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The effect of human capital, market orientation, and digital marketing technology on business performance in optical SMEs in East Java

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Abstract. This study aims to determine the effect of human capital, market orientation, and digital marketing technology on business performance in optics SMES in East Java. The type of this study used is descriptive study with a quantitative approach. The population in this study were the owners of optics SMES scattered in East Java with a sample of 96 respondents. The data collection techniques used in this study is questionnaires, documents. The data analysis technique used is multiple linear regression analysis using SPSS 26ver. The findings found that each of the independent variables included in this study human capital, market orientation, and digital marketing technology partially or simultaneously have positive and significant effect on business performance in optics SMES in East Java.

Keywords. Human Capital, Market Orientation, Digital Marketing Technology, Business Performance

Introduction

In the life of the nation and state, the problem of entrepreneurship is an important factor in the economy of a developing nation. The upturn and downturn of a nation is greatly influenced by the existence and role of entrepreneur groups. If a nation does not have human capital as an entrepreneur, it is very difficult to expect betterment of the nation.

The high level of entrepreneurship community can be seen from the number of SMEs in the area, SMEs are one of the pillars of economic development that are fostered and protected directly by the government. SMEs have the potential to develop so that they are able to enter the global economy. With business resilience and independence, the people's economy has prospects in free market competition in the future if serious guidance is carried out by the central and regional governments (Nurbudiyani et al., 2019). Besides contributing to revenue state revenue, this sector also helps reduce the problem of unemployment in Indonesia. However, until now the hopes and support given by the government for the problems faced by SMEs are still relatively unable to increase the growth and competitiveness of SMEs to face global challenges that are currently occurring.

In the dynamics of economic development in Indonesia, SMEs are always described as a sector that have very important role, because most of the population has low education and lives in business environment both in traditional and modern sectors (Hapsari et al., 2014).

SMEs has their obstacles they experienced. They are the level of ability, skills, expertise, human resource management, entrepreneurship, marketing, and finance (Anggia & Shihab, 2019). In its development, human capital is very important for the progress of a business, human capital in particular represents the stock of individual knowledge embedded in the collective capability of a company to get the best solutions from each of its employees (Bontis, 1999). It is defined as the combined skills, experience, abilities, and tacit knowledge of workers (Edvinsson and Malone, 1997, pp. 34-5) in (CUI & Jin, 2020). Adds that “human capital includes the intangible resources of the ability, effort and time brought by workers to invest in their work”.

Human capital is one of the important resources for SMEs, especially SMEs engaged in optics service. Optics is one of the SMEs which has significant development from year to year, in its development, glasses which were initially only used as a viewing aid, nowadays, glasses slowly have a dual function, namely as a fashion to support appearance. The high needs and desires of the community to protect the eyes have made optics continue to innovate in order to meet consumer needs ranging from single vision, bifocal, progressive lenses and special lenses that can be used in certain conditions depending on the consumer needs. Optic is not only a business that offers a product but also offers services because it is included in the FASKES (Health Facility) which provides refraction services, optical services, and contact lens services. Understanding of service standards and inspection must be very well understood by optic owners who later regulate and direct employees to the appropriate standards to provide good service.

McKinsey & Company believes that the most important company resource for the next 20 years will be human resources, which are defined as talented, intelligent and sophisticated businessman who are technology literate, globally astute, and operationally agile (Dess and Shaw, 2001).

Businesses in the optics are currently facing more challenges as most consumers are looking for quality products at low cost which can be provided by online and optic shops that do not have an official license to operate. The fast development of technology and the development of the digital market fosters new competitors who are more capable and productive because they have the freedom to take advantage of digital marketing, the internet also helps people to have the ability and understanding in the field of glasses but is limited to the field of refraction which must have skills and training. The complexity and challenges faced by companies require companies to have the right marketing strategy to be able to compete with competitors, both national and international companies.

