ANALYSIS OF THE IMPACT OF COVID-19 PANDEMIC ON THE SUSTAINABILITY OF MICRO, SMALL, MEDIUM ENTERPRISE (MSME) IN GUNUNGKIDUL YOGYAKARTA.

A THESIS

Presented to the Faculty of Business and Economics, Universitas Islam Indonesia to Fulfill Part of the Requirements in order to obtain a Bachelor's Degree in Economics Program

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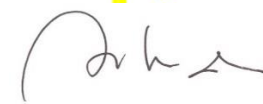## A BACHELOR DEGREE THESIS

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Stating that my thesis entitled "ANALYSIS OF THE IMPACT OF COVID-19 PANDEMIC ON THE SUSTAINABILITY OF MICRO, SMALL, MEDIUM ENTERPRISE (MSME) IN GUNUNGKIDUL YOGYAKARTA". This is truly my own writing and besides that the sources of information cited by other authors have been mentioned in the text and included in the bibliography.

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MOTTOS

"Amalan yang lebih dicintai Allah adalah amalan yang terus-menerus dilakukan walaupun sedikit."

(HR. Bukhari dan Muslim)

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Assalamuallaikum Wr.Wb.

Praise and gratitude I pray to Allah SWT, for His blessing so that I can complete the preparation of this thesis. The title of my thesis is "ANALYSIS OF THE IMPACT OF COVID-19 PANDEMIC ON THE SUSTAINABILITY OF MICRO, SMALL, MEDIUM ENTERPRISE (MSME) IN GUNUNGKIDUL YOGYAKARTA". Shalawat and greetings to the Prophet Sallallahu Alaihi Wasallam who has always been the best source of inspiration and role model for mankind.

This thesis was submitted to fulfill the graduation requirements for the thesis course at the Faculty of Economics, Universitas Islam Indonesia. There is no denying that it took hard work, persistence, and patience to complete this thesis. However, I realize that this work would not have been completed without the people around me who support and help me. My deepest thanks go to:

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The author realizes that this thesis is still far from perfect due to the limited experience and knowledge of the author. Therefore, the author expects all forms of suggestions and input and even constructive criticism from various parties.

Hopefully this thesis can be useful for readers and all parties.

Wassalamuallaikum Wr.Wb.

Yogyakarta, …………..

Author,

Adi Indarto

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui dampak pandemi Covid-19 terhadap keberlanjutan Usaha Mikro, Kecil, Menengah (UMKM) di Gunungkidul Yogyakarta. Adapun variabel yang digunakan dan diamati dalam penelitian ini adalah Modal, Peran Pemerintah, Pemasaran, dan Kunjungan wisatawan. Jenis penelitian ini adalah deskriptif dengan pendekatan kualitatif dan kuantitatif *(mix method)*.

Penelitian kualitatif ini menggunakan metode survei, yakni pengamatan dan penyelidikan secara kritis untuk mendapatkan keterangan yang tepat terhadap suatu persoalan dan obyek tertentu di daerah kelompok komunitas atau lokasi tertentu akan ditelaah. Teknik analisis data yang digunakan dalam analisis kualitatif memiliki 4 (empat) tahap yaitu pengumpulan data, reduksi data, penyajian data dan langkah terakhir adalah penarikan kesimpulan dan verifikasi.

Penelitian kuantitatif ini menggunakan metode regresi linier berganda dengan tujuan untuk mengetahui pengaruh varibel independen (X) terhadap variabel dependen (Y). Data kemudian diolah dengan menggunakan program SPSS.

Hasil penelitian menunjukan bahwa variabel Modal, Peran Pemerintah, Pemasaran, dan Kunjungan wisatawan berpengaruh positif terhadap keberlanjutan Usaha Mikro, Kecil dan Menengah (UMKM) di Gunungkidul Yogyakarta.

Kata kunci: Usaha Mikro, Kecil, Menengah (UMKM), Covid-19, Modal, Peran Pemerintah, Pemasaran, dan Kunjungan Wisatawan.

ABSTRACT

This study aims to analyze and determine the impact of the Covid-19 pandemic on the sustainability of Micro, Small, Medium Enterprises (MSMEs) in Gunungkidul Yogyakarta. The variables used and observed in this study are Capital, Role of Government, Marketing, and Tourist Visits. This type of research is descriptive with a qualitative and quantitative approach (mix method).

This qualitative research uses a survey method, namely critical observation and investigation to obtain accurate information on a particular problem and object in the area of a particular community group or location to be studied. The data analysis technique used in the qualitative analysis has 4 (four) stages, namely data collection, data reduction, data presentation and the last step is drawing conclusions and verification.

This quantitative research uses multiple linear regression with the aim of knowing the effect of the independent variable (X) on the dependent variable (Y). The data are then processed using SPSS programs.

The results showed that the variables of Capital, Government Role, Marketing, and Tourist Visits had a positive effect on the sustainability of Micro, Small and Medium Enterprises (MSMEs) in Gunungkidul Yogyakarta.

Keywords: Micro, Small, Medium Enterprises (MSMEs), Covid-19, Capital, Government's Role, Marketing, and Tourist Visits.

CHAPTER 1
INTRODUCTION

A. Background

Covid-19 has been declared as a world pandemic by WHO (WHO, 2020, (Buana, 2020). This has also been stated by the Head of the National Disaster Management Agencforuy (BNPB) through Decree No. 9A of 2020, which was extended through Decree No. 13A of 2020 as the Status of Certain Emergency Disasters due to Corona Virus Disease Outbreaks in Indonesia. Furthermore, due to the increase in cases and spread between regions, the Government issued Government Regulation Number 21 of 2020 concerning Large-Scale National Restrictions in the Context of Accelerating the Handling of Corona Virus Disease 2019 (Covid-19), and Presidential Decree Number 11 of 2020 which stipulates Public Health Emergency Status, then updated with Presidential Decree Number 12 of 2020 concerning the determination of non-natural disasters spreading Covid-19 as a national disaster (Ministry of Health of the Republic of Indonesia, 2020).

The impact of this large-scale national restriction occurs in all aspects of life, whether economic, business, work, worship, education, and others (Belawati & Nizam, 2020). The Covid-19 pandemic has had an impact on various sectors in the world, especially in the economic sector. Similarly, in Indonesia the practice of vigil distance (social *distancing)* makes people more cautious and therefore restrict activities outside the home, so it gives impact

on the various businesses, including SMEs (Winarsih *et al.,* 2020). In recent years, SMEs have been dominating the business economy in Indonesia. As the backbone of the national economy, SMEs are affected significantly not only in the aspect of their production and income, but also on the workforce to be reduced due to this pandemic (Hardilawati, 2020).

In the pandemic situation, according to Ministry of Cooperatives and SMEs, there are around 37,000 MSMEs that are very seriously affected by this pandemic, which is characterized by: around 56 percent reported a decline in sales, 22 percent reported problems in the financing aspect, 15 percent reported goods distribution problems and 4 percent reported difficulties in obtaining raw materials (Pakpahan, 2020). Dealing with this facts, MSME business actors are required to be able to adapt with this pandemic situation in order to maintain and increase cooperation in the sustainability of their-business in the midst of the Covid-19 Pandemic.

Gunungkidul Yogyakarta also has the potential to experience the impact of the Covid-19 pandemic situation, this is indicated by the number of affected MSMEs. Especially during the Covid-19 pandemic, villages in Gunungkidul were also affected quite heavily, especially in the economic and social fields, starting from the extensive return of migration workers due to layoff victims, the decline in the local economy in the agricultural sector, MSMEs, access to education which was collided with network infrastructure, communication to the emergence of various cases at the local level both domestic violence to the

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increasing number of pregnancies during the pandemic (Sujito & Dinda, 2020).

An important lesson from this pandemic is that Village Owned Enterprises (BUMDes), which have similar businesses, especially those that rely on the tourism sectors, are definitely more vulnerable and threatened by their business activities, as happened to BUMDes in Kalurahan Nglanggeran, Gunungkidul, Yogyakarta. Meanwhile, in Kalurahan Kemadang Gunungkidul Yogyakarta, the BUMDes business unit is relatively safe and still running is savings and loan, because it does not depend on tourism. Meanwhile, the MSME processing or production business unit is also affected because it depends on the tourism sector, was also affected during the pandemic (Sujito & Dinda, 2020).

Before the pandemic alone, villages were faced with various problems and challenges related to village development and community empowerment. The presence of a pandemic that causes multidimensional impacts and vulnerabilities have added to the burden and challenges for the village. The impact of the tourism sector has affected other sectors, such as MSMEs, Agriculture, Fisheries, trade, arts and culture, have to deal with the issues of the collapse of the industry, layoffs and backflow from cities to villages. The closure of 42 tourism objects in Gunungkidul has affected 3,635 tourism actors. This also has an impact on the processing industry and MSME actors, because the absence of tourists has caused local MSME actors in the village unable to market their products. The Gunungkidul SME

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Cooperative Service recorded that there were 20,846 micro, small and medium enterprises (MSMEs) affected by the spread of the Corona virus. The hampered market access due to the pandemic and the limited number of tourists during the pandemic also made it difficult for some horticultural farmers in Gunungkidul to market their crops. The business activities of KWT (Female Farmers Group) that carry out food processing from agricultural products have also experienced a decline in turnover (agriculture. gunungkidulkab.go.id, 2020).

