
PROCEEDING OF RESEARCH AND CIVIL SOCIETY DESEMINATION (MANAGEMENT & BUSINESS CHALLENGES IN DIGITAL ERA)

ISSN 3024-8426, Volume 2, No.1, Pages 48-60

DOI: <https://doi.org/10.37476/presed.v2i1.47>

Analysis of the Influence of Entrepreneur Mindset, Product Innovation, and Product Knowledge on MSMEs Business Development E-Commerce Based

Andi Muhammad Zulkarnain^{*1}, Syamsul Alam² and Reynilda²

¹Institut Teknologi dan Bisnis, Nobel Indonesia Makassar

²Program Pascasarjana Magister manajemen, ITB Nobel Indonesia Makassar

*Correspondence: amzulkarnain@gmail.com

Abstract: This study aims to analyze the influence of entrepreneurial mindset, product innovation, and product knowledge on the development of MSMEs based on e-commerce in East Luwu Regency. The research approach uses a quantitative method with multiple linear regression analysis. The research was conducted at the Department of Trade, Cooperatives, MSMEs, and Industry of East Luwu Regency with a sample size of 164 individuals. Data collection was done using questionnaires and literature sources. Data analysis involved multiple linear regression after validity and reliability tests using the SPSS (Statistical Product and Service Solution) application. The results of this study show that (1) Entrepreneurial mindset has a significant influence on the development of MSMEs based on e-commerce. (2) Product innovation has a significant influence on the development of MSMEs based on e-commerce. (3) Product knowledge has a significant influence on the development of MSMEs based on e-commerce. (4) Entrepreneurial mindset, product innovation, and product knowledge simultaneously have a significant influence on the development of MSMEs based on e-commerce.

Keywords: entrepreneurial mindset; mindset entrepreneur; product innovation; product knowledge

A. Introduction

Micro, Small, and Medium Enterprises or abbreviated as MSMEs are productive businesses run by small individuals or business entities that aim to grow and develop their businesses in order to build a national economy based on a fair economic democracy. This definition is regulated in Law of the Republic of Indonesia number 20 of 2008 concerning MSMEs. In the Law, it is said that micro businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for micro businesses, including

having a net worth of at most IDR 50 million (excluding land and buildings where the business is located) or having annual sales of at most IDR 300 million. A small business is a productive business owned by an individual or business entity that is not a branch of business owned, controlled, or part of either directly or indirectly with a medium or large business that meets the criteria for a small business, including having a net worth of more than IDR 50 million to a maximum of IDR 500 million (excluding land and buildings where the business is located) or having an annual



Copyright © 2024 The Author

This is an open access article Under the Creative Commons Attribution (CC BY) 4.0 International License

sales revenue of more than IDR 300 million to a maximum of IDR 2.5 billion. Medium business is a productive business owned by an individual or business entity that is not a branch of business that is owned, controlled, or part either directly or indirectly with a large business that meets the criteria of medium business, including having a net worth of more than IDR 500 million to a maximum of IDR 10 billion (excluding land and buildings where the business is located) or having an annual sales revenue of more than IDR 2.5 billion to a maximum of IDR 50 Billion.

MSMEs play a considerable role in the economy in Indonesia, based on data from the Ministry of Cooperatives and SMEs until 2021 the number of MSMEs reached 64.19 million units and contributed to the gross domestic product of 61.07% or approximately 8 trillion. The role of MSMEs is also very large in expanding employment opportunities and absorbing labor, even MSMEs are an important sector in the absorption of labor in the regions, especially in rural areas, because through MSMEs, even low-income people can carry out productive economic activities. People can develop their potential, creativity, and skills in running their businesses. As of July 2023, the number of MSMEs in East Luwu Regency was recorded at 654. These MSMEs are spread across 11 (eleven) sub-districts with various types of businesses. With the many existing MSMEs and various types of businesses carried out, it should be the attention of various parties, both government and private, in an effort to encourage the development and existence of small and medium business actors that exist today.

The activities of people engaged in micro, small and medium enterprises have become a concern from various parties. Especially for the East Luwu Regency government which has made various efforts in the context of increasing micro, small and

medium enterprises that have experienced quite rapid development, this is strengthened by the East Luwu Regent Regulation Number 85 of 2021 concerning the Organizational Structure, Position, Duties and Functions, as well as the Work Procedures of the East Luwu Regency Trade, Cooperatives, Small and Medium Enterprises and Industry Office, where in the organizational structure there is the MSME Sector which in general aims to increase the economic growth of the industrial sector and MSMEs in East Luwu Regency. The goals and objectives of the Department of Trade, Cooperatives, Small and Medium Enterprises and Industry are contained in one of the missions, namely "Developing a Competitive and Wide-Network Regional Economy" with the goal of increasing the production value of SMEs and MSMEs.

It is mentioned above that the Department of Trade, Cooperatives, Small and Medium Enterprises and Industry has the task of carrying out government affairs and public services in the fields of Trade, Cooperatives, Small and Medium Enterprises and Industry. In carrying out these duties and functions, there are strategic issues, including: 1) the provision of a potential SME database that can be promoted in the wide market has not been optimal, 2) the competitiveness of MSMEs has not been optimal for the development of the East Luwu Regency industry which has been supported by the role of the industrial sector and the trade sector in the economy of East Luwu Regency which is quite dominant, 3) the results of promotion and exhibition of MSME business products have not been optimal, 4) there is still a lack of knowledge and skills of MSMEs in creating new business fields for the household industry.