In order to survive and be able to carry out their business activities, business actors develop their businesses, one of which is through market orientation. A market-oriented company is a company that makes the customer the center for running its business (customer orientation), so that the company can continue to be customer-oriented, the application of customer-oriented services by optics, one of which is by doing standard refraction with a minimum inspection distance of 3 meters. from a point of view, providing education, use and how to use the product, so that when consumers have difficulty adapting or have complaints about their vision, optics can immediately provide responses and solutions to consumers. At the same time, the company must also be competitor oriented by mapping the short-term weaknesses and strengths of competitors and the capabilities and long-term strategies of competitors, identifying products owned by competitors in terms of price, quality, features, and customer satisfaction responses to competitors' products. Both of these orientations can be carried out well if the company carries out inter-functional coordination (Tjiptono, 2009). Collaboration of each unit to obtain information on buyers and competitors in target markets,

then information is developed and disseminated through coordination between functions within the company through inter-unit meetings, sharing sessions, or through management information systems within the organization. Taleghani et al (2013) also said the same thing that market orientation has three dimensions, namely customer orientation which aims to analyze the desire and response of customers, the second competitor orientation is an important analysis of responses and response to competitor strategies and the last is inter-functional coordination which consists of data collection, information distribution and information utilization.

According to Rahimli (2012), knowledge is an important asset for companies that are difficult to imitate and cannot be commercialized because it is rare. The importance of the level of knowledge when the economic development and production of the company depends more on thinking, superior human resources and intellectual abilities. The company must distribute the collected knowledge to employees and adjust the knowledge and integrated processes that will be a competitive advantage for the company. Individuals, organizations and countries increasingly recognize that high levels of skills and competencies are essential for future progress and success. It is common knowledge that individuals who receive more education and training throughout their life will encourage these human resources to be more productive, and be able to generate new innovations in the market.

Market development continues to change, easy access to the market has led to many new competitors offering lower product prices through the online market. Even though optics is a health facility, optics cannot be separated from the eyewear product, which is an integral part of the services offered, so that more and more businesses are entering into the field of eyeglasses causing competition in this field to get tighter from time to time.

Literature review

Relationship between Human Capital and Business Performance

Human capital is capital related to the ability of SMEs to maximize the potential of their human resources related to the development of SMEs, knowledge, commitment, motivation and loyalty of employees (Andriana, 2014).

The results of Sari's research (2020) show that human capital influence on improving the performance of SMEs, with factors that affect human capital including knowledge, attitudes, and intellectual dexterity brought by each individual is diverse and the more superior human capital capabilities the more easier for organizations to manage and strategize in running a business. Efficient use of human resources can increase productivity in SMEs. However, another risk that may occur is a waste of costs if the SMEs cannot manage and unable to decide on human resource management policies in the organization and carry out proper human resource management practices.

In its development, the concept of human capital is explained as a good thing that is owned by an individual and an ability that has been built since birth and is formed during the productive period when working, accompanied by other forms of capital or other inputs aimed at achieving economic stability. Another definition defines more specifically that human capital is skills, education and experience. The term human capital is generally defined as the accumulation of education, including knowledge and skills at the working age that are accumulated through education, training and experience.

The human capital demands of the new economy, deciding what workers should have, how managers can make them productive and their implications for executives, require much greater attention (McGregor et al., 2004). Every aspect of entrepreneur's human capital has a different effect on performance (Wajdi et al., 2018). In the SME Optics, human capital is one of the things that determines the advancement of optics, with knowledge of optical business

owner, it will be able to explain the advantages and disadvantages of the products that consumers want to buy in order to get the appropriate products, skills, in the Optical business field will provide skills in the field of refraction to carry out examinations on consumers related to visual complaints they experience, besides that experience in this business field can be considered very important because the more complaints raised by patients, the more business owner have insight and can provide appropriate actions based on experience ever experienced. These characteristics include personality traits and individual competencies in entrepreneurial processes that will affect MSME business performance (Dhamayantie & Fauzan, 2017).

However, research conducted by Ramanda & Muchtar (2015) stated that human capital does not have a significant effect. Thus it can be interpreted that the human capital owned will not have a significant impact on performance. Research by Man & Lau (2008) showed that the competence of 153 owners / managers of service sector SMEs in Hong Kong directly and indirectly affects the long-term performance of SMEs through their competitive scope and organizational capabilities. From the description above, a hypothesis can be drawn. It is suspected that there is an effect of human capital on business performance.

Relationship between Market Orientation and Business Performance

Market orientation is defined as an organizational action that analyzes consumer behavior, consumer needs, competitor strategies and disseminates all market analysis data into every part of the organization with a coordination, calculation of time, and calculation of profits. Knowing what the customer wants will turn him into a loyal customer and contribute to increased sales and the likelihood of repeat purchases.

