International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Utilization Of Information Technology For The Development Of Umkm In The People's Market In Palembang City

Fretty Welta, SE., M.M.[1], Sopian, SE., M.M[2]

[1,2]Prodi S1 Manajemen, Fakultas Ekonomi, Universitas Kader Bangsa

corespondensi author : [1]welta18@gmail.com, [2] akangsopi@gmail.com,

Abstract

The selection of marketing through digital media, especially social media, can be the main choice made by business actors, now the use of social media has become the main pillar in conveying information. One of the advantages of social media is that it has a lot of potential for the progress of a business. Social media can be used to communicate in business, help market products and services, communicate with customers and suppliers, complement brands, reduce costs and for online sales, therefore along with the running of the People's Market in Palembang City, it has become one of the choices for people to use digital media in making transactions to fulfill their daily needs.

Keywords: Information Technology, Market, MSMEs

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are an important focus in the country's economic development efforts. These businesses serve as the foundation of the people's economic framework, which contributes significantly not only to narrowing the income gap and business actors, but also to poverty alleviation and job creation. (Avrizal, 2021).

The development of MSMEs will broaden the economic base and make a major contribution to accelerating structural change, namely by increasing regional economies and strengthening national economic resilience. (M Mihani, 2022).

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving economic growth in the community. The existence of MSMEs can also contribute to reducing unemployment in Indonesia. However, the challenges often faced by small and medium enterprises include limitations in the use of technology and digital platforms and transaction

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

systems that still rely on manual methods, such as recording company data using paper. (Sulastri, 2022).

Globalization and free markets are challenges for Micro, Small, and Medium Enterprises (MSMEs) to survive. The rapid flow of information and increasingly free competition have increased consumer and customer awareness of the many choices of goods and services that can be chosen. If MSMEs do not immediately improve themselves, then MSMEs will be threatened with losing competition and going bankrupt. (Silaban, 2021)

To that end, MSMEs need to improve themselves and build long-term relationships with consumers and customers (Ghobakhloo et al., 2011).

One potential that can be utilized is the potential of information technology. Information technology offers many benefits for MSMEs to increase their productivity and marketing. In addition, it also increases the opportunity for MSMEs to collaborate with other entrepreneurs (Neti, 2011).

One of the information technologies that is developing rapidly and has great potential to boost the performance of MSMEs is social media. Social media has the potential to connect many people easily and for free (Kuzma et al, 2014).

DISCUSSION

In this study, with a population of 102 people, the population was used as a sample to ensure the validity of the data produced (Arikunto, 2006). Therefore, the population that became the object of the study was also treated as a sample. The sampling method applied in this study was the Slovin formula (Umar, 2002), namely:

n=N1+Ne2

Where:

n = Sample Size

N = Population Size

e = Standard Error (10%)

In determining the sample, the Slovin formula was used as quoted in Umar (2002).

n=N1 +Ne2

n= 1021+102(10%)2

n= 1021+102(0.1)2

n= 1021+102(0.01)

n= 1021+1.02

n= 1022.02

n=50, 49

Thus, the number of samples in this study is 50 people.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Table 1 Concept and Variable Definition Table

Variabel	Concept Definition	Operational Definition
Information Tecnology (X)	a technology used to process, process, obtain, organize, and manipulate data with various methods to produce quality information (Munir, 2010).	Information Technology covers all aspects related to the process, use as a tool, manipulation, and management of information.
Development of UMKM in Palembang City Market (Y)	Human resource development is an activity that needs to be carried out by organizations to ensure that the knowledge, abilities and skills of employees match the demands of their jobs. (Gouzali, 2013).	Micro, Small, and Medium Enterprises (MSMEs) Development is a collaborative effort between the government, business sector, and the community to empower MSMEs. This is done through the provision of facilities, guidance, mentoring, and support to improve the capabilities and competitiveness of MSMEs..

This study includes two variables, namely the information technology variable consisting of 9 questions and the UMKM development variable consisting of 12 questions. The questionnaire was distributed to 50 respondents based on samples obtained from the Slovin formula from 102 UMKM in the Market.