To answer some of the strategic issues above, the Department of Trade, Cooperatives, Small and Medium

Enterprises and Industry has taken several steps and policies such as entrepreneurship trainings for MSMEs have been carried out from 2016 to 2022, and in April 2023 the East Luwu Regency Cooperatives, SMEs, and Industry Trade Office in collaboration with the Regional Government Financial Management Development Agency held quality improvement training MSMEs with the theme "Realizing Digital-Based Independent, Resilient and Competitive MSMEs as the Main Pillar of Regional Economic Recovery", which was attended by 80 MSME actors from representatives of each sub-district throughout East Luwu Regency. This activity is a manifestation of regional strategy in increasing the capacity of human resources (Human Resources) so that East Luwu MSMEs can be competitive with and can utilize IT for marketing, understand good business management, which in the end is born superior entrepreneurs for regional economic drivers. This activity is a solution to how to maintain and even further develop small and medium enterprises in the community, but still does not answer touching all business actors in East Luwu which are recorded as many as 654 MSMEs. Until 2022, the growth in the production value of MSMEs is 5.16% (lakip, 2022).

From the results of the monitoring and observations that we made in the field by visiting and talking directly with MSME actors in several places, we temporarily concluded that most MSME actors still do not know how to use social media to do business, some use social media only at certain times (not routinely) for various reasons such as still being embarrassed to appear on social media, Embarrassed to show off their product packaging on social media, embarrassed to display promotional advertisements and perform in public, not used to making promotional words or content on social media, and many other classic reasons. Of course, with

fundamental problems like this, it can affect the existence of micro, small, and medium business actors in the future. How not in the modern era today almost all business lines are influenced by technological developments. It is undeniable, gradually one by one entrepreneurs will be eliminated by technological advances if there are no fundamental changes in the mindset that is in line with the times.

The development of micro, small, and medium enterprises in East Luwu Regency can be said to be quite rapid, as mentioned above that the number of MSMEs until 2022 is 654, with a growth in the production value of MSMEs of 5.16%. Unfortunately, the good development of the MSME sector is not balanced by the improvement of the managerial ability of entrepreneurs, including the improvement of skills about the products developed, the improvement of the entrepreneurial mindset and innovations that can compete, and the use of existing information technology. Although there are currently many software in the form of "Free Open Source System" that can be used by the public, there are still very few entrepreneurs who can adopt and utilize information technology for their business development, and cause business development to be slow, and ultimately competitiveness becomes lower.

In addition, most MSMEs in East Luwu Regency do routine and mundane work such as selling products in the neighborhood around their homes, in the market or by depositing them in several nearby stores. Based on surveys in the field, it is known that there are still many MSME actors who have never participated in trainings both organized by related Agencies/Agencies and those organized by higher education institutions. Based on the above background, the author tries to compile a proposal by doing the topic "The Influence of Entrepreneurial Mindset, Product Innovation, and Product Knowledge on the

Business Development of e-Commerce-Based MSMEs in East Luwu Regency" which is described in the conceptual framework as follows:

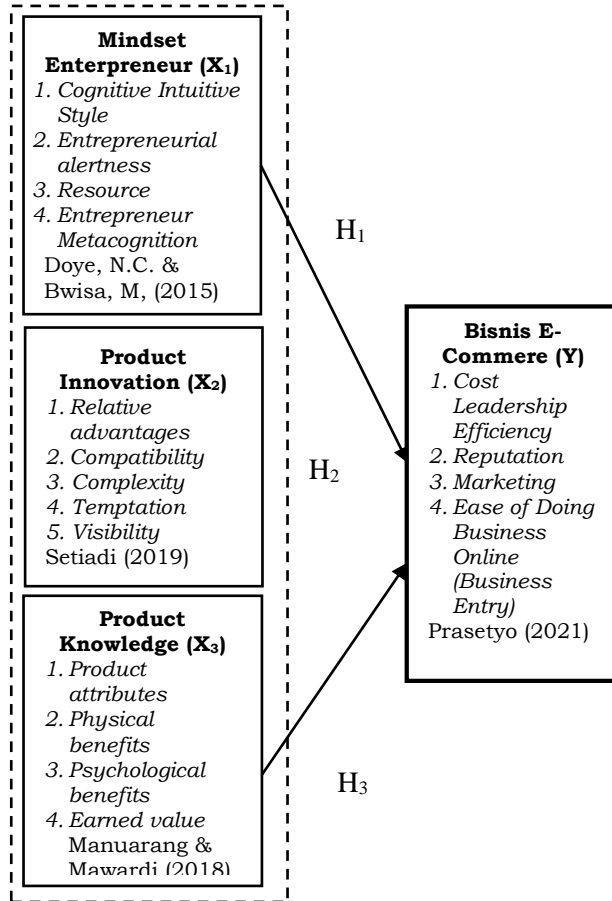


Figure 1. Conceptual Framework of the research Information:

X: Independent variable (independent variable)

Y: Dependent variable (bound variable)

- 1) The influence of the independent variable on the bound variable (partial)
- 2) The influence of independent variables on bound (simultaneous) variables

Based on the background and conceptual framework above, several hypotheses are prepared as follows:

H1: The entrepreneurial mindset has a significant impact on the development

of e-commerce-based MSME businesses in East Luwu Regency.