The results of research from Pramesti & Giantari, (2016) state that market orientation has a positive and significant influence on the performance of SMEs, meaning that the better the orientation that can be carried out by SMEs will improve the performance of these SMEs, and vice versa.

Previous research shows that market orientation towards company performance. The results in this study indicate that market orientation has no effect on performance, in Setyawati's research, (2013). A market-centered business always uses market information that is obtained as a reference to meet current customer needs and predict / anticipate future needs. The speed of accessing market information and responding to market information is related to the company's adaptive ability. Market orientation is also a very important capability in business development efforts. Without a market orientation, a business will have difficulty in assessing the market, what the market wants and not knowing the strategies of competitors.

Based on the results of research by Abbas (2018) on SMEs in the city of Makassar, market orientation variables have a partial positive effect on company performance. In research, market orientation consists of several indicators, including customer orientation, competitor orientation, and market information. Market orientation is the most effective and efficient organizational culture to create behaviors that can produce the best for buyers and produce superior performance for the company. The higher the market orientation, the higher the performance of companies (SMEs) in the city of Makassar. From the description above, a hypothesis can be drawn. It is suspected that there is an influence from Market Orientation on business performance.

The Relationship of Digital Marketing Technology to Business Performance

Digital marketing technology that is often used is social networks or social media which have the potential to help businesses introduce products with a wider ability to market their products and services. The ability to reach large areas at low costs is one of the efficiencies of

using digital marketing technology as a marketing medium. Through social networking, SME businesses can interact more quickly and feel closer to consumers. The extent of social networks allows businesses to get feedback or responses from new customers. Social networking applications that are mostly chosen by SMEs to market their business products include; Facebook, Email, Whatsapp, buying and selling sites, Twitter, personal websites, and other people's sites. From research conducted by Noviani Hanum & Sinarasri, (2018) states that if e-commerce adoption increases, the performance of SMEs will also increase.

In Fatimah & Azlina's research (2021) on online-based SMEs in the city of Dumai, information technology in relation to organizational performance has a set of elements that support the realization of better organizational performance because it is influenced by speed, accuracy and accuracy.

In the current pandemic condition, public awareness of the spread of the Covid-19 virus is very high. The appeal is not to crowd and interact directly to provide funds to business enterprises that still rely on face-to-face sales. The limitation on opening hours also makes business owners prefer not to open their shops because the operational burden of paying employees is not commensurate with the income earned during pandemic period. However, this certainly does not have a major impact on business actors who can already take advantage of digital marketing technology, but on the other hand, the Covid-19 pandemic offers fresh air for online businesses to develop, with the advantages of digital marketing which has a wider reach of potential consumers and is also given a sense of security. in shopping during a pandemic because there is no need to leave the house and interact directly with SMEs successfully increasing e-commerce sales Hardilawati (2020). From the description above, a hypothesis can be drawn. It is suspected that there is an influence from digital marketing technology on business performance