Micro, Small and Medium Enterprises (MSMEs) have been the most affected by the impact of the COVID-19 pandemic on the DIY region. Even the analysis of the DIY Bank Indonesia Representative Office, which was sourced from processed data from the DIY SME Cooperative Office, showed that more than 55 percent of consumers were unable to access MSME products, thereby reducing MSME sales turnover. As a result, around 44 percent of MSMEs were forced to lay-off or suppress the number of workers, by laying off or terminating employment. This condition emphasizes that MSMEs are the affected parties, with most of them expecting information support or marketing media. In addition, they also expect policy support in order to support the purchase of MSME products. Observing this, the Regional Government considers economic recovery efforts to be steps taken in line with suppressing the spread of the COVID-19 pandemic, with a number of stages and priorities. One of them is by providing stimulation to the public to buy MSME products, as stated in the Decree of the Governor of DIY

Number 519/7669 regarding the call for the purchase of MSME products (https://corona.jogjaprov.go.id/rilis/berita/98-).

As a follow-up, the DIY Cooperatives and SMEs Service operationalized the policy by providing incentives and stimulus for MSMEs that are affected by COVID-19. MSMEs that are partners with the DIY SME Cooperative Service that provide free shipping facilities, if the products are purchased by consumers. One of the partners is the MSME branded with SIBAKUL JOGJA free-shipping. Previously, SIBAKUL JOGJA was a data collection system for cooperatives and MSMEs, developed in 2019, but it later becomes a market hub for marketing MSME products whose transactions were carried out online. Purchases of MSME products are carried out online with the aim of strengthening social distancing policies, through the following pages: 1) the sibakuljogja.jogjaprov.go.id web as a market hub, and 2) the JOGJAKITA playstore application, which includes the SIBAKUL JOGJA menu. In short, consumers are not charged with shipping costs for products purchased from MSMEs. This is a real action towards empowering MSMEs that have slumped over the last few months, as well as providing guidance to MSMEs. MSMEs that are trying to survive in the midst of the covid-19 pandemic are facilitated by marketing through SIBAKUL JOGJA and getting the convenience of free shipping. This step was warmly welcomed by MSMEs in DIY. Even up to mid-June, there were 300 MSMEs that had received free shipping facilities, with around 50 to 100 MSMEs in the process of being curated by the DIY SME Cooperative Department inventory team. One of the considerations in

curating this includes the availability of product stock, IT literacy, the availability of online banking service access, and the production process that remains based on the health protocol https://corona.jogjaprov.go.id/rilis/berita/98 -).

All MSME actors are feeling the impact of this pandemic, especially in the MSME business sector in Gunungkidul Yogyakarta, which is the majority of its citizens' livelihoods. For this reason, it is necessary for MSME businesses in Gunungkidul Yogyakarta to adapt to the Covid-19 pandemic situation and maintain MSME businesses in order to carry out business sustainability. Based on the background factors of the existing problems, the researcher intends to conduct a research entitled **"ANALYSIS OF THE IMPACT OF COVID-19 PANDEMIC ON THE SUSTAINABILITY OF MICRO, SMALL, MEDIUM ENTERPRISE (MSME) IN GUNUNGKIDUL YOGYAKARTA. ".** The reason of doing and choosing this research on this area is to knowing exactly the different impact of Covid-19 pandemic on MSME business in Gunungkidul, yogyakarta between other or bigger area or cities in this country. And also its still several researcher that doing this research in Gunungkidul Yogyakarta.

B. Problem Formulation

The formulation of the problems in this study is:

1. What are the factors that have a significant effect on the sustainability of MSMEs businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta?

C. Research Objectives

The objectives of this research is:

1. Identifying and analyzing the factors that have a significant effect on the sustainability of MSME businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta.

D. Research Benefits

The benefits obtained from this research are:

1. The results of this study are expected to provide additional information about industrial businesses, especially those related to the sustainability of MSME businesses in Gunungkidul Yogyakarta.

2. Become an additional reading or reference as a source of knowledge or information for people who need it, especially for future researchers.
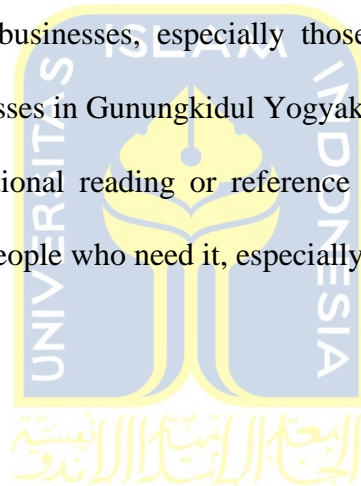
CHAPTER II
LITERATUR REVIEW

A. Previous Research

The results of a research by Safi'i *et al.,* (2020) entitled " Risk Analysis on UKM Tahu Takwa Kediri to the Impact of the Covid-19 Pandemic" stated that UKM Tahu Takwa during the Covid-19 pandemic faced risks that greatly affected the sustainability of their business. Risk obtained, namely the decrease in revenue, a decrease in the number of production and production time delays, complaints from the consumers, the increase in raw materials and delays in raw materials.

Another research by Winarsih *et al.,* (2020) entitled " *Impact of Covid-19 on Digital Transformation and Sustainability in Small and Medium Enterprises (SMEs): A Conceptual Framework"* stated that the digital approach became an opportunity as a digital transformation of SMEs to be able to compete intensively during the Covid-19 pandemic. This strategy is changing *offline* stores to *online stores* to keep the safety and convenience of the customers. This research suggested that government and stakeholders can encourage SME business actors to develop through various policies such as dispensation in loans and tax exemptions.

A research by Pratomo *et al.,* (2019) entitled "Analysis of External and Internal Factors in Determining the Business Sustainability Strategy of the Mie Soun Center, Manjung Klaten Village, Central Java" showed that the results of the analysis of external factors and internal factors obtained stable strategy results, this was due to the choice stable is ranked at the highest

values. Therefore, the threats that exist are greater than the opportunities they have.

The results of a research by Yanti *et al.,* (2018) entitled "Factors Affecting the Sustainability of Micro, Small and Medium Enterprises in Bandung and Bogor" stated in business sustainability, the level of operating income is included in the category of high impact in business progress and sustainability. While in the area of regencies and cities, business growth, product quality and competitiveness, the condition of the business environment is included in the category of moderate impact. Businesses in urban areas have a higher level of business sustainability than those in districts.

The research to be carried out has differences with the previous studies. The research will be conducted by focusing on the level of business sustainability of MSMEs during the Covid-19 pandemic, to determine the socio-economic characteristics of MSME businesses, and to find out how MSME businesses adapt before and during the Covid-19 pandemic.

Table 1 below summarized previous researches related on the impact of Covid 19 pandemic to SMEs in different areas in Indonesia:

Table 1: Conclusion of Previous Research

Name	Title	Objectives	Method	Results
Safi'i *et al.,* (2020)	Risk Analysis of Kediri Tahu Takwa UKM to the	1. Identifying risks 2. Measure risk and perform	Descriptive qualitative method. Primary data were obtained from	The results of interviews with 6 SMEs of Tahu Takwa in Kediri identified several

	Impact of the Covid-19 Pandemic	analysis **3.** Evaluation of the risks faced by Tahu Takwa Kediri SMEs during the Covid-19 pandemic	interviews and questionnaires to MSME owners and Tofu Takwa MSME workers in Kediri. There were as many as 6 business actors. Secondary data were obtained from the literature review of previous research. The risk measurement stage is carried out with *Risk Identification.* This stage conducts interviews with MSME owners to get an overview of the risks that occur during the Covid-19 pandemic to their business, the *Risk Assessment* results from the questionnaire answers are processed using the risk assessment	risks, first is *Risk Cost,* namely MSMEs experiencing a decrease in income due to the Covid-19 pandemic. second*Risk Schedule,* namely experiencing a delay in production time from before the Covid-19 pandemic. Third, *Risk Production, that is* experiencing a decrease in the amount of production of Tofu Takwa. Fourth is *Risk Raw Reputation,* namely complaints from customers due to reduced quality,. Fifth is, *Risk Raw Material,* namely an increase in the main raw material for soybeans. The last is *Risk Supply Schedule,* namely experiencing delays in the delivery of raw materials.

				matrix method to determine the boundary between acceptable and unacceptable risks., *Risk Response* to manage risks that fall into the very high level category; high; and currently using the *contingency plan* method.	
Winarsih *et al.,* (2020)	Impact of Covid-19 on Digital Transformation and Sustainability in Small and Medium Enterprises (SMEs): A Conceptual Framework	This study aims to develop a sustainability framework in SMEs. SMEs are the most vulnerable business when facing the effects of Covid-19.	Descriptive qualitative method.	The digital approach is an opportunity as a digital transformation of SMEs to be able to compete intensively during the Covid-19 pandemic. This strategy is changing *offline* stores to *online stores* during the Covid-19 pandemic to keep the safety and convenience of the customers. The government and stakeholders can encourage SME business actors to develop through various policies such as dispensation in loans and tax exemptions.