H2: Product innovation has a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.

H3: Product knowledge has a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.

B. Research Methods

This study uses a quantitative approach method, the research was conducted in East Luwu Regency where the object of research is micro, small and medium enterprises in East Luwu Regency. This research was conducted from February to April 2024. The population used is micro, small and medium enterprises who have participated in entrepreneurship training from 2016 to 2023 and are registered with the Department of Trade, Cooperatives, Small and Medium Enterprises and Industry in East Luwu Regency as many as 654 people. The selection of samples in this study uses Arikunto's opinion (in Echdar, 2017) where it is said that if the number of subjects or the population is large, 20-55% or more can be taken depending on the researcher's ability. Because the subjects studied were large, a sample of 164 people or about 25% of the population was taken.

The sampling technique in this study uses purposive sampling, namely sampling with definite considerations, Sugiyono (2017). Data collection was carried out using questionnaires and literature sources. Questionnaire is a data collection technique by providing or distributing questionnaires or list of questions to respondents in the hope that respondents will respond to the list of questions. This research also uses literature to obtain secondary data relevant to the research theme, either from books, journals, articles, or other writings. The type of data used in this study is quantitative data presented with numbers. The data

sources in this study are divided into two, namely primary data and secondary data.

The data analysis method used is multiple linear regression. The measurement scale uses the Likert scale method (Likert's Summated Ratings) using the following scores: Strongly Agree (SS) is weighted 5, Agree (S) is weighted 4, Disagreement (KS) is weighted 3, Disagree (TS) is weighted 2, and Strongly disagree (STS) is weighted 1. The research instrument used validity tests, reliability tests and classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test). Hypothesis testing uses partial tests (t-test) and simultaneous tests (F-test). The multiple linear regression equation is written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = e-commerce-based business

X1 = entrepreneurial mindset

X2 = product innovation

X3 = product knowledge

α = Constant; β = Regression coefficient; e = error

C. Result and Discussion

Research Result

Table 1 Validity of the Entrepreneur Mindset (X1)

Variable	Items	Corrected Item-Total Correlation (r calculate)	r table	Information
Mindset Entrepreneur	X1.1	0,744	0,1533	Valid
	X1.2	0,768	0,1533	Valid
	X1.3	0,808	0,1533	Valid
	X1.4	0,724	0,1533	Valid
	X1.5	0,744	0,1533	Valid
	X1.6	0,692	0,1533	Valid
	X1.7	0,670	0,1533	Valid
	X1.8	0,746	0,1533	Valid

Source : Questionnaire Data processed, 2024

Table 2. Validity of Product Innovation (X2)

Variable	Items	Corrected Item-Total Correlation (r calculate)	r table	Information
Product Innovation	X2.1	0,694	0,1533	Valid
	X2.2	0,727	0,1533	Valid
	X2.3	0,748	0,1533	Valid
	X2.4	0,691	0,1533	Valid
	X2.5	0,733	0,1533	Valid
	X2.6	0,710	0,1533	Valid
	X2.7	0,794	0,1533	Valid
	X2.8	0,695	0,1533	Valid
	X2.9	0,775	0,1533	Valid
	X2.10	0,769	0,1533	Valid

Source: Questionnaire Data processed, 2024

Table 3 Validity of Product Knowledge (X3)

Variable	Items	Corrected Item-Total Correlation (r calculate)	r table	Information
Product Knowledge	X3.1	0,785	0,1533	Valid
	X3.2	0,856	0,1533	Valid
	X3.3	0,848	0,1533	Valid
	X3.4	0,801	0,1533	Valid
	X3.5	0,794	0,1533	Valid
	X3.6	0,742	0,1533	Valid
	X3.7	0,765	0,1533	Valid
	X3.8	0,770	0,1533	Valid

Source: Questionnaire Data processed, 2024

Table 4 E-Commerce Validity (Y)

Variable	Items	Corrected Item-Total Correlation (r calculate)	r table	Information
E-Commerce	Y1	0,800	0,1533	Valid
	Y2	0,774	0,1533	Valid
	Y3	0,733	0,1533	Valid
	Y4	0,777	0,1533	Valid
	Y5	0,747	0,1533	Valid
	Y6	0,658	0,1533	Valid
	Y7	0,842	0,1533	Valid
	Y8	0,842	0,1533	Valid

Source: Questionnaire Data processed, 2024

Table 5 Reliability Test Results

Variable	Items	Cronbach's Alpha	Reliability Standards	Information
Entrepreneurial Mindset	Total X ₁	0,879	0,60	Reliable
Product Innovation	Total X ₂	0,905	0,60	Reliable
Product Knowledge	Total X ₃	0,917	0,60	Reliable
E-Commerce	Total Y	0,902	0,60	Reliable

Source: Questionnaire Data processed, 2024

Table 6. Multiple Linear Regression

Coefficients ^a					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.949	3.879		1.819	0.071
Entrepreneur mindset	0.233	0.077	0.216	3.024	0.003
Product innovation	0.202	0.069	0.236	2.936	0.004
Product knowledge	0.401	0.076	0.409	5.261	0.000

a. Dependent Variable: e-commerce

Source: Questionnaire Data processed, 2024

Based on the results of the analysis of the multiple linear regression equations as follows:

$$Y = 3.949 + 0.233 X_1 + 0.202X_2 + 0.401X_3 + e$$

The regression equation above shows the relationship between the independent variable and the dependent variable partially. The constant value of the regression equation above is 3.949, meaning that if there is a change in the variable (X) of 0 (zero), then the value of the variable (Y) is 3.949.

