing technology consisting of indicators of online community, interaction, content sharing, associability and credibility. In line with research conducted by Rambe (2017) shows that marketing technology has a positive and significant effect on business competitiveness. The results of the t-value test model and the results of the marketing technology variable hypothesis consist of indicators of online community, interaction, content sharing, associability and credibility. In line with research conducted by Tovma, Shurenov and Bimendiyeva, et al (2020) which stated that marketing technology affects business competitiveness and obtains positive and significant results. In other words, by improving the marketing technology of online based MSMEs in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, the higher the level of competitiveness of online based MSMEs in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the first hypothesis is accepted. This is in line with the results of research conducted by Rizaldi and Hidayat (2020)

and M. Rakib, Syam and Marhanti, et al (2020) stated that marketing technology has a positive and significant effect on business competitiveness. This shows that marketing technology that has been done by online based MSMEs managers can indirectly affect the creation of business competitiveness.

Consumer Buying Interest Affects Business Competitiveness (H.2)

The results showed that consumer buying interest indirect effect positively affects business competitiveness in online based MSMEs in South Sulawesi Province with Unstandardized Coefficients value of B of 0.200 with Beta Standardized Coefficients value of 0.160 with t-value of 6.78 > 1.96 with sig 0.05. This means that if consumer buying interest will be functionality then it affects the competitiveness of the business. The achievement of business competitiveness is inseparable from how consumer buying interest is provided by online based MSMEs managers in South Sulawesi Province. Where consumer buying interests include transactional interests, referential interests, preferential interests and explorative interests of online based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online based MSMEs managers. If you look at the results of research that shows that consumer buying interests affect business competitiveness, then online based MSMEs managers should be able to provide business competitiveness to maintain the image of online based MSMEs products by providing availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships.

The test results estimates variable model of consumer buying interest consists of indicators of transactional interest, referential interest, preferential interest and explorative interest. In line with the research conducted by Tanveer and Zubair (2019) indicates that consumer buying interest has a positive and significant effect on business competitiveness. The results of the t-value test model and the results of the consumer buying interest variable hypothesis consist of indicators of transactional interest, referential interest, preferential interest and explorative interest. In line with research conducted by M.P. and Shiva Kumar (2014) which states that consumer buying interest affects business competitiveness and obtains positive and significant results. So the second hypothesis is accepted. This is in line with the results of research conducted by Todd (2020) and Novotny and Duspiva (2014) stated that consumer buying interest has a positive and significant effect on business competitiveness. This shows the consumer buying interest that has been done by online based MSMEs managers can indirectly affect the creation of business competitiveness.

Marketing Technology Affects The Effectiveness of Business Continuity (H.3)

The results showed that direct effect marketing technology positively affects the effectiveness of business continuity in online based MSMEs in South Sulawesi Province with Unstandardized Coefficients value of B of 0.470 with Beta Standardized Coefficients value of 0.464 with t-value of 6.13 > 1.96 with sig 0.000. This means that if marketing technology will be functionality then it affects the effectiveness of business continuity. The achievement of business continuity effectiveness is inseparable from how marketing technology provided by online based MSMEs managers in South Sulawesi Province. Where marketing technology includes online communities, interactions, content sharing, associability and credibility of online based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online based MSMEs managers. If you look at the results of research that shows that marketing technology affects the effectiveness of business continuity, then online based MSMEs managers are able to create effective business continuity to maintain the business continuity of online based MSMEs products managed by providing productivity and efficiency, profit and business development, business stability and morale and job satisfaction.

The test results estimates a variable model of marketing technology consisting of indicators of online community, interaction, content sharing, associability and credibility. In line with research conducted by Sozinova, Malysheva and Zonova, et al. (2018) shows that marketing technology has a positive and significant effect on the effectiveness of business continuity. The results of the t-value test model and the results of the marketing technology variable hypothesis consist of indicators of online community, interaction, content sharing, associability and credibility. In line with research conducted by Pogorelova, Yakhneeva and Agafonova, et al (2016) which stated that marketing technology affects the effectiveness of business continuity and obtains positive and significant results. In other words, improving the marketing technology of MSMEs based online in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, the higher the effectiveness of business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the third hypothesis is accepted. This is in line with the results of research conducted by Sahabuddin R., Arief and Djufri (2015) stated that the utilization of both waste through marketing technology has a positive and significant effect on family income in Takalar Regency which can automatically improve the effectiveness of business continuity. This shows that marketing technology that has been done by online based MSMEs managers can directly influence the creation of effectiveness of business continuity.

Consumer Buying Interest Affects The Effectiveness of Business Continuity (H.4)

The results showed that direct effect consumer buying interest positively influenced the effectiveness of business continuity in online based MSMEs in South Sulawesi Province with Unstandardized coefficients value of B of 0.093 with Beta Standardized Coefficients value of 0.077 with t-value of $-1.74 < 1.96$ with sig 0.253. This means that if the consumer's buying interest is not functioned properly, it affects the decrease in the effectiveness of business continuity. The achievement of business continuity effectiveness is inseparable from how consumer buying interest is provided by online based MSMEs managers in South Sulawesi Province. Where consumer buying interests include transactional interests, referential interests, preferential interests and explorative interests of online based MSMEs managers in South Sulawesi Province as a form of fulfilling the needs of online based MSMEs managers. If you look at the results of research that shows that consumer buying interest has no significant effect on the effectiveness of business continuity, then online based MSMEs managers should be able to create effective business continuity to maintain the business continuity of online based MSMEs products managed by providing productivity and efficiency, profit and business development, business stability and morale and job satisfaction.