Prato mo et al., (2019)	Analysis of External and Internal Factors in Determinin g Business Sustainabilit y Strategy for Mie Soun Center, Manjung Klaten Village, Central Java	Analysis of External and Internal Factors in Determining Business Sustainability Strategy for Mie Soun Center, Manjung Klaten Village, Central Java	Qualitative descriptive method. The research was conducted in Manjung Village, Klaten, Central Java, which is known as a central village for producing vermicelli noodles. There are 82 vermicelli noodle producers in Manjung village with various production scales. This research uses External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) analysis as well as Internal External (IE) matrix to determine the right choice strategy. Stability strategy is the strategy of choice	The results of the analysis of external factors and internal factors obtained a stable strategy result. This is because the stable option is ranked with the highest values. Therefore, the threats that exist are greater than the opportunities they have. The results of the analysis of external factors and internal factors obtained a stable strategy result, this is because the stable option is ranked with the highest values. Therefore, the threats that exist are greater than the opportunities they have.

			obtained from the results of the analysis of EFE, IFE and IE matrix. The SWOT matrix is used to determine and develop strategy implementation steps related to the choice of strategy	
Yanti et al., (2018)	Factors Affecting the Sustainability of Micro, Small and Medium Enterprises in Bandung and Bogor	The purpose of this research is analyzing profile factors, external environmental support, utilization of ICT facilities, and competencies affect business sustainability.	Quantitative descriptive method. This study uses a survey design with a sampling technique *Disproportioned stratified random sampling* to 358 respondents in four research locations. Data collected through a data collection questionnaire in 2017. Data processing uses *descriptive* and *Structural* techniques *Equation*	The level of business sustainability is included in the high category while in terms of each district and urban area, business growth, product quality and competitiveness in the business environment are in the medium category. Business actors in urban areas have a higher level of business sustainability compared to districts.

			Models (SEM).	

B. Theoretical Basis

1. Sustainability Theory

The company/business entity is an organization that was founded with the aim of maximizing the wealth of the owners of its capital *(profitability),* besides that there are other goals that are no less important, namely to maintain business continuity *(survive)* in the competition. The purpose of business sustainability can be interpreted as maximizing the welfare of a business entity which is the present value of the business entity against its future prospects. The business continuity principle assumes that the business entity will continue to operate throughout the process of completing projects, agreements and ongoing activities. Predicting the sustainability of a business entity is very important for management and business entity owners to anticipate the possibility of a potential bankruptcy, because bankruptcy involves the occurrence of costs, both direct and indirect costs (Wibowo, 2012).

Business sustainability is a condition when a company has sufficient funds to run and develop its business. Business continuity is always related to bankruptcy. Generally, every company always pays more attention to a condition that has the potential to harm the company, such as bankruptcy (Wibowo, 2012). Sustainability of the business world has been pursued with attention to a number of demands and issues to be applied

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in business practices. A number of business practices include changing the work structure, implementing *outsourcing,* setting a performance index as a work reference, conducting mergers, providing opportunities for employees to take independent work initiatives, getting closer to consumers, and working well with suppliers.

2. **Micro, Small and Medium Enterprises (MSMEs)**

    According to the 1945 Constitution, it was later strengthened through TAP MPR NO. XVI/MPR-RI/1998 concerning Economic Politics in the context of Economic Democracy, Micro, Small, and Medium Enterprises need to be empowered as an integral part of the people's economy that has a position, role, and strategic potential to realize a more balanced, developing, and just national economic structure. Furthermore, the definition of Micro, Small and Medium Enterprises (MSMEs) was made through Law No. 9 of 1999 and due to the increasingly dynamic state of development, it was changed to Law No. 20 Article 1 of 2008 concerning Micro, Small and Medium Enterprises, the meaning of MSMEs is as follows:

    a. Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law.

    b. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or

become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria.

c. Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become a part either directly or indirectly with Small Businesses or Large Businesses with total net assets or annual sales proceeds as regulated in this Law.

d. Large Business is a productive economic business carried out by a business entity with net worth or annual sales proceeds greater than Medium Enterprises, which include state-owned or private national businesses, joint ventures, and foreign businesses conducting economic activities in Indonesia.

e. The Business World is Micro, Small, Medium Enterprises, and Large Enterprises that carry out economic activities in Indonesia and are domiciled in Indonesia (Suci *et al.,* 2017).

In the Indonesian economy, MSMEs are the business group that has the largest number. In addition, this group has proven to be resistant to various kinds of shocks from the economic crisis. Therefore, it is imperative to strengthen groups of micros, small and medium enterprises that involve many groups. The criteria for businesses that are included in MSMEs have been regulated in the legal umbrella based on the law. Based on Law

Number 20 of 2008 concerning MSMEs, there are several criteria used to define the definition and criteria of MHM. The definitions of MSMEs are:

According to the Decree of the Minister of Finance No.40/KMK.06/2003 dated January 29, 2003, micro enterprises are productive businesses owned by families or individuals who are Indonesian citizens and have a maximum sales income of Rp.100,000,000 (one hundred million rupiah) per year. Micro Enterprises can apply for credit to banks for a maximum of Rp. 50,000,000.

The following are the descriptions of MSMEs:

a. Micro business

1) Characteristics of micro-enterprises:

   a) The type of goods/commodity of the business is not always fixed, it can change from time to time;

   b) The place of the business is not always fixed; it can change places at any time;

   c) They have not carried out even simple financial administration, and have not separated family finances from business finances;

   d) The human resources (entrepreneurs) do not yet have adequate entrepreneurial spirit;

   e) The average level of education is relatively very low;

   f) Generally, they do not have access to banking, but some of them have access to non-bank financial institutions;

g) Generally, they do not have a business license or other legal requirements including NPWP.

2) Examples of micro-enterprises:

a) Farming business owners and individual cultivators, breeders, fishermen and cultivators;

b) Food and beverage industry, furniture industry for wood and rattan processing, blacksmith industry for making tools;

c) Trading businesses such as street vendors and market traders etc.;

d) Chicken, duck and fish farming;

e) Business services such as workshops, beauty salons, motorcycle taxis and tailors (convection).

In terms of banking interests, micro-enterprises are a market segment that has potential to be served in an effort to improve its intermediation function because micro-enterprises have positive and unique characteristics that are not always owned by non-micro businesses, including:

a) The business turnover (turn *over)* is quite high, its ability to absorb expensive funds and in a situation of economic crisis business activities are still running and even growing;

b) They are not sensitive to interest rates;

c) Continuing to develop even in a situation of economic and monetary crisis;

d) In general, the character is honest, tenacious, innocent and they can receive guidance as long as it is done with the right approach.

However, it is fully realized that there are still many micro-enterprises that find it difficult to obtain banking credit services due to various constraints, both on the micro-enterprise side and on the banking side. Small Business as referred to in Law No. 9 of 1995 is a productive business that is small in scale and meets the criteria for a net worth of at most Rp. 200,000,000.00 (two hundred million rupiah) excluding land and buildings where the business is located or having sales proceeds of at most Rp. Rp.1,000,000,000.00 (one billion rupiah) per year and can receive credit from a bank at a maximum of Rp.50,000,000. - (fifty million rupiah) up to Rp.500,000,000. - (five hundred million rupiah). Owned by an Indonesian citizen, in the form of an individual business, the business entity that is not a legal entity, or a business entity that is a legal entity, including cooperatives. Standing alone, not being a subsidiary or branch of a company that is not owned, controlled, or affiliated either directly or indirectly with a Medium or Large Business.

b. Small business

1) Small business characteristics

   a) The types of goods/commodities being cultivated are generally not easy to change;

   b) The location/place of business is generally settled and not moving;

   c) In general, financial administration has been carried out although it is still simple, the company finances have begun to be separated from family finances, and they have made business balances;

d) The business has already had a business license and other legal requirements including NPWP;

e) The human resources (entrepreneurs) have experience in entrepreneurship;

f) Some have access to banking in terms of capital requirements;

g) Most of them have not been able to make good business management such as *business planning.*

2) Small business example

a) Farming business as an individual land owner who has a workforce;

b) Traders in wholesale markets (agents) and other collectors;

c) Craftsmen in the food and beverage industry, furniture industry, wood and rattan, household appliance industry, apparel industry and handicraft industry;

d) Chicken, duck and fish farming;

e) Small-scale cooperatives.