Reliability Test

The results of the reliability test are presented in the following table:

Table 2 Reliability Test Results

Variabel	Cronbach's Alpha	Batas Penerimaan Realibilitas	Keterangan
Teknologi informasi (X)	0,790	0,6	Realibel
Pengembangan UMKM (Y)	0,691	0,6	Realibel

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Based on the table above, it shows that the reliability coefficient value for the Information Technology variable (X) 0.790 and the MSME Development variable (Y) 0.691 has exceeded the reliability threshold of 0.6, which means that all variables are reliable.

Simple Linear Regression Analysis

Multiple linear regression analysis is a type of regression that involves one dependent variable and more than one independent variable.

Table 3 Simple Linear Analysis Test Results

Coefficients[a]				
Model		Unstandardized Coefficients		Standardizied Coefficients
		B	Std. Error	Beta
1	(Constant)	43.045	1.996	
	Teknologi informasi	.189	.054	.446

Dependent Variable: MSME Development

Source: Primary data processing, 2024

Based on the calculation of the multiple linear regression values above, the equation can be formulated as follows:

Y = a+bX

Y = 43,045 + 0,189

The value of 43.045 is constant or the state when the performance effectiveness variable has not been affected by the information technology variable (X), if the independent variable does not exist, the UMKM development variable will not change. b1 The regression coefficient value of X of 0.189 indicates that the information technology variable has a positive effect on the development of UMKM, which means that every increase in one unit of the information technology variable can affect the development of UMKM by 0.189. Conversely, if there is a decrease in information technology, it can affect the development of UMKM by 0.189.

Data Analysis Test

Correlation Coefficient Test

The correlation coefficient R is used to measure the strength of the relationship

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

between one variable and another. The values obtained are as follows:

Table 4 Correlation Coefficient Test Results

Variabel	R
Teknologi informasi (X)	.842[a]

Source: Primary data processing, 2024

Based on the correlation coefficient in the table above, the information technology variable (X) and the development of MSMEs (Y) have a value of 0.842 or 84.2%. This shows a strong relationship between the information technology variable and the development of MSMEs.

Determination Coefficient Test (*Adjust R*Square)

This test aims to determine the proportion or percentage of the total variation in the dependent variable that can be explained by the independent variable. The value of the coefficient of determination is zero or one. If the result is small, it means that the ability of the independent variable to explain the independent variable is very limited. If the value is close to one, it means that the independent variable provides almost all the information needed to predict the independent variable.

Table 5 Results of the Determination Coefficient Test (*Adjuste R*Square)

Model Summary			
Model	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.891	.682	4.91086

a. Predictors: (Constant), X

Source: Primary data processing, 2024

The table of determination coefficient analysis results shows a value of 0.891 or 89.1%. This means that 89.1% of the variation in MSME development can be explained by information technology variables, while the remaining 11.9% is caused by other factors that are not in this study, for example the researcher did not include what the obstacles are,

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

whether it is necessary to hold a training seminar related to information technology for MSMEs, such as price, consumer preferences, and others.

DISCUSSION

Does the use of information technology have a positive effect on the performance of employees of Micro, Small and Medium Enterprises (MSMEs) in the People's Market?

The main study of this research is the Influence of Information Technology on the Development of MSMEs in the Palembang Traditional Market. In a simple linear regression analysis, the regression coefficient on the Information Technology variable (X) of 0.446 indicates that the variable has a positive influence on the development of MSMEs. In other words, if every increase of 1 unit in the Information Technology variable will contribute to an increase in MSME development by 0.446 units. This shows that Information Technology is a significant factor in driving the development of MSMEs.

Based on the results of the partial test, the significance value of the Information Technology variable (X) is less than 0.05 (0.000 <0.05), which indicates that H0 is accepted and Ha is rejected. Thus, it can be concluded that the Information Technology variable (X) has a significant influence on the development of MSMEs (Y) partially.