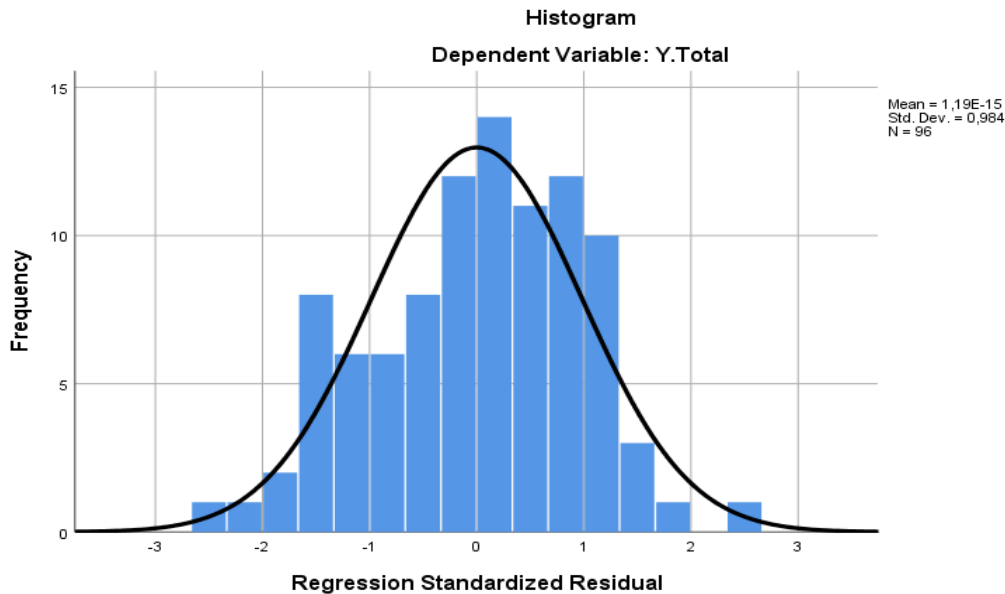
Research Method

This type of study used a quantitative approach with multiple linear regression to find the influence of the variables X1 Human capital, X2 market orientation, and Y business performance in optical SMEs in East Java. The sampling technique in this study used purposive sampling with predetermined criteria, found a sample of 96 optical SMEs scattered in East Java. Data collection techniques in this study used a questionnaire with a five-point Linkert scale with a scale of 1 = strongly disagree and 5 = strongly agree. To analyze the study data using multiple linear regression analysis with SPSS 26 as a tool.

Method of Analysis

Normality test

Figure 1. Normality Test



(Source: IBM SPSS statistics version 26 output)

The data is normal as evidenced by the histogram that does not show a slope, so it can be concluded that the data is normally distributed.

Multikolenieritas Test

Tabel 1. Multikolenieritas Test

	Model	VIF
1	Human Capital (X_1)	1,925
2	Orientasi pasar (X_2)	4,328
3	Teknologi Pemasaran Dogotal (X_3)	2,871

(Source: compiled by the author, 2021)

The VIF value of the three variables is more than 1 and less than 10. So it can be concluded that in the regression equation there is no correlation between independent variables or multicollinearity.

Linieritas Test

Tabel 2. Linieritas Test

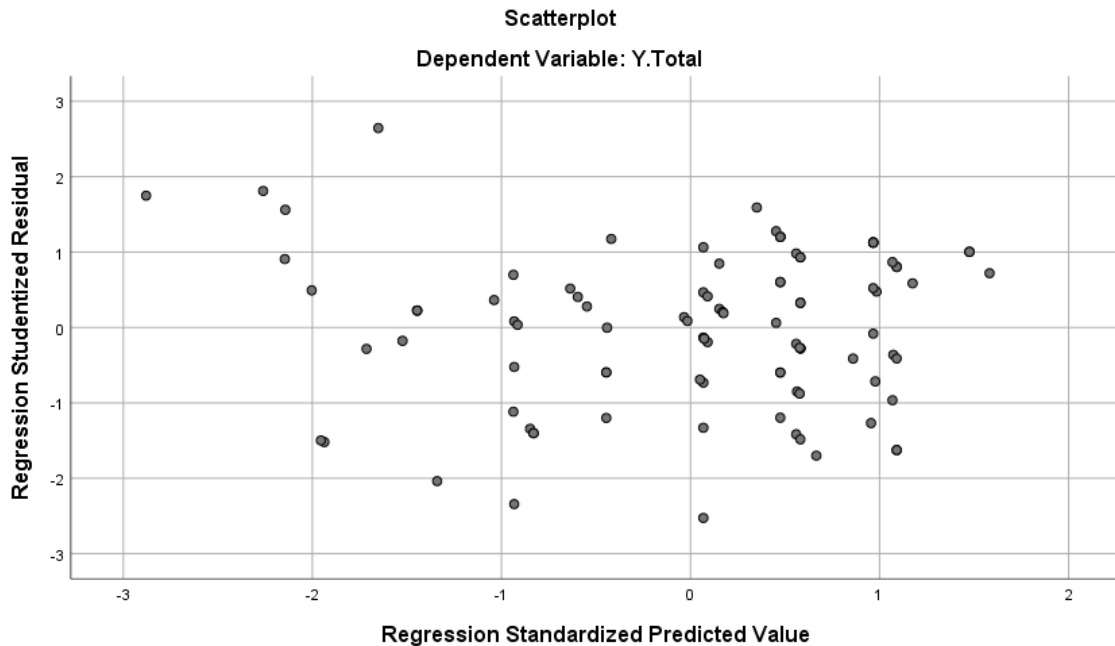
Model	df	Sig.
1 Regression	3	.000
Residual	92	
Total	95	

(Source: compiled by the author, 2021)

The significance value of the linearity test results is $0.000 < 0.05$. So it can be concluded that all variables used in this study have a linear relationship.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test



(Source: IBM SPSS statistics version 26 output)

In the picture above, it can be seen that the points in the image do not form a pattern and are spread either above or below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model so that all independent variables can be used in the study.