Meanwhile, Glendoh (2011) stated that small businesses in a broad sense have the following characteristics:

a) Small-scale industry is a small-scale industry, both in terms of capital, amount of production and labor.

b) Capital gains generally come from unofficial sources such as family savings, loans from relatives and possibly from "lenders".

c) Due to the small scale, the nature of the management is centralized, as well as decision making, without or with little delegation of functions in the fields of marketing, finance, production and so on.

d) The existing workforce generally consists of family members or close relatives, with an "informal" working relationship with technical qualifications that are as they are or developed while working.

e) The relationship between technical skills and expertise in managing small industrial enterprises and the formal education of the workers is generally weak.

f) The equipment used is simple with low output capacity.

c. Medium Enterprise

Medium Enterprises as referred to in Presidential Instruction No. 10 of 1998 are productive businesses that meet the criteria for a net business asset of more than Rp. 200,000,000.00 (two hundred million rupiah) up to a maximum of Rp. 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises and may receive credit from banks in the amount of Rp. 500,000,000.00 (five hundred million rupiahs) up to Rp. 5,000,000,000.00 (five billion rupiahs).

1) Characteristics of medium-sized businesses:

a) In general, they already have better, more organized and even more modern management and companies, with a clear division of tasks, among others, the finance department, the marketing department and the production department;

b) Having carried out financial management by implementing an accounting system on a regular basis, making it easier for auditing and assessment or inspection, including by banks;

c) Having implemented regulations or management and labor companies, has Jamsostek, health care, etc.;

d) Having owned all legal requirements including neighbor permits, business permits, place permits, NPWP, environmental management efforts, etc.;

e) Having access to banking funding sources;

f) In general, they have trained and educated human resources.

2) Examples of medium-sized businesses

Types of medium-sized businesses almost work on commodities from almost all sectors, perhaps almost evenly, namely:

a) Medium-scale agriculture, livestock, plantation, forestry businesses;

b) Trading business (wholesale) including export and import;

c) EMKL (Sea Vessel Freight Expedition) service business, garment, and taxi and bus transportation services between provinces;

d) Food and beverage, electronics and metal industries;

e) Mountain stone mining business for construction and artificial marble.

Small and Medium Enterprises abbreviated as MSME is a term that refers to the type of small business that has a net worth of at most Rp. 200,000,000 excluding land and buildings and the businesses stand

alone. According to the Decree of the President of the Republic of Indonesia No. 99 of 1998, the definition of Small Business is a small-scale people's economic activity with business fields which are mostly small business activities and need to be protected to prevent unfair business competition.

By looking at these characteristics, small businesses have a very potential role and actually support development in the economic sectors, namely:

a) Small businesses are labor absorbers.

b) Small businesses are producers of goods and services at affordable prices for the needs of many low-income people.

c) small businesses are potential foreign exchange earners, due to their success in producing non-oil and gas commodities. Taking into account the characteristics of small businesses and their very potential role for development in the economic sector, small businesses need to be continuously nurtured and empowered in a sustainable manner so that they can develop and progress.

Actually, only small businesses in groups of two (small businesses are producers of goods and services at affordable prices for the needs of many low-income people) or three (small businesses are potential foreign exchange earners, because of their success in producing non-oil and gas commodities) that are appropriate. referred to as small businesses, even in regional comparisons only the group of three can be compared with the notion of *enterprises* in international talks. Glendoh (2011) mentioned some of the problems that hinder the development of small businesses are limited

capital, low capacity of human resources and market access and the development of small entrepreneurs is influenced by factors of economic conditions, government policies and management of small entrepreneurs.

3. **Criteria for Micro, Small and Medium Enterprises**

The criteria for Micro, Small and Medium Enterprises (MSMEs) based on assets and turnover used by the Central Statistics Agency (BPS) (2011) to assess small or large businesses, are as follows:

Table 2.1. Micro, Small and Medium Criteria based on assets and turnover

No.	Effort	Criteria	
		Asset	**Turnover**
1	Micro business	Max. 50 million	Max. 300 Million
2	Small business	> 50 Million – 500 Million	> 300 Million – 2.5 Billion
3	Medium Enterprise	> 500 Million – 10 Billion	> 2.5 Billion – 50 Billion

Source: Central Bureau of Statistics, 2011.

The criteria for the number of employees based on the number of workers or the number of employees is a benchmark used by the Central Statistics Agency (BPS) (2011) to assess small or large businesses, as follows:

Table 2.2. Micro, Small and Medium Criteria based on Number of Employee

	Micro business	Small business	Medium Enterprise	Big business
Total manpower	<>	5-19 people	20-99 people	> 100 people

Source: Badan Pusat Statistik, 2011.

By looking at the definitions and criteria above, it is actually only micro-enterprises and small-scale businesses that deserve to be called small businesses, even in regional comparisons only medium-sized enterprises can be compared with the definition of enterprises in international discussions

4. **Covid-19 pandemic**

As stated in Wikipedia (22 February 2022), a pandemic (from the Greek πᾶν pan meaning all and demos meaning people) is an epidemic of a disease that spreads over a large area, for example several continents or across the world. A widespread endemic disease with a stable number of infected people does not constitute a pandemic. Flu pandemic events generally exclude seasonal flu cases. Throughout history, a number of disease pandemics have occurred, such as smallpox (variola) and tuberculosis . One of the most devastating pandemics was the black death which killed an estimated 75-200 million people in the 14th century.

A pandemic is an epidemic that occurs on a scale that crosses international boundaries, usually affecting a large number of people (Porta, 2011). A disease or condition is not a pandemic simply because it spreads widely or kills many people; the disease or condition must also be contagious. For example, cancer is responsible for many deaths but is not considered a pandemic because the disease is not contagious (Dumar, 2011). The World Health Organization (WHO) previously used a six-stage classification that describes the process by which new influenza viruses move, from the first few human infections to a pandemic. This stage

begins with a virus that mostly infects animals, then there are cases when animals infect people, the virus then begins to spread directly between humans, and ends with a pandemic when the infection of the new virus has spread throughout the world. In February 2020, WHO clarified that there is no official category (for a pandemic). For clarification, WHO is not using the old system of 6 phases which started from phase 1 (no reports of influenza in animals causing infection in humans) to phase 6 (pandemic) which some people may know about due to H1N1 in 2009.

Coronavirus Disease 2019 (Covid-19) is a respiratory disease caused by a new type of corona virus that has never been previously identified in humans. Covid-19 was first discovered in Wuhan, China at the end of 2019 and is known as Novel Corona Virus 2019 or SARS Coronavirus 2. Covid-19 can affect anyone, regardless of age, socioeconomic status and so on (Kemenkes RI., 2020). COVID-19 is an infectious disease caused by acute respiratory syndrome coronavirus 2 (severe acute respiratory syndrome coronavirus 2 or SARS-CoV-2). This virus is a large family of Coronaviruses that can infect animals. When attacking humans, Coronaviruses usually cause respiratory tract infections, such as the flu, MERS (Middle East Respiratory Syndrome), and SARS (Severe Acute Respiratory Syndrome). COVID-19 itself is a new type of coronavirus that was discovered in Wuhan, Hubei, China in 2019 (Science, 2020; Hui *et al.,* 2020; Amri, 2020).

The Corona virus then appeared and gave so much influence in various sectors. One of the sectors that was affected and felt so much was the economic sector. It is becoming a hot issue and therefore there are some researchers are keen to discuss the impact of the crisis corona virus Economy's current global (Burhanuddin & Abdi, 2020). Signs and symptoms of COVID-19 in children are difficult to distinguish from respiratory disease due to other causes. Symptoms can include a cold cough like the *common cold* or the *common cold,* with or without fever, which is generally mild and will resolve on its own. Respiratory tract disease becomes dangerous if it attacks the lungs, which becomes pneumonia or what is called pneumonia. Symptoms of pneumonia are fever, cough, and difficulty breathing which are characterized by rapid breathing and shortness of breath (Kemenkes RI., 2020).