The value of the regression coefficient of the entrepreneurial mindset (X₁) is 0.233, meaning that if the entrepreneurial mindset variable (X₁) increases by 1% assuming that the variables X₂, X₃ and constant are 0 (zero), then the e-commerce variable (Y) increases by 0.233. This shows that the entrepreneurial mindset variable (X₁) contributes positively to the e-commerce variable (Y).

The value of the product innovation regression coefficient (X₂) is 0.202, meaning that if the product innovation variable (X₂) increases by 1% assuming that the variables X₁, X₃ and constant are 0 (zero), then the e-commerce variable (Y) increases by 0.202. This shows that the product innovation variable (X₂) contributes positively to the e-commerce variable (Y).

The value of the regression coefficient of product knowledge (X₃) is 0.401, meaning that if the product knowledge variable (X₃) increases by 1% assuming the variables X₁, X₂ and constant are 0 (zero), then the e-commerce variable (Y) increases by 0.401. This shows that the product knowledge variable (X₃) contributes positively to the e-commerce variable (Y).

Hypothesis Test Results

a. Test Results t

The t-value of the table is known using the formula (df) n-k where n is the number of respondents and k is the number of

variables, so it can be written (df) $164 - 4 = 160$. With a 2-sided test, the significance value is: $0.05/2 = 0.025$. So that in the t distribution table, the value of t-table (0.025; 160) = 1.974, then by looking at the t and sig columns in the data processing table, the hypothesis is explained as follows:

1. Testing the First Hypothesis (H1)

It is known that the sig value of the entrepreneur mindset variable (X1) is $0.003 < 0.05$ and that value is calculated $3.024 >$ from t-table 1.974, so it is concluded that the entrepreneur mindset variable (X1) has a significant effect on the e-commerce variable (Y), in other words the first hypothesis (H1) is accepted.

2. Second Hypothesis Testing (H2)

It is known that the sig. value of the product innovation variable (X2) is $0.004 < 0.05$ and that-value is calculated 2.936 $>$ from t-table 1.974, so it is concluded that the product innovation variable (X2) has a significant effect on the e-commerce variable (Y), in other words the second hypothesis (H2) is accepted.

3. Third Hypothesis Testing (H3)

It is known that the sig value of the product knowledge variable (X3) is $0.00 < 0.05$ and that-value is calculated as 5.261 $>$ from t-table 1.974, so it is concluded that the product knowledge variable (X3) has a significant effect on the e-commerce variable (Y), in other words the third hypothesis (H3) is accepted.

b. Test Results F

Table 7 Test Result F (Simultaneous)

ANOVA ^a					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	953.345	3	317.782	78.566	.000 ^b
Residual	647.167	160	4.045		
Total	1600.512	163			

a. Dependent Variable: *e-commerce*
b. Predictors: (Constant), *entrepreneurial mindset, product innovation, product knowledge*

Source: Questionnaire Data processed, 2024

In the table above, the value of F of the table can be known by the formula $F\text{-table} = f(k; n-k) = (3; 164-3) = (3; 161)$. In the distribution table F with a probability of 0.05, the value of F-table $(3; 161) = 2.66$. Based on the data in the F test table above, it is known that the F values calculated $78.566 >$ from F-table 2.66 with a significance of $0.000 < 0.05$, then the hypothesis (H4) is accepted.

Determination Coefficient Test Results

The determinant coefficient ranges from zero to one ($0 \leq R^2 \leq 1$). If the determination coefficient is close to zero (0), it means that the influence of the independent variable on the dependent variable is weak, if the determination coefficient is close to one (1), then the influence of the independent variable on the dependent variable is strong. The determination coefficient test can be seen in the table below.

Table 7 Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.588	2.011

a. Predictors: (Constant), *mindset entrepreneur, inovasi product, product knowledge*
b. Dependent Variable: *e-commerce*

Source: Questionnaire Data processed, 2024

Based on the table above, it is known that the value of the determination coefficient R Square is 0.596, meaning that the ability of the independent variable (X) in explaining the bound variable (Y) is 59.6% while the rest is explained by other variables that are not included in this study.

Discussion

1. Results of the analysis of the influence of the entrepreneurial mindset on the development of e-commerce-based MSME businesses in East Luwu Regency.