The test results estimates variable model of consumer buying interest consists of indicators of transactional interest, referential interest, preferential interest and explorative interest. In line with the research conducted by Jaiswal and Singh (2018) shows that consumer buying interest has no significant effect on the effectiveness of business continuity. The results of the t-value test model and the results of the consumer purchase interest variable hypothesis consist of indicators of transactional interest, referential interest and explorative interest. In line with research conducted by Hassan, Ilham and Dalia (2016) which stated that consumer buying interest affects the effectiveness of business continuity and obtains negative and insignificant results. In other words, increasing the buying interest of online based MSMEs consumers in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, it affects the effectiveness of business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the fourth hypothesis was rejected. This is in line with the results of research conducted by Yusriadi (2019) stated that consumer buying interest has an insignificant effect on the effectiveness of business continuity. This shows the consumer buying interest that has been done by online based MSMEs managers can directly affect but does not provide significance for the creation of effectiveness of business continuity.

Business Competitiveness Affects The Effectiveness of Business Continuity (H.5)

The results showed that direct effect positively affects the effectiveness of business continuity in online based MSMEs in South Sulawesi Province with Unstandardized Coefficients B value of 0.408 with Beta Standardized Coefficients value of 0.477 with t-value of $5.42 > 1.96$ with sig 0.000. This means that if the competitiveness of the business is functioned properly, it affects the effectiveness of business continuity. The achievement of business continuity effectiveness is inseparable from how the competitiveness of the business provided by online based MSMEs managers in South Sulawesi Province. Where business competitiveness includes the availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships of online based MSMEs managers in South Sulawesi Province as a form of meeting the needs of online based MSMEs managers. If you look at the results of research that shows that business competitiveness has a significant effect on the effectiveness of business continuity, then online based MSMEs managers are able to create effective business continuity well in maintaining the business continuity of online based MSMEs products managed by providing productivity and efficiency, profit and business development, business stability and morale and job satisfaction.

The results of the test estimates variable model of business competitiveness consists of indicators of availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. In line with research conducted by Herciu and Olgrean (2018) shows that business competitiveness has a significant effect on the effectiveness of business continuity. The results of the t-value test model and the results of the business competitiveness variable hypothesis consist of indicators of availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. In line with research conducted by Vatamanescu, Andrei and Nicolescu, et al. (2017) which states that business competitiveness affects the effectiveness of business continuity and obtains positive and significant results. In other words, improving the competitiveness of online based MSMEs in 6 regencies/cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, it affects the effectiveness of business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the fifth hypothesis is accepted. This is in line with the results of research conducted by Yani, Rakib and Syam (2020) stated that entrepreneurial literacy and entrepreneurial character through business competitiveness affect business success that will later have an impact on the effectiveness of sustainable business continuity. This shows the competitiveness of businesses that have been conducted by online based MSMEs managers directly can affect the creation of effectiveness of business continuity.

Conclusions And Suggestions

Based on the results of testing and empirical discussion, the conclusion of this study is that marketing technology has a positive and significant effect on the competitiveness of online based MSMEs management businesses in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Consumer buying interest is positive and significant to the competitiveness of online based MSMEs management businesses in 6 regencies/cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Marketing technology has a positive and significant effect on the effectiveness of the business continuity of online based MSMEs management in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Consumer buying interest has an insignificant effect on the effectiveness of the business continuity of online based MSMEs management in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Business competitiveness has a positive and significant effect on the effectiveness of the business continuity of online based MSMEs management in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So all hypotheses are accepted except the direct effect of consumer buying interest variable on the effectiveness of business continuity (H.3) in rejected. Based on the results of the research and conclusions that have been outlined, there are some suggestions in terms of marketing technology, the thing that MSMEs managers should do is to know more clearly about the indicators that make up it, among others, online communities, interactions, content, assobility and credibility to improve the marketing technology of online based MSMEs managers. In terms of consumer buying interest, what needs to be done by online based MSMEs managers is to pay attention to the indicators that shape them, among others, the interest in the desire and needs of consumers in defending business competitiveness and effectiveness of online based MSMEs business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. In terms of business competitiveness, what must be done by online based MSMEs managers is to look at the availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships in defending business competitiveness and effectiveness of online based MSMEs business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. In terms of effectiveness of business continuity, what must be done by online based MSMEs managers is to increase productivity and efficiency, profit and good business development, business stability and morale and job satisfaction in defending business competitiveness and effectiveness of online based MSMEs business continuity in 6 districts / cities, among others Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province.

Furthermore, this research is expected to increase the scope of research, not only in online based MSMEs managers but in other sectors or can also replace research sites that are not only in the same research district / city location, thus providing a more qualified perspective and applied in general. Further research is also expected to be conducted continuously because the development of the environment and technology is always changing at all times.

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