C. Theoretical Framework

Covid-19 pandemic giving big impact on the economic and social sector in the world, including Indonesia. The impact is weakening household purchasing power. The economy will increase if the purchasing power is high. And also that this Covid-19 pandemic creates uncertainty as to when it will end, this condition make the investment sector also weakened and had implication for the cessation of a business. In here the resercher try to find the impact from this pandemic by looking on this Theoretical framework.
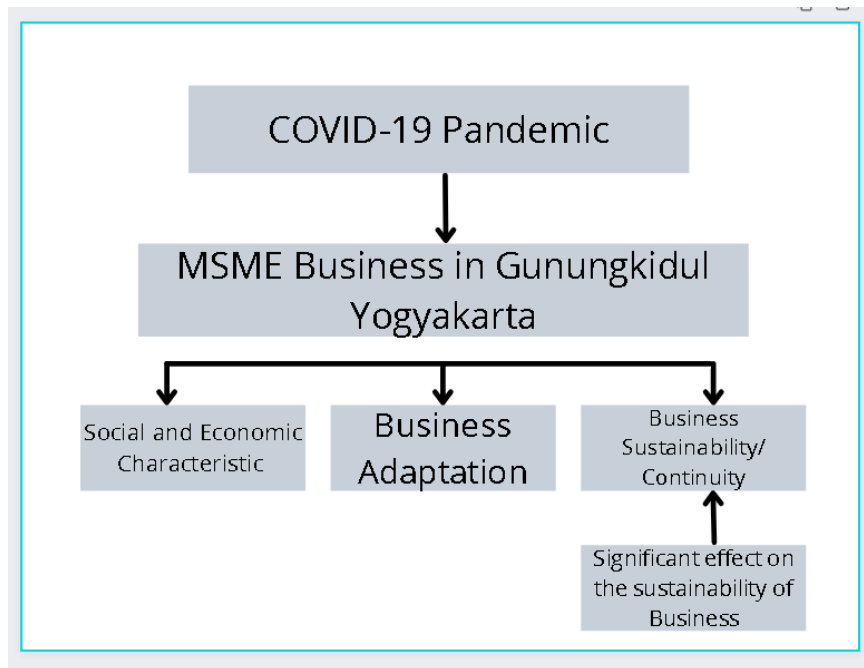
Figure 2.1. Theoretical framework

D. Research questions

The general questions that will be asked in this research are:

1. What are the social characteristics of MSME businesses during the Covid-19 pandemic in Gunungkidul, Yogyakarta ?

2. What are the economic characteristics of MSME businesses during the Covid-19 pandemic in Gunungkidul, Yogyakarta ?

3. What is the impact of the Covid-19 pandemic on MSME businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta ?

4. What and how are MSME business innovations during the Covid-19 pandemic in Gunungkidul Yogyakarta ?

5. What and how to adapt MSME businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta ?

6. How is the sustainability of MSME businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta ?

7. What are the factors that have a significant effect on the sustainability of MSME businesses during the Covid-19 pandemic in Gunungkidul Yogyakarta ?

CHAPTER III

RESEARCH METHODS

A. Research methods

1. Type of Research

The type of this research is descriptive with a qualitative and quantitative approach *(mix method)* using a survey method. The survey method, namely critical observation and investigation to obtain accurate information on a particular problem and object in the area of a particular community group or location will be studied. This study will draw in the form of commentary on something state as clearly as possible without any treatment of the research object, namely how the impact of a pandemic on the sustainability Covid 19 MSME in Gunungkidul, Yogyakarta (Ruslan, 2011).

2. Research Subjects and Objects

The subjects or sources that will serve as informants in this study are some of the owners/managers of businesses SMEs in Gunungkidul in Yogyakarta. While the object of this research is the efforts of SMEs in Gunungkidul Yogyakarta.

3. Population and Research Sample

a. Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017). Meanwhile, according to Ferdinand (2011), population is a combination of all elements

in the form of events, things or people who have similar characteristics which are the center of attention of the researchers because it is seen as a study of the universe. The population in this study were all MSME businesses in Gunungkidul Yogyakarta, totaling **53.841** MSMEs (https://sibakuljogja.jogjaprov.go.id/publik/diy_map_umkm.php)

b. Sample

Sugiyono (2017) stated that this research is a saturated sampling technique research, which is a sampling technique when all members of the population are used as samples. This is often done when the population is relatively small, another term for a saturated sample is a census where all members of the population are sampled. The sample in this study were all MSME businesses in Gunungkidul Yogyakarta, amounting to **100 MSMEs**. In here the resercher using *area sampling*, by taking 6 MSME in every disctrics (18 disctric) in Gunungkidul.

4. **Instrument and Data Collection Techniques**

The primary and secondary data collection techniques in this study are:

a. Interview

The technique of collecting primary data with interviews is data collection with a one-sided question and answer process that is carried out systematically which continues to the research objectives. In general, two or more people are physically present in the question and answer processes and each party can use communication channels consciously and smoothly (Sugiyono, 2017). In this study, researchers interviewed the

31

respondents *(informants)*, namely 1 (one) the owner/manager of each SMEs in Gunungkidul in Yogyakarta.

The interview data collection instrument used an *interview guide.*

b. Literature study

Secondary data collection techniques in this study also used literature studies. According to Sugiyono (2017), a literature study aims to explore data from written materials and in particular in the form of theories. Researchers are looking for materials that form the theories in references in the library are journals, books, photo data activity effort of SMEs in Gunungkidul in Yogyakarta, articles, and the Internet. Therefore, the instrument data collection will apply literature study.

c. Questionnaire

According to Sugiyono (20017), questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents to answer. The distributed questionnaires are measured by a Likert scale. Likert Scale is used to measure attitudes, opinions, and perceptions of a person or a group of social phenomena. The measured variables are translated into variable indicators, then used as a starting point for compiling items which can be in the form of statements or questions (Sugiyono, 2017).

This Likert reviewer usually has five ratings from strongly agree to disagree or from positive to negative (Sugiyono, 2017). From the

statements given, each has a weighted value of 1 to 5, with the elaboration of the scale as follows:

1) Very Not Agree = is weighted 1

2) Do not Agree = by weight 2

3) Neutral = weighted 3

4) Agree = given a weight of 4

5) Strongly Agree = given a weight of 5

Questionnaires in early research early aim to obtain data on variable factors Capital (X_1) ,

Role of Government (X),

Marketing (X_3),

Tourist Visits (X_4),

and Business Continuity SMEs (Y).

5. **Operational Definition and Measurement of Variables**

a. Capital Factor (X1)

Capital or capital production factors are related to something that can be used to support the production process. Capital can be in the form of money, equipment and others. Skills or entrepreneurial production factors are related to one's expertise in planning, organizing, managing labor or combining various natural production factors into new products. Therefore, the capital factor in this study can be measured from; capital money, equipment, entrepreneurship, expertise.

b. Role of Government (X2)

The role of government is a conscious effort made by a nation, state and government in the context of achieving national goals through planned growth and change towards a modern society. However, in this study, the government's role is the efforts that the government has made to MSMEs affected by the Covid-19 pandemic. Therefore, the government's role in this research can be measured from; government programs, government policies on MSMEs, and the effects of government policies on MSME. While the measurement scale for the Role of Government variable uses a Likert scale of 1-5.

c. Marketing (X$_3$)

Marketing is an activity carried out by a company to promote a product or service from the company. Marketing in this study is a company's activities to promote a product or service during the Covid-19 pandemic. Therefore, marketing in this study can be measured from**;** advertising (advertising), sales promotion (sales promotion), personal selling (personal selling), and direct marketing (direct marketing). While the marketing variable measurement scale uses a Likert scale of 1-5.

d. Tourist Visits (X4)

Tourist visits are the number of tourists who come to visit during the tourist attraction is operating and at the same time they become buyers of the MSMEs products. Therefore, tourist visits in this study can be measured from; the number of visitors to tourist attractions, the number of visitors to its MSMEs, and the number of buyers of its MSMEs. While the measurement scale of the tourist visits variable uses a Likert scale of 1-5.

e. Business Continuity (Y).

MSMEs Business Sustainability is a business entity that will continue to carry out its operations throughout the project completion process, agreements and ongoing activities. Business sustainability is a condition when a company has sufficient funds to run and develop its business. Business continuity is always related to bankruptcy. Therefore, MSMEs Business Sustainability in this study can be measured from; MSMEs product innovation, MSMEs product marketing innovation, fund adequacy, bankruptcy. While the measurement scale for the MSMEs Business Sustainability variable uses a Likert scale of 1-5.

Analyzing whether products that have been innovated can affect business sustainability, including analyzing whether marketing carried out by MSME actors can have a positive effect on business sustainability, fund adequacy, and bankruptcy.