This research was conducted to determine the influence of the entrepreneurial mindset on the development of e-commerce-based MSME businesses in East Luwu Regency. From the results of the hypothesis test carried out, it is known that the entrepreneurial mindset has a significant effect on the development of e-commerce-based MSME businesses. This study proves the hypothesis built that the entrepreneurial mindset has a significant effect on the development of e-commerce-based MSME businesses in East Luwu Regency. This means that entrepreneurs or MSME business people in East Luwu Regency think that an entrepreneur needs to improve an entrepreneurial mindset in supporting the development of his business, such as confidence, observant in seeing business trends, always looking for information about business, daring to evaluate himself, having a leadership spirit, and developing self-abilities.

The results of this research are in line with research conducted by Elsa Dwi Ramanti and Astuning Saharsini in 2021 which concluded that the entrepreneurial mindset has a significant effect on the performance of MSMEs in the Ir Soekarno Sukoharjo Market. Furthermore, research conducted by Samsul Arifin in 2024 with the title "Increasing the Competitiveness of MSMEs Through Entrepreneur Mindset Training", which concluded that there is a significant increase in understanding the basic principles of entrepreneurship, increased confidence in managing a business, and the development of innovative strategies that are focused on both marketing and business operations. It is hoped that with the strengthening of this Entrepreneur Mindset, local MSMEs will be able to compete more effectively in the midst of increasingly competitive market competition. Another research that is also in line with this research is a study conducted by Vradhika Mochamad Hariyadi, et al in 2023 with the title "The influence of Self Efficacy and "Entrepreneur Mindset on Business Success" which concludes that entrepreneur mindset has a partial effect on business success.

2. The results of the analysis of the influence of product innovation on the development of e-commerce-based MSME businesses in East Luwu Regency.

This research was conducted to determine the influence of product innovation on the development of e-commerce-based MSME businesses in East Luwu Regency. From the results of the hypothesis test carried out, it is known that product innovation has a significant effect on the development of e-commerce-based MSME businesses. This study proves the hypothesis built that product innovation has a significant effect on the development of e-commerce-based MSME businesses in East Luwu Regency. This means that entrepreneurs or MSME business people in East Luwu Regency think that an entrepreneur needs to know the product innovation of the business he is doing, know that innovation is needed so that the product is superior, maintain the product to remain quality and competitive, see the market needs for the development of his business.

The results of this study are in line with research conducted by Carnesih, et al in 2021 who conducted research related to the influence of knowledge and innovation on the creativity of doll craftsmen in Kampung Baru, Cikampek, which concluded that innovation has a positive and significant influence on the creativity of doll craftsmen in Kampung Baru, Cikampek.

3. Results of the analysis of the influence of product knowledge on the development of e-commerce-based MSME businesses in Luwu Timu Regency

This research was conducted to determine the influence of product knowledge on the development of e-commerce-based MSME businesses in East Luwu Regency. From the results of the hypothesis test carried out, it is known that product knowledge has a significant effect on the development of e-commerce-based MSME businesses. This study proves the hypothesis built that product knowledge has a significant effect on the development of e-commerce-based MSME businesses in East

Luwu Regency. This means that entrepreneurs or MSME business people in East Luwu Regency think that an entrepreneur needs to have knowledge of his business products, know the characteristics of the product, know the ingredients and benefits of the product, know the values obtained by consumers, and prioritize customer satisfaction.

This research is in line with the results of this study in line with the research conducted by Carnesih, et al in 2021 who conducted a research entitled "The Influence of Knowledge and Innovation on the Work Creativity of Doll Craftsmen in Kampung Baru Cikampek", with the conclusion that Knowledge has a positive and significant influence on the creativity of doll craftsmen in Kampung Baru, Cikampek. Another study that is also in line with research conducted by Ananda Rachmahsari et al in 2021 which examined the influence of product innovation and product knowledge on brand awareness Letterpress.co, which concluded that product knowledge has a significant effect on brand awareness LetterPress.co.

4. The results of the analysis of the influence of entrepreneurial mindset, product innovation, and product knowledge on the business development of e-commerce-based MSMEs in East Luwu Regency.

This research was conducted to determine the influence of entrepreneurial mindset, product innovation, and product knowledge simultaneously on the development of e-commerce-based MSME businesses in East Luwu Regency. From the results of the hypothesis test carried out, it is known that the entrepreneurial mindset, product innovation, and product knowledge together have a significant effect on the development of e-commerce-based MSME businesses. This study proves the hypothesis that the entrepreneurial mindset, product innovation, and product knowledge simultaneously have a significant effect on the development of e-commerce-based MSME businesses in East Luwu Regency. This means that entrepreneurs or MSME business people in

East Luwu Regency think that an entrepreneur needs to have an entrepreneurial mindset, product innovation, and product knowledge so that business development through electronic media can be more effective and efficient.

D. Conclusion

Conclusion

From the results of the discussion of the tests carried out, the following conclusions were drawn:

1. The entrepreneurial mindset has a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.
2. Product innovation has a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.
3. Product knowledge has a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.
4. The entrepreneurial mindset, product innovation, and product knowledge simultaneously have a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency.

Suggestion

1. For the East Luwu Regency Government

Based on the results of this study, it was concluded that the entrepreneurial mindset, product innovation, and product knowledge have a significant impact on the development of e-commerce-based MSME businesses in East Luwu Regency, so that through the Department of Trade, Cooperatives, MSMEs and Industry it is hoped that they will always encourage the progress of MSMEs through e-commerce-based business development in East Luwu Regency, with the hope that the use of electronic media (e-commerce) can be a sales medium that is able to bringing a positive impact on the competitiveness of MSMEs in East Luwu Regency.