Results and discussion

The results of data obtained from questionnaires that have been distributed to 96 respondents are as follows:

Table 3. Characteristics of Research Respondents

No	Aspek	Jumlah Responden	Persentase (%)
1.	Berdasar jenis kelamin:		
	a. Pria	81	78 %
	b. Wanita	15	22 %
	Jumlah	96	100 %

(Source: compiled by the author, 2021)

Based on the table above, it can be seen that the respondents of this study were dominated by men as much as 78%, and 22% women.

Effect of human capital (X1) on business performance (Y)

To determine the effect of human capital on business performance, it can be seen from the table below:

Table 4. t-test results

Model		t	Sig.
1	(Constant)	5,205	.000
	Hunab Capital (X ₁)	5,792	.000

(Source: compiled by the author, 2021)

Based on the table above, it can be seen that the t value for the human capital variable is 5.792 with a significance value of 0.000 which is smaller than 0.05, so it can be concluded that the human capital variable has a significant influence on business performance variables. This means that if an optic increases its human capital, the business performance in optics will increase, meaning that the better the human capital is, the better the performance it has. Conversely, if human capital decreases, business performance will also decline.

The human capital variable is measured by several indicators, including skills, abilities, and experiences, it is known that from these three variables, there are 8 question items used to measure human capital.

Human capital is a core issue of socio-economic development around the world and human resource practices can serve as an advantage for sustainable SMEs, which are considered central to corporate performance.

The results of the study are corroborated by research conducted by Pham (2020) which states that human capital has a positive influence on business performance. The ability factor and quality human capital skills are needed to improve company performance, especially in small and medium industries (Skuras, 2005). Human capital provokes employees to be more educated, so they can differentiate one employee from another. Experience also plays an important role, for example employees who have work experience automatically have more awareness about the environment (Ramanda & Muchtar, 2015)

The conclusion from the indicators described above is that the better the human capital owned by SMEs, the better business performance will be. Human capital can improve the performance of SMEs because they have superior and competent human resources.

Effect of market orientation (X2) on business performance (Y)

To determine the effect of market orientation on business performance, it can be seen from the table below:

Table 5. t-test results

Model		t	Sig.
1	(Constant)	5,205	.000
	Orientasi Pasar (X ₂)	4,384	.000

(Source: compiled by the author, 2021)

In the table above, it can be seen that the t value of the market orientation variable is 4.384 with a significance value of 0.000, which means it is smaller than 0.05. So it can be concluded that the marketing orientation variable has a significant influence on the business performance variable.

This means that if the market orientation value rises, it will also be followed by an increase in business performance. Conversely, if the value of the marketing orientation has decreased, it will also be followed by a decline in business performance in optical SMEs.

In the marketing orientation variable, three indicators are used, including; customer orientation, competitor orientation, coordination between functions. From these three variables, 11 statement items were found to determine the effect of market orientation.

The results of this study are in line with research conducted by Udriyah et al (2019) which states that market orientation has a significant effect on business performance both directly and indirectly through competitive advantage. Along with increasing competitiveness and changing customer needs, market orientation plays an important role, because all companies realize that customers are an asset that can advance the company (Puspaningrum, 2020). The conclusion that can be drawn from the above statement is that the better the market orientation of the company will improve the business performance of a business. Competitor orientation provides an overview of the strategy carried out by competitors, and customer orientation provides information about what customers want.

Effect of digital marketing technology (X3) on business performance (Y)

To determine the effect of digital marketing technology on business performance, it can be seen from the following table

Table 6. t-test results

Model	t	Sig.
1 (Constant)	5,205	.000
Teknologi pemasaran digital (X ₃)	5,854	.000

(Source: compiled by the author, 2021)

In the table above, it can be seen that the t value of the digital input technology variable is 5.854 with a significance value of 0.000, which means less than 0.05. So from these results it can be concluded that digital marketing technology has a significant influence on business performance variables.