B. Data analysis technique

1. Qualitative Data Analysis

The data analysis technique can be done by a qualitative analysis model, the point of this technique is to analyze the interactions between the research components and the data collection process during the research process. The data analysis technique used in qualitative analysis has 4 (four) stages, namely data collection, data reduction, data presentation and the last step is drawing conclusions and verification.
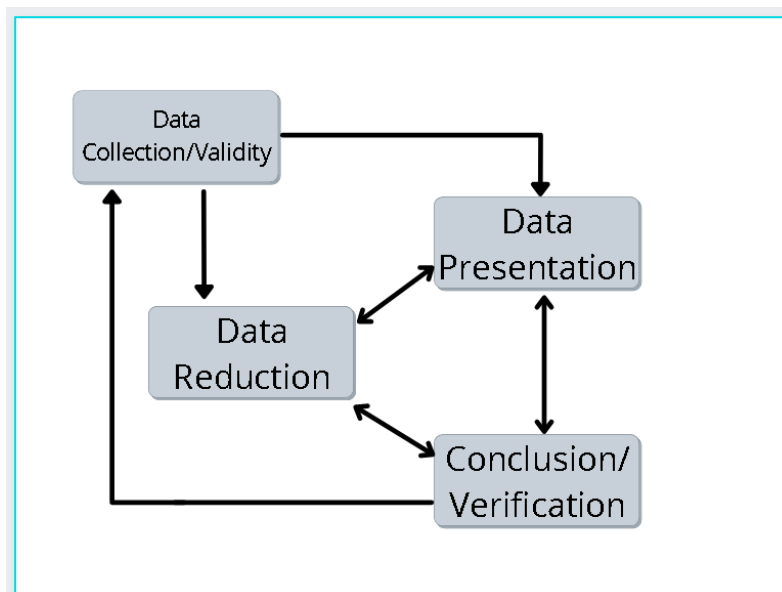
Figure 3.1
Qualitative Analysis Stages

The data analysis was conducted to analyze how was the impact of Covid 19 pandemic business continuity of SMEs in Gunungkidul in Yogyakarta. The analysis carried out includes the following step (Sugiyono, 2017):

a. Data Validity

The validity of the data in this study used triangulation. Triangulation is a technique of checking the validity of data that utilizes something else outside the data for checking or as a comparison against the data (Moleong, 2017). This study uses a triangulation by comparing and correcting the level of confidence of any information or interviews obtained from the interview study (Moleong, 2017). Data validation was achieved by the researchers is then compared with the results of interviews with some documents relating to the results of the observations that have been made.

b. Data reduction

Data reduction is defined as the process of selecting, centralizing, or simplifying, abstracting and transforming rough data referring to field notes. Data reduction takes place continuously during the research. Data reduction is carried out by classifying, directing, discarding unnecessary data, and organizing data in such a way, so that a conclusion can be drawn.

c. Data Presentation

Presentation of data is an attempt by preparing the information gathered into a matrix or configuration that is easily understood. Such a configuration would facilitate the conclusion or the simplification of complex information into a form that can be understood. Presentation of data that is simple and easy to understand is the main way to analyze valid qualitative descriptive data. The way of presenting the data is by presenting data in the form of interview excerpts accompanied by the name or code or initials of the informant, completed by the details of the day, date, month, and year of the interview, and the time the interview was conducted.

d. Draw a conclusion

Starting from the beginning of data collection, researchers began to look for the meaning of the data collected. Furthermore, researchers look for meaning and explanation and then compile certain relationship patterns into an entity that is easily understood and interpreted.

2. Quantitative Data Analysis

Quantitative analysis is an analysis in the form of calculated numbers. In this study, the analytical tool used is multiple linear regression (analytic method used in this research journal) with the aim of identifying the effect of the independent variable (X) on the dependent variable (Y). Quantitative analysis in this study uses multiple linear regression analysis with multiple linear regression equation model used with the following formula (Gujarati & Dawn, 2012) :

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e_i$$

Where:

Y   = MSME Business Sustainability

X_1 = Capital Factor

X_2 = Government Role

X_3 = Marketing

X_4 = Tourist Visits

b_0 = Constant

b_{1-4} = Regression Coefficient

e_i = Error Term.

a. *t-test* (*t-test*)

The t test is used to prove the effect of the independent variable on the dependent variable individually with the assumption that the other variables are constant. The steps in the t-test are (Gujarati & Dawn, 2012):

Formulating a hypothesis

Ho: bi = 0 (Independent variable has no significant effect on the dependent variable)

Ha: bi 0 (Independent variable has a significant effect on the dependent variable)

To determine the error rate, this study uses a two-tailed test, so the rejection area is on the right side of the curve with an area of 5% and degrees *of freedom,* namely: df = nk, where n is the number of samples and k is a constant.

Determine the test criteria:

- When probability t $_{-statistics}$ (sig.) > *Level of Significant* = 0.05, then Ho is accepted, meaning that the ad is not a significant effect between the independent variable on the dependent variable.

- When probability t $_{-statistics}$ (sig.) $\leq$ *Level of Significant* = 0.05, then Ho is rejected, meaning that there is no significant influence of the independent variable on the dependent variable.

b. R^2 (Coefficient of Determination)

R^2 (Coefficient of Determination) is used to determine how much the ability of the independent variable in explaining the dependent variable. The value of R^2 (coefficient of determination) has a *range* between 0-1. The larger R^2 indicates the greater the ability of the independent variable in explaining the independent variable (Gujarati & Dawn, 2012).

CHAPTER IV
DATA ANALYSIS AND DISCUSSIONS

The discussion of the analysis of the results of this study begins with testing the validity and reliability of the instrument, descriptive analysis (description of research variables) and then continues with quantitative analysis, namely Multiple Linear Regression analysis. In the previous chapter, it has been explained that the research data collection is done by giving questionnaires to research respondents, namely owners/managers of MSME businesses in Gunungkidul Yogyakarta.

In this study, 100 questionnaires were distributed to 100 respondents. The returned questionnaires were 100 copies, so the response rate was 100.0%. The questionnaires that were answered completely and had met the criteria to be analyzed in this study were 100 questionnaires. Details of the acquisition of the questionnaire in this study can be seen in the attachment of the data recapitulation. After the data is collected, then the data is edited (editing), coded (coding), and tabulated (tabulating).

A. Data Analysis

1. MSME Data analysis

This following result after analyzing the MSME data in Gunungkidul, Yogyakarta.

a. Total Unit

Table 4.1
Total Unit

Description	Micro	Small	Medium	Total
Unit	52.887 unit	948 unit	6 unit	**53.841Unit**

From the table above, it can be concluded that more than 50 thousand businesses are dominated by micro businesses, which is approximately 98%.

b. Business Sector

Table 4.2
Business Sector

Name/Criteria	Total (in unit)
Creative Economy	2.445
Energy and Resources	6
Processing Industry	36.157
Health Service	24
Education Service	40
Individual services serving household	2.352

Forestry	2
Marine and Fisheries	83
Communication	12
Contruction	154
Tourism	21
Trading	11.213
Agriculture	302
Real estate and Rental Business	207
Transportation	477

From the table above, it can be concluded that the businees sector in Gunungkidul dominates with Processing Industry and Trading. The MSME Business in Gunungkidul active in produce and selling the goods and services.

2. **Respondent Profile**

Based on the results of research that has been carried out on 100 respondents, it can be identified regarding the characteristics of the respondents as follows:

a. Gender

Based on gender, the respondents in this study were classified as follows:

Table 4.3
Respondent's Gender

No	Gender	Total	Presentation

1	Male	52	52,0%
2	Female	48	48,0%
Total		100	100,0%

Source: Primary Data Processed, 2021.

Based on Table 4.1 above, it can be concluded that the majority of respondents in this study were 52 (52.0%) male respondents and 48 (48.0%) female respondents. This shows that when the study was carried out, there are more male owners/managers of MSME businesses in Gunungkidul Yogyakarta than the female owners.

b. Age

Based on the age of the respondents, the respondents in this study were classified as follows:

Table 4.4
Respondent's Age

No	Respondent's Age	Total	Presentation
1	20-30 Years	17	17,0%
2	31-40 Years	39	39,0%
3	40 years above	44	44,0%
Total		100	100,0%

Source: Primary Data Processed, 2021.

Based on Table 4.2 above, it can be concluded that the majority of respondents in this study were above 40 years old, that is as many as 44 (44.0%) respondents and a small portion are 20-30 years, as many as 17 (17.0%) respondents. This shows that in terms of age, the owners/managers of MSME businesses in Gunungkidul Yogyakarta are mostly middle to late adulthood.

c. Education

Based on education, the respondents in this study were classified as follows:

Table 4.5
Respondent's Education

No	Education	Total	Presentation
1	High School	79	79,0%
2	Diploma	12	12,0%
3	Undergraduate	9	9,0%
Total		100	100,0%

Source: Primary Data Processed, 2021.

Based on Table 4.3 above, it can be seen that most of the respondents in this study had a high school education or equivalent as 79 (79.0%) respondents, and a small portion of them had an undergraduate education, that is as many as 9 (9.0%) respondents. This shows that in terms of education, the owners/managers of MSME businesses in Gunungkidul Yogyakarta are mostly educated at the secondary level.

d. Length of Business

Based on the length of business, the respondents in this study were classified as follows:

Table 4.6
Respondents Length of Business

No	Length of Business	Total	Presentation
1	1-5 Years	41	41,0%
2	6-10 Years	36	36,0%
3	11-15 Years	13	13,0%
4	16-20 Years	5	5,0%
5	More than 20 Years	5	5,0%
Total		100	100,0%

Based on Table 4.4 above, it can be concluded that the most respondents in this study have 1-5 years of business length that is as many as 41 (41.0%) respondents and a small portion of 16-20 years of business length. There are small number of respondents who have more than 20 years business length, that is as many as 5 (5, 0%) respondents. This shows that in terms of length of business, the owners/managers of MSME businesses in Gunungkidul Yogyakarta have been in business for a long time.