2. Next Researchers

This study uses three independent variables and one dependent variable, it is hoped that researchers can use other variables such as intervening or moderating variables so that it can be known what variables have and do not affect the results of the research.

The sample of this study is 164 respondents, it is hoped that future researchers can use more samples so that the research results can be better.

References

- Adi, Nugroho. 2015. E-Commerce: Memahami Perdagangan Modern di Dunia Maya. Bandung: Informatika Bandung.
- Adijati Utaminingsih. 2016. Pengaruh Orientasi Pasar, Inovasi, dan Kreativitas Strategi Pemasaran terhadap Kinerja Pemasaran pada UKM Kerajinan Rotan di Desa Teluk Wetan, Welahan, Jepara. Media Ekonomi dan Manajemen, Vol. 31 No. 2. Universitas Semarang.
- Adriyanto, A. T., & Prasetyo, A. 2021. Pengaruh Motivasi Intrinsik dan Knowledge Sharing terhadap Produktivitas Kerja Melalui Perilaku Inovatif Sebagai Variabel Intervening. Permana: Jurnal Perpajakan, Manajemen, dan Akuntansi, 13(1).
- Agustino, Syaifullah. 2020. Pengaruh Kualitas Produk Dan Product Knowledge Terhadap Keputusan Pembelian Konsumen Pada Pt Long Time. Universitas Putera Batam.
- Ahriyani. 2017. Analisis Perubahan Pola Pikir Kehidupan Sosial Masyarakat.
- Akbar, M. A., & Alam, S. N. 2020. E-Commerce Dasar Teori Dalam Bisnis Digital. Yayasan Kita Menulis.
- Amstrong, Gary & Philip, Kotler. 2012. Dasar-Dasar Pemasaran. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.
- Ananda Rachmahsari, dkk. 2021. Pengaruh Inovasi Produk Dan Product Knowledge terhadap Brand Awareness Letterpress.Co.
- PERFORMA: Jurnal Manajemen dan Start-UP Bisnis, Volume 6, Nomor 2.
- Andriyanto. R, & Rovi. 2014. Perbedaan Pola Pikir Kewirausahaan dan Adversity Quotient pada Mahasiswa Psikologi Universitas Negeri Malang yang Berorientasi terhadap Pencipta Lapangan Kerja dan Pencari Kerja. Universitas Negeri Malang.
- Andri Setiawan Tjiang dan Dhyah Harjanti. 2013. Hubungan Faktor Individual Entrepreneur dengan Inovasi Produk Pada Usaha Mikro dan Kecil di Jawa Timur. AGORA Vol. 1, No. 3,
- Arifin, Samsul. 2024. Meningkatkan Daya Saing UMKM Melalui Pelatihan Mindset Enterpreneur. Jurnal BUDIMAS, Vol. 06, No. 01.
- Arianto, Arnoldus, dkk. 2023. Pengaruh Literasi Keuangan Dan Mindset Entrepreneur Terhadap Kinerja UMKM Di Pasar Alok Maumere. Jurnal Mutiara Ilmu Akuntansi, Volume 1 Nomor 4.
- Arikunto. 2006. Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta: PT. Rineka Cipta.
- Bahri, Widodo Prasetyo dan Dicky Amendra DN. 2021. Penguatan usaha kelompok budidaya ikan tawar "Mujur Fish Farm" dimasa pandemi Covid-19 dengan membangun mindset and spirit entrepreneur. Riau Jurnal Of Enpowerment. Volume 4(3).
- Carnesis, dkk. 2021. Pengaruh Pengetahuan Dan Inovasi Terhadap Kreativitas Kerja Pengrajin Boneka Di Kampung Baru, Cikampek. Fakultas Ekonomi Dan Bisnis Universitas Buana Perjuangan Karawang.
- Covin, J. G., & Slevin, D. P. 2017. The entrepreneurial imperatives of strategic leadership. Strategic Entrepreneurship: Creating a New Mindset.
- Cynthia Vanessa Djodjobo dan Hendra N. Tawas. 2014. Pengaruh Orientasi Kewirausahaan, Inovasi Produk, dan Keunggulan Bersaing terhadap Kinerja Pemasaran Usaha Nasi