This means that if the value of digital marketing technology increases, business performance will follow, but if there is a decrease in the value of digital marketing technology, there will be a decrease in value in business performance.

In this variable, the researchers used 4 indicators including; cost, incentive program, web design, interaction, to determine the effect of these four indicators the researcher used 8 questions to determine the effect of digital marketing technology variables on business performance.

From previous research conducted by Donat (2007), it is stated that SMEs that have applied digital marketing have lower promotional costs and faster interactions with their customers. Technological advances, such as the use of digital applications, allow companies to communicate with customers, while being responsive to competitors with minimal resources. The ability of customers to find information from SME products or services must be provided easily, on time, and correctly through various digital technologies (Nuseir & Aljumah, 2020). The conclusion that can be drawn from the above statement is that the better the company can take advantage of digital marketing technology, it will affect the business performance of these SMEs because of the speed of interaction and responses that can be made to customers.

The influence of human capital (X1), market orientation (X2) and digital marketing technology (X3) on business performance (Y)

To determine the effect of the three independent variables on the dependent variable, the F test is carried out with the following results:

Table 7. F Test Results

Model		Sum of Squares	df	F	Sig.
1	Regression	1802,539	3	212,648	.000
	Residual	259,950	92		
	Total	2062,490	95		

(Source: compiled by the author, 2021)

In the test results using the F test it can be seen that the sig value is less than 0.05. This means that human capital variables, market orientation, and digital marketing technology together have an effect on business performance in optical SMEs in East Java.

Human capital, market orientation, and digital marketing technology provide a positive and influential relationship simultaneously. Which means, if the value of human capital, market orientation, and digital marketing technology is nailed, the value of business performance will increase. If the value of human capital, market orientation, and digital marketing technology decreases, the value of business performance will also decrease. This relationship shows a simultaneous influence on the dependent variable, namely business performance, which means that the Human capital variable, market orientation, and digital marketing technology are able to explain changes that occur in business performance variables.

To find out how much the ability of the independent variable to explain the dependent variable, the determination test (R2) is carried out.

Table 8. R² test

Model	R	R Square	Std. Error of the Estimate
1	,935	,874	1,681

(Source: compiled by the author, 2021)

The value of Adjusted R square is 0.874 or 87.4%. These results indicate that human capital, market orientation, and digital marketing technology simultaneously or together have an effect on business performance in optical SMEs in East Java, while 12.6% is business performance that can be explained through other variables.

Multiple Linear Regression

Table 9. Multiple Linear Regression Test Results

Model		Unstandardized B	Coefficients Std. Error
1	(Constant)	5,844	1,123
	Human capital (X ₁)	,703	,121
	Orientasi pasar (X ₂)	,655	,149
	Orientasi pasar (X ₃)	1,021	,174

(Source: compiled by the author, 2021)

Regression Equations

$$Y = 5,844 + 0,703 X_1 + 0,655 X_2 + 1,021 X_3 + e$$

Information :

Y = Business performance

X1 = human capital

X2 = market orientation

X3 = digital marketing technology

The explanation of the multiple linear regression equation above is as follows:

- a. The constant value is 5.844 and is positive. This shown that the human capital, market orientation, and digital technology variables are equal to 0, so the value of the company performance variable is 5.844. It can be interpreted that if human capital, market orientation, and digital technology are fixed, the business performance of optical SMEs in East Java will still occur because they are influenced by other factors that not discussed in this study (apart from human capital, market orientation, and digital technology variables).
- b. The regression coefficient value for the human capital variable is 0.703 and shown a positive value, which means that there is a direct effect between the human capital variable on business performance.
- c. The regression coefficient value for the market orientation variable is 0.655 and shown a positive value, which means that there is a unidirectional influence between market orientation and business performance.
- d. The regression coefficient value on the digital marketing technology variable shown a value of 1.021 and shows a positive value, which means that there is a direct effect between digital marketing technology on business performance.

Conclusion

Based on the above analysis, the following conclusions can be drawn:

1. Human capital positively and significantly effecting business performance in optical SMEs in East Java.
2. Market orientation positively and significantly impacting business performance in optical SMEs in East Java.
3. Digital marketing technology positively and significantly effecting on business performance in optical SMEs in East Java.
4. Human capital, market orientation, and digital marketing technology positively and significantly effecting on business performance in optical SMEs in East Java.

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