3. **Test the Validity and Reliability of Research Instruments**

The following are the results of testing the validity and reliability of the research instrument:

Table 4.7
Result of Validity Test of Research Variable Items

Variabel	Item	rxy	r-tabel	Result
Capital factor	X1.1	0,709	0,195	Valid
	X1.2	0,690	0,195	Valid
	X1.3	0,696	0,195	Valid
	X1.4	0,785	0,195	Valid
	X1.5	0,765	0,195	Valid
Government role	X2.1	0,613	0,195	Valid
	X2.2	0,419	0,195	Valid
	X2.3	0,534	0,195	Valid
	X2.4	0,620	0,195	Valid
	X2.5	0,234	0,195	Valid
Marketing	X3.1	0,603	0,195	Valid
	X3.2	0,643	0,195	Valid
	X3.3	0,366	0,195	Valid
	X3.4	0,632	0,195	Valid
	X3.5	0,605	0,195	Valid
Tourist visit	X4.1	0,353	0,195	Valid
	X4.2	0,486	0,195	Valid
	X4.3	0,532	0,195	Valid

| | X4.4 | 0,260 | 0,195 | Valid |
| | X4.5 | 0,358 | 0,195 | Valid |

Source: Primary Data Processed, 2021.

From Table 4.5 above, it can be seen that sig. > 0.195, so that all questions in the questionnaire on the variables of Capital Factors, Role of Government, Marketing, and Tourist Visits are valid.

Table 4.8
Validity Test Results of Interest Variable Items

Variabel	Item	rxy	r-tabel	Result
MSME business sustainability	Y1.1	0,515	0,195	Valid
	Y1.2	0,556	0,195	Valid
	Y1.3	0,552	0,195	Valid
	Y1.4	0,500	0,195	Valid
	Y1.5	0,255	0,195	Valid

Source: Primary Data Processed, 2021.

From Table 4.6 above, it can be seen that the value of sig. > 0.195, so that all questions in the questionnaire on the question items on the MSME Business Sustainability variable are valid.

Table 4.9
Reliability Test Results

Variabel	Cronbach Alpha	Nilai Kritis	Keterangan
Capital Factor	0,883	0,60	Reliabel
Government Role	0,635	0,60	Reliabel
Marketing	0,767	0,60	Reliabel
Tourists Visit	0,622	0,60	Reliabel
MSME business sustainability	0,655	0,60	Reliabel

Source: Primary Data Processed, 2021.

Table 4.7 shows that the coefficient of Cronbach's Alpha > 0.60, so that all questions in the questionnaire on the variables of Capital Factors, Role of

Government, Marketing, Tourist Visits, and MSME Business Sustainability are reliable.

4. **Analysis of Research Variable Description**

Based on the data that have been collected, the answers from the respondents have been recapitulated and then analyzed to determine the factors of capital, the role of the government, marketing, tourist visits, and MSME business sustainability in Gunungkidul Yogyakarta. This data analysis went through two stages, namely descriptive analysis and quantitative analysis.

The average value of each respondent from the interval class with the number of classes is equal to 5, so it can be calculated as follows:

$$\text{Interval} = \frac{\text{Nilai Maksimum} - \text{Nilai Minimum}}{\text{Jumlah Kelas}}$$

$$\text{Interval} = \frac{\text{Nilai Max} - \text{Nilai Min}}{\text{Jumlah Kelas}}$$

$$\text{Interval} = \frac{5-1}{5} = 0{,}80$$

The categories of each interval are as follows:

Table 4.10
Scale Interval

Interval	Category
1,00 s/d 1,79	Very Low
1,80 s/d 2,59	Low
2,60 s/d 3,39	High Enough
3,40 s/d 4,19	High
4,20 s/d 5,00	Very High

Source: Primary Data Processed, 2021.

Here are the results of the calculation:

Table 4.11

Respondents' Assessment of Capital Factor Variables

No.	Item Variabel	Mean	Category
1	During the Covid-19 pandemic, I still have venture capital in the form of some money to run the company's operations.	4,73	Very High
2	During the Covid-19 pandemic, I had business capital in the form of business support equipment to run the company's operations.	4,61	Very High
3	I have the entrepreneurial spirit to run a company during the Covid-19 pandemic.	4,70	Very High
4	I have the expertise to run a company during the Covid-19 pandemic.	4,75	Very High
5	I have the ability to plan, organize, and manage the workforce in running a business during the Covid-19 pandemic.	4,79	Very High
Capital Factor		4,72	Very High

Source: Primary Data Processed, 2021.

Based on Table 4.9 above, of the 100 respondents taken as samples, it is found that most respondents rate the MSME business capital factor in Gunungkidul Yogyakarta as 'very high' (Mean 4.72). This shows that during the Covid-19 pandemic, the respondents still have business capital in the form of a sum of money to run company operations. The respondents have business capital in the form of business support equipment to run company operations, and the respondents have an entrepreneurial spirit to run the company. During the Covid-19 pandemic, the respondents have the expertise to run a company, and they have the ability to plan, organize, and manage the workforce in running a business.

Table 4.12

Respondents' Assessment of the Government's Role Variables

No.	Item Variabel	Mean	Category
1	I received business capital assistance from a government program as an effort that the government has made for MSMEs affected by the Covid-19 pandemic.	4,88	Very High
2	I received business equipment assistance from a government program as an effort that the government has made for MSMEs affected by the Covid-19 pandemic.	4,17	High
3	During the Covid-19 pandemic, the government provides policies that favor MSMEs	4,70	Very High
4	The government's PPKM policy towards MSMEs has killed MSME businesses.	4,76	Very High
5	I still get positive effects from government policies towards MSMEs.	2,47	Low
Government Role		4,20	High

Source: Primary Data Processed, 2021.

Based on Table 4.10 above, from 100 respondents taken as a sample, it is found that most respondents rate the Government's Role in Gunungkidul Yogyakarta as 'very high' (Mean 4.20). This shows that the respondents received business capital assistance from government programs as an effort that the government had made to support MSMEs that are affected by the Covid-19 pandemic. During the Covid-19 pandemic, the government provided policies that favored MSMEs. The government's PPKM policy towards MSMEs had killed MSME businesses, however the respondents still received positive effects from government policies towards MSMEs.

Table 4.13

Respondents' Assessment of Marketing Variables

No.	Item Variabel	Mean	Category
1	During the Covid-19 pandemic, I continued to do business advertising.	4,62	Very High

No.	Item Variabel	Mean	Category
2	During the Covid-19 pandemic, I continued to carry out business sales promotions.	4,75	Very High
3	During the Covid-19 pandemic, I did personal selling to consumers.	4,32	Very High
4	During the Covid-19 pandemic, I did direct marketing to consumers.	4,70	Very High
5	During the Covid-19 pandemic, I made sales using social media or e-commerce.	4,76	Very High
Marketing		4,63	Very High

Source: Primary Data Processed, 2021.

Based on Table 4.11 above, from 100 respondents taken as samples, it is found most respondents rate the marketing of MSME businesses in Gunungkidul Yogyakarta as 'very high' (Mean 4.63). This shows that during the Covid-19 pandemic, respondents continued to do business advertising, business sales promotions, personal selling to consumers or they did direct marketing to consumers, and they also made sales using social media or e-commerce.

Table 4.14
Respondents' Assessment of Tourist Visit Variables

No.	Item Variabel	Mean	Category
1	During the Covid-19 pandemic, there are still visitors to tourist attractions.	3,34	High Enough
2	During the Covid-19 pandemic, my business still has visitors, especially on weekends.	4,18	High
3	The lack of tourist visits has made several MSME businesses out of business.	4,42	Very High
4	During the Covid-19 pandemic, many MSME businesses chose to close their shops.	4,29	Very High
5	During the Covid-19 pandemic, there are still visitors buying merchandise, especially during the holiday season.	4,63	Very High
Tourist Visit		4,17	High

Source: Primary Data Processed, 2021.

Based on Table 4.12 above, from 100 respondents taken as samples, it is found that most respondents rate Tourist Visits in Gunungkidul Yogyakarta as 'high' (Mean 4.17). This shows that during the Covid-19 pandemic, there are still some people visited the tourist objects, it means that the businesses still have visitors, especially on weekends. The lack of tourist visits may make several MSME businesses suffered from loss, the merchandise sales, especially during the holiday season had saved the business from bigger loss.