- Kuning di Kota Manado. Jurnal EMBA, Vol.2, No.3.
- Díaz, M. R., & Rodriguez, T. F. E. 2017. Determining the reliability and validity of online reputation databases for lodging: Booking. com, TripAdvisor, and HolidayCheck. *Journal of Vacation Marketing*, XX(X).
- Doye, N.C., & Bwisa, M. 2015. The Relationship Between Entrepreneurial Behavior and Performance of Camel Rearing Enterprises in Turkana County, Kenya. *International Journal of Technology Enhancements And Emerging Engineering Research*, 3(9).
- Echdar, Saban. 2017. *Metode Penelitian Manajemen dan Bisnis*. Cet 1, Bogor: Ghalia Indonesia.
- Ernawati, S. 2018. Pengaruh Promosi Dan Inovasi Produk Terhadap Loyalitas Merek (Studi Kasus Pada Rokok Sampoerna Amild Di Kota Bima). *Jurnal Mitra Manajemen*, 2(2).
- Hanjaya, S. 2016. Pengaruh kualitas produk, pengetahuan produk dan keragaman menu terhadap keputusan pembelian produk capra latte. *Jurnal Manajemen Dan Start-Up Bisnis*, 1(2).
- Haris, I., & Taryono. 2020. Mengembangkan Pola Pikir Kewirausahaan Milenial Indonesia: Mendengarkan Apa Kata Para Ahli. *Journal of Islamic Business Management Studies*, 01(1).
- Harmayani, et al. 2020. *E-commerce: Suatu Pengantar Bisnis Digital*. Medan: Yayasan KIta Menulis.
- Hariyadi, VM, dkk. 2023. Pengaruh Self Efficacy dan Enterepreneur Mindset Terhadap Keberhasilan Usaha. *Jurnal Business and Economics Conference in Utilization of Modern Technology*. Magelang.
- Hisrich, Robert D. et al. 2017. *Entrepreneurship*. Edisi 10, International Edition, United States of America: McGraw-Hill Education.
- Idris, Muhammad. 2021. *Apa Itu UMKM: Pengertian, Kriteria, dan Contohnya*. Jakarta Pusat, Maret 26
- Indrajit, R. E. 2016. *Electronic Commerce; Modul Pembelajaran Berbasis Standar Kompetensi dan Kualifikasi Kerja*. Yogyakarta: Preinexus.
- Likert, Rensis 1932. *A Technique for the Measurement of Attitudes*, Archives of pshychology.
- M. Azrul Tanjung. 2017 *Koperasi dan UMKM Sebagai Fondasi Perekonomian Indonesia*. Jakarta: Erlangga.
- Mandey, Silvya L. dan Karina S. Sumolang. 2018. Faktor-faktor yang Mempengaruhi Keputusan Pembelian Mahasiswa Fakultas Ekonomi dan Bisnis Universitas SAM Ratulangi Manado Menggunakan Kartu Simpati Telkomsel. *Jurnal EMBA*, Vol. 6 No. 1. Universitas Sam Ratulangi.
- Manuarang, R. N., & Mawardi, K. M. 2018. Pengaruh Product Knowledge Terhadap Purchase Intention (Survei pada Pengunjung Toko Buku UB Press, Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 55(3).
- Maulidian, Sumiasih, I. H., puspitasari, M. D., & Seftiono, H. 2022. Pelatihan Pola Pikir Wirausaha terhadap Perubahan pada Tenant Fakultas Bioindustri, Universitas Trilogi. *Jurnal Jurdimas (Jurnal Pengabdian Kepada Masyarakat)*, 5(2).
- Mcgrath, R. G. and I. MacMillan. 2000. *The Entrepreneurial Mindset*. Harvard Business school Press. Boston USA.
- Mutasyakkirah, Balatif. 2018. Pengaruh Brand Image dan Product Knowledge Terhadap Keputusan Pembelian Produk Pakaian Fashion Bangkok (Studi Pada One Eight Woman Jl.Dr. Mansyur No.80 Medan). Universitas Sumatera Utara. Repositori Institusi USU.
- Novalia, Fahriyana Eka, dkk. 2018. Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Pupuk Pertanian Bersubsidi Pada Kios Resmi UD Hasri Jaya Di Kecamatan Silo Kabupaten Jember. Volume 02.