For the influence of the calculation of R Square Information Technology Traditional Market MSMEs, it has a positive effect, the results of the determination coefficient analysis show a value of 0.891 or 89.1%. This means that 89.1% of the variation in MSME development can be explained by information technology variables, while the remaining 11.9% is caused by other factors that are not in this study, for example, the researcher did not include what the obstacles are, whether it is necessary to hold a training seminar related to information technology for MSMEs, such as price, consumer preferences, and others. Based on the results of the study above, a positive influence was found between information technology variables on MSME development. This finding is consistent with the research conducted by Andreas B. Mokodaser, Marchel Maramis, and Christine Tooy (2022), which shows that the digital marketing system plays an important role in helping Micro, Small, and Medium Enterprises (MSMEs) reach a wider audience through websites and social media. These results are also in line with research conducted by Wati Aaris Astuti and Sindyana Putri Wulandari (2023), which emphasized the significant influence of information technology on the development of MSMEs.

CONCLUSION

Significant influence of Information Technology on the development of MSMEs in Pasar Rakyat, Palembang. Simple linear regression analysis shows that the regression

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

coefficient of the Information Technology variable (X) is 0.446, indicating a positive influence on the development of MSMEs. Every increase of 1 unit in the Information Technology variable is estimated to increase the development of MSMEs by 0.446 units. The results of the partial test strengthen this finding, with a significance value of the Information Technology variable (X) which is smaller than 0.05 (0.000 <0.05), indicating that the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected. Thus, it can be concluded that Information Technology significantly contributes to the development of MSMEs in the studied area. For the influence of the R Square calculation of Information Technology on MSMEs in People's Market, it has a positive effect, the results of the determination coefficient analysis show a value of 0.891 or 89.1%. This means that 89.1% of the variation in MSME development can be explained by information technology variables, while the remaining 11.9% is caused by other factors that are not included in this study.

For example, the researcher did not include what the obstacles are, whether seminars and training related to information technology for MSMEs need to be held, such as prices, consumer preferences, etc.

REFERENCES

Aswandy, E., Mariyati, T., & Belakang, L. (2022). Analisa Pengaruh Teknologi Informasi dan Komunikasi terhadap Kewirausahaan dan Kinerja UMKM. Jurnal STEI Ekonomi (JEMI) Volume, 30(01), 76–89. https://ejournal.stei.ac.id/index.php/JEMI/article/view/624

Avrizal, Haryadi, Syurya Hidayat. (2021), Analisis usaha mikro kecil dan menengah (UMKM) pada pondok pesentren di Kota Jambi, Jurnal Paradigma Ekonomika Vol.16.No.1, Januari –Maret 2021, https://online-journal.unja.ac.id/paradigma/article/download/11821/10891

Bank Indonesia dan Lembaga Pengembangan Perbankan Indonesia tahun, (2015). Profil Bisnis Usaha Mikro, kecil dan Menengah (UMKM), https://www.bi.go.id/id/umkm/penelitian/Documents/Profil%20Bisnis%20UMKM.pdf

Bank Indonesia, Profil Bisnis Usaha Mikro, Kecil dan Menengah (UMKM). Jakarta: Bank Indonesia, 2015. https://www.bi.go.id/id/umkm/penelitian/Documents/Profil%20Bisnis%20UMKM.pdf

Basry, A., & Sari, E. M. (2018). Penggunaan Teknologi Informasi dan Komunikasi (TIK) Pada Usaha Mikro, Kecil dan Menengah (UMKM). Jurnal IKRA-ITH Informatika, 2(3), 53–60. https://journals.upi-yai.ac.id/index.php/ikraith-informatika/article/view/266

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Berlilana , Rinda Utami , Wiga Maulana Baihaqi. (2020). Pengaruh Teknologi Informasi Revolusi Industri 4.0 terhadap Perkembangan UMKM Sektor Industri Pengolahan Jurnal Matrix, Vol. 10, NO. 3, https://ojs.pnb.ac.id/index.php/matrix/article/download/1930/1525/

D. D. Arseto, "Pengaruh Tingkat Pendidikan dan Teknologi Terhadap Pendapatan Dengan Modal Sebagai Variabel Moderasi Pada UMKM Kota Tebing," in Seminar Nasional dan Sains & Teknologi Informasi (SENSASI), pp. 38–41,2019.http://prosiding.seminarid.com/index.php/sensasi/article/view/263

Darma, J., & Sagala, G. H. (2020). JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi) Vol. 4 No. 1, 2020. JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi), 4(1), 227–237. https://journal.stiemb.ac.id/index.php/mea