- Nurhayati, Siti, dan Ardianingsih, Arum. 2017. Strategi E-Commerce Adoption Dan Knowledge Creation Untuk Meningkatkan Daya Saing Usaha Kecil Dan Menengah (UKM) Batik Di Kota Pekalongan. Fakultas Ekonomi Universitas Pekalongan.
- Parenreng, Syarifuddin Mabe, dkk. 2023. Pengembangan UMKM dengan Perbaikan Bisnis Model yang Responsif pada Usaha Air Minum Dalam Kemasan.
- Peter, Paul J. dan Jerry C. Olson. 2014. Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran. Dialihbahasakan oleh Damos Sihombing. Jakarta: Erlangga.
- Priyatno, Duwi. 2014. SPSS 22: Pengolahan Data Terpraktis. Yogyakarta: Andi Offset.
- Poerwanto, dkk. 2012. Inovasi Produk dan Motif Seni Batik Pesisiran sebagai Basis Pengembangan Industri Kreatif dan Kampung Wisata Minat Khusus. Jurnal Al-Azhar Indonesia Seri Pranata Sosial, Vol. 1, No. 4, Universitas Al-Azhar Indonesia.
- Putri, Meilya Karya, and Sry Windartini. 2022. Menciptakan Womenpreneur Mindset (Pola Pikir Wirausahawan Wanita). Jurnal Pengabdian Kepada Masyarakat 41-47.
- Putu Eka Yudi Prastiwi, A. L., Ningsih, U. K., & Suardika, K. 2019. Pola pikir dan Perilaku Kewirausahaan UMKM di Buleleng, Bali. Jurnal ilmiah manajemen & bisnis, 4(1).
- Ramanti, Elsa Dwi, dkk. 2022. Pengaruh Pemahaman Informasi Keuangan Dan Mindset Entrepreneur Terhadap Kinerja Umkm Di Pasar Ir Soekarno Sukoharjo. Jurnal Riset Ekonomi, Volume 1, Nomor 6.
- Resmawa, I.N. 2017. Pengaruh Brand Image Dan Product Knowledge Terhadap Purchase Intention Dengan Green Price Sebagai Moderating Variabel Pada Produk The Body Shop Di Surabaya. Jurnal Aplikasi Manajemen, Ekonomi dan Bisnis, Vol. 1 No. 2.
- Ridwan et al. 2018. Pengaruh Product Knowledge dan Brand Association Terhadap Purchase Intention Kawasan Kampung Kreatif Dago Pojok. Jurnal Pariwisata Vol 5, No. 1.
- Riswandi, D. 2019. Transaksi Online E-Commerce Peluang Dan Tantangan Dalam Prespektif Ekonomi Islam. Jurnal Econetica.
- Romindo, dkk. 2019. E-Commerce: Implementasi, Strategi dan Inovasinya. Medan: Yayasan Kita Menulis
- Sanusi, Imam dkk. 2018. Pengaruh Mindset Wirausaha, Pengetahuan Kewirausahaan, Dan Lingkungan Keluarga Terhadap Minat Berwirausaha. Jurnal Riset Manajemen Fakultas Ekonomi dan Bisnis Unisma.
- Setiadi, Nugroho J. 2019. Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran. Bogor: Kencana Prenada Media Group.
- Soegoto, Eddy Soeryanto. 2014. Entrpreneurship: Menjadi Pebisnis Ulung. Elex Media. Komputindo.
- Stevenson, W.J. 2005. Operations Management, edisi kedelapan. McGraw Hill.
- Suaidy, H., & Ramli. 2019. Pengaruh Pola Pikir (mindset) Kewirausahaan terhadap Motivasi dan Keterampilan Wirausaha Mahasiswa Program Studi Manajemen Universitas Muhammadiyah Sorong. Jurnal Sentralisasi, 8(1).
- Sugiyono. 2015. Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta.
- _____. 2017. Statistika Untuk Penelitian. Bandung: Alfabeta.
- _____. 2019. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alphabet.
- Sujarweni, Wiratna. 2016. Penelitian Akuntansi dengan SPSS. Yogyakarta: Pustaka Baru Press.
- Sutomo. 2012. Serba-Serbi Manajemen Bisnis. Yogyakarta: Graha Ilmu.
- Suwarso. 2019. Pola Pikir Mahasiswa Terhadap Kewirausahaan. Jurnal Manajemen Dan Bisnis Indonesia, 5(2).

- Suyadi, dkk. 2018. Analisis Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) di Kabupaten Bengkalis-Riau. *Jurnal Ekonomi KIAT*, Volume 29, Nomor 1.
- Terzi, Nuray. 2011. The impact of E-Commerce on international trade and employment. Marmara University.
- Tulus Haryono dan Sabar Marniyati. 2017. Pengaruh Market Orientation, Inovasi Produk, dan Kualitas Produk terhadap Kinerja Bisnis dalam Menciptakan Keunggulan Bersaing. *Jurnal Bisnis & Manajemen* Vol. 17, No. 2, Universitas Surakarta.
- Turban, E., King, D., Lee, J.K., Liang, T., dan Turban, D.C. 2015. *Electronic Commerce: A Managerial and Social Networks Perspective*. Switzerland, Springer. 8th Edition.
- Wawan Dhewanto, dkk. 2014. *Manajemen Inovasi-Peluang Menghadapi Perubahan*. Yogyakarta: Andi.
- Wijoyo, H., Sanchia, W., Ryana, G., Insan, U., & Mandiri, C. 2021. Budaya dan team kerja (Issue May).
- Winnaar, Kaylee De and Frances Scholtz. 2018. *Entrepreneurial Decision-Making: New Conceptual Perspectives*. Emerald Publishing Limited.
- Wong, Jony. 2010. *Internet Marketing for Beginners*. Elex Media Komputindo, Jakarta.
- Yuningsih, Erni dan Silaningsih, Endang. 2020. *Manajemen Bisnis dan Inovasi*. Bandung: Widina Bhakti Persada.
- Zakky. 2018. Pengertian Wirausaha Secara Umum dan Menurut Para Ahli. *Zona Referensi Ilmu Pengetahuan Umum. Ekonomi, dan Akuntansi*. Vol. 5 No. 3, 2021. pp.1171-1184
- Sembiring D., Nugraha HS., & Prabawani B. (2014). *Pengaruh Iklan Dan Citra Merek Terhadap Keputusan Pembelian Yamaha Mio (Studi Pada Pt. Yamaha Mataram Sakti Di Kota Semarang)*. *Jurnal Ilmu Administrasi Bisnis*. Vol. 3 No. 4, p.70-86
- Shinta, Agustina. (2011). *Manajemen Pemasaran*. Malang: UB Press.
- Stanton, J William. 2016. *Prinsip Pemasaran*. Jakarta: Erlangga.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV Tjiptono, F.
2013. *Strategi Pemasaran*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. (2015). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset Adepto.