Dinas Koperasi & Umkm Kota Palembang, (2023), Sensasi Kesuksesan! UMKM Kota Palembang Siap Buat Songket Bersinar, https://diskopukm.palembang.go.id/berita/sensasi-kesuksesan-umkm-kota-palembang-siap-buat-songket-bersinar

Dinas Koperasi dan UKM Sumsel, (2018). Daftar Jumlah UMKM di Provinsi Sumatera Selatan, https://diskopukm.sumselprov.go.id/infoukm

Fahmi, A. K. A., & Mudiantono. (2019). Analisis pengaruh jaringan, teknologi informasi dan komunikasi, serta inovasi terhadap keunggulan bersaing dan kinerja usaha (studi pada umkm di purwokerto). Diponegoro Journal of Management,8(2018),113.https://ejournal3.undip.ac.id/index.php/djom/article/view/25523/22635

H. Nurcahya and S. A. Majapahit, "Kajian Penerapan Teknologi Informasi Pada UMKM Sebagai Upaya Memperluas Pasar Produk Lokal," in Konferensi Nasional Sistem Informasi, pp. 1365–1369, 2018. https://jurnal.atmaluhur.ac.id/index.php/knsi2018/article/view/539

H. Yulius, S. Chitra, and D. Lily Puspa, "Interpretasi Penetrasi Teknologi Bagi UMKM dan Implikasinya Dengan Pendekatan Technology Acceptance Model," in Seminar Nasional Sistem Informasi, pp. 1034–1042, 2018. https://jurnalfti.unmer.ac.id/index.php/senasif/article/view/148

IYC Pratama, (2022). pengaruh teknologi informasi terhadap efektivitas sistem informasi akuntansi, http://repository.stei.ac.id/8800/2/BAB%201.pdf

J. M. Hudin and D. Riana, "Kajian Keberhasilan Penggunaan Sistem Informasi Accurate Dengan Menggunakan Model Kesuksesan Sistem Informasi Delon Dan Mclean," J. Inf. Syst., vol. 12, no. 1, pp. 1–9, 2016. https://jsi.cs.ui.ac.id/index.php/jsi/article/view/444

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Juita, V. (2016). Pemanfaatan sistem informasi akuntansi pada usaha mikro, kecil, dan menengah (umkm) sektor jasa perdagangan di padang, sumatera barat. Jurnal Riset Akuntansi Terpadu, 9(1), 120–139. https://jurnal.untirta.ac.id/index.php/JRAT/article/view/4291

Kemen Kominfo, (2022), Manfaat Digitalisasi UMKM, https://diskominfo.badungkab.go.id/artikel/44096-apa-manfaat-digitalisasi-umkm-

Lindawati, H. (2010). Pemanfaatan Sistem Informasi dan Teknologi Informasi Pengaruhnya Terhadap Kinerja Individual Karyawan. 56–67 https://jurnalakuntansi.petra.ac.id/index.php/aku/article/view/18633

M. H. Purwidiantoro, D. F. K. S.W., and W. Hadi, "Pengaruh Penggunaan Media Sosial Terhadap Pengembangan Usaha Kecil Menengah (UKM)," J. EKA CIDA,vol.1,no.1,pp.3039,2016.https://journal.amikomsolo.ac.id/index.php/ekacida/article/view/19/0

Mihani, Thomas Robert Hutauruk, (2022). Strategi Pengembangan Usaha Mikro, Kecil Dan Menengah (Umkm) Dapur Etam Sejahtera Samarinda Dalam Meningkatkan Penjualan, https://ojs.samarindakota.go.id/index.php/jri/article/download/26/21

Silaban, (2021), pengaruh tingkat pengetahuan media sosial terhadap tingkat penjualan produk kuliner makanan di Yogyakarta, https://e-journal.uajy.ac.id/26210/2/16%2003%2023120_1.pdf

Sugiyono. (2018). Bab iii metode penelitian 3.1. E-Jurnal, 49–58. https://repository.unpas.ac.id/41556/6/BAB%20III.pdf

Suharyono. (2020). Pengukuran kinerja bisnis untuk usaha mikro kecil menengah (UMKM). https://ojs.unikom.ac.id/index.php/jamika/article/view/624

UKMIndonesia.Id, (2022). Jumlah UMKM di Indonesia, https://ukmindonesia.id/

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.