Table 4.15
Respondents' Assessment of MSME Business Sustainability

No.	Item Variabel	Mean	Category
1	During the Covid-19 pandemic, I continued to innovate products to maintain my business.	4,64	Very High
2	During the Covid-19 pandemic, I innovated MSME product marketing online (WhatsApp).	4,66	Very High
3	During the Covid-19 pandemic, I innovated the marketing of MSME products through social media.	4,80	Very High
4	During the Covid-19 pandemic, I had sufficient funds to run the company.	4,74	Very High
5	My business almost went bankrupt because of the Covid-19 pandemic.	2,85	High Enough
	MSME Business Sustainability	4,34	Very High

Source: Primary Data Processed, 2021.

Table 4.13 shows that most respondents rate the MSME Business Sustainability in Gunungkidul Yogyakarta as 'very High' (Mean 4.34). This shows that during the Covid-19 pandemic, respondents continued to innovate products to maintain the business, such as innovation in product marketing online (WhatsApp) and through social media so that the respondents had sufficient funds to run the company, even though the respondent's business almost went bankrupt due to the Covid-19 pandemic.

5. **Classic assumption test**

   a. Normality test

      The normality test aims to test whether in the regression model in the dependent variable and the independent variable have a normal distribution or not. A good regression model is to have a normal data distribution or close to normal (Ghozali, 2016). To test for normality, it can be analyzed by looking at the probability value. The basis for decision making is if the probability value is > 0.05, then the regression model meets the assumption of normality.

      The results of the normality test with the Kolmogorov Smirnov Test are as follows:

      Table 4.16
      Normality Test Results with Kolmogorov Smirnov Test

Variabel	Sig.	*Level of Significant*	Result
Residual	0,611	0,05	Normal

      Source: Primary Data Processed, 2021.

      Based on the results of the normality test using the Kolmogorov Smirnov Test as shown in Table 4.14, it can be seen that the probability value is 0.611 > 0.05, so the regression model meets the assumption of normality.

   b. Multicollinearity Test

      Multicollinearity test is a condition where one or more independent variables can be expressed as a linear combination of other independent variables. One of the assumptions of classical linear regression is the

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absence of perfect multicollinearity (no perfect multicollinearity). A regression model is said to be affected by multicollinearity if there is a perfect or exact linear Leadership Style among some or all of the independent variables. As a result, it will be difficult to see the influence of the independent variables individually on the dependent variables (Ghozali, 2016). The detection of multicollinearity in this study was carried out using the VIF method.

Test criteria:

If VIF > 10, then Ho is rejected

If VIF < 10, then Ho is accepted

The results of the multicollinearity test using the VIF method are as follows:

Table 4.17
Multicollinearity Test Results with VIF Method

Variable	VIF	Critical Value	Result
Capital Factor (X_1)		10	No multicollinearity
Government Role (X_2)		10	No multicollinearity
Marketing (X_3)		10	No multicollinearity
Tourist Visit (X_4)		10	No multicollinearity

Source: Primary Data Processed, 2021.

Based on the results of the multicollinearity test using the VIF method, the VIF value < 10, it means that all independent variables do not occur multicollinearity, so it does not bias the interpretation of the results of the regression analysis.

c. Heteroscedasticity Test

Homoscedasticity is a situation where the variance (σ2) of the disturbance factor or disturbance term is the same for all X observations. Deviations from this assumption are called heteroscedasticity, if the value of variance (σ2) of the dependent variable (Yi) increases as a result of increasing variance of the independent variable. (Xi), then the variance of Yi is not the same (Ghozali, 2016). Heteroscedasticity detection in this study was carried out by the Glejser method. The trick is to look at the probability value > 0.05, so it is not exposed to heteroscedasticity (Ghozali, 2016).

The results of the heteroscedasticity test with Glejser are as follows:

Table 4.18
Heteroscedasticity Test Results with Glejser

Variable	Sig.	Critical Value	Result
Capital Factor (X_1)	0,297	0,05	Homoscedasticity
Government Role (X_2)	0,813	0,05	Homoscedasticity
Marketing (X_3)	0,971	0,05	Homoscedasticity
Tourist Visit (X_4)	0,832	0,05	Homoscedasticity

Source: Primary Data Processed, 2021.

Based on the results of the heteroscedasticity test using Glejser, it can be seen that the probability value is > 0.05. This means that the estimated model is free from heteroscedasticity.

6. **Linear Regression Analysis**

   a. **Linear Regression Analysis Results**

   The analysis in this research is Linear Regression analysis. This analysis is used to determine the effect of Capital Factors, Role of

Government, Marketing, and Tourist Visits on MSME Business Sustainability. The following is Table 4.17 showed the results of Linear Regression using the OLS (Ordinary Least Square) method:

Table 4.19
OLS . Method of Linear Regression Results

Variable	*standardized* coefficient	*Unstandardized* coefficient	t-count	Sig.
Constant	-	0,154	0,523	0,602
Capital Factor (X_1)	0,320	0,342	2,701	0,008
Government Role (X_2)	0,182	0,178	2,209	0,030
Marketing (X_3)	0,258	0,253	2,483	0,015
Tourist Visit (X_4)	0,192	0,156	2,488	0,015
R^2 : 0,693				
Adjusted R^2 : 0,680				
F-statistik : 7,323, Sig. = 0,000				
N : 100				
Variabel Dependen (Y): MSME Business Sustainability				

Source: Primary Data Processed, 2021.

The calculations using the SPSS for Windows computer statistical program shows that the effect of Capital Factors, Role of Government, Marketing, and Tourist Visits on MSME Business Sustainability. The meaning of the regression coefficient is:

1) Constant = 0,154

A constant of 0,154, meaning that if the Capital Factor (X1), Government Role (X2), Marketing (X3), and Tourist Visits (X4) do not experience any change, then the Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta will be equal to 0,154.

2) Regression coefficient of Capital Factor (X1) on MSME Business Sustainability = 0,342.

The regression coefficient is positive (unidirectional), meaning that if the Capital Factor (X1) increases by 1, then the Business Sustainability of MSME businesses in Gunungkidul Yogyakarta will increase by 0,342.

3) Regression coefficient of Government's Role (X2) on MSME Business Sustainability = 0,178.

The regression coefficient is positive (unidirectional), meaning that if the Government's Role (X2) increases by 1, then the Business Continuity of MSME businesses in Gunungkidul Yogyakarta will increase by 0,178.

4) Regression coefficient of Marketing (X3) on MSME Business Sustainability = 0,253.

The regression coefficient is positive (unidirectional) meaning, if Marketing (X3) increases by 1, then the Business Sustainability of MSME in Gunungkidul Yogyakarta will increase by 0,253.

5) Regression coefficient of Tourist Visits (X4) on MSME Business Sustainability = 0,156.

The regression coefficient is positive (unidirectional), meaning that if Tourist Visits (X4) increase by 1, then the Business Continuity of MSME businesses in Gunungkidul Yogyakarta will increase by 0,156.

b. **Simultaneous Influence Testing (F Test)**

This test measures the influence of Capital Factors (X1), Government Roles (X2), Marketing (X3), and Tourist Visits (X4) simultaneously on

Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta (Y).

With a significant level (probability (sig.)) = 5% = 0.05 and from the results of Multiple Regression, the probability value (sig.) F-count = 0.000. Based on the results of data processing, the probability values (sig.) F-count (0.000) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so it can be concluded that the Capital Factor (X1), the Government's Role (X2), Marketing (X3), and Tourist Visits (X4) have a simultaneous effect on Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta (Y).

c. **Hypothesis Testing (t Test)**

1) Testing the Effect of Capital Factors (X1) on MSME Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

   With a significant level (probability (sig.)) = 5% = 0.05 and from the results of Multiple Regression, the probability values (sig.) t-count = 0.008. Based on the results of data processing, the probability value (sig.) t-count (0.008) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so it can be concluded that the Capital Factor variable (X1) has a significant effect on MSME Business Sustainability owner/manager of MSME businesses in Gunungkidul Yogyakarta (Y).

2) Testing the Influence of the Government's Role (X2) on MSME Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

With a significant level (probability (sig.)) = 5% = 0.05 and from the results of Multiple Regression, the probability t value (sig.) t-count = 0.030. Based on the results of data processing, the probability value (sig.) t-count (0.030) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so it can be concluded that the Government Role variable (X2) has a significant effect on MSME Business Sustainability owner/manager of MSME businesses in Gunungkidul Yogyakarta (Y).

3) Testing the Effect of Marketing (X3) on MSME Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

With a significant level (probability (sig.)) = 5% = 0.05 and from the results of Multiple Regression, the probability value (sig.) t-count = 0.015. Based on the results of data processing, the probability value (sig.) t-count (0.015) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so it can be concluded that Marketing (X3) has a positive and significant effect on MSME Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

4) Testing the Effect of Tourist Visits (X4) on MSME Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

With a significant level (probability (sig.)) = 5% = 0.05 and from the results of Multiple Regression, the probability value (sig.) t-count = 0.015. Based on the results of data processing, the probability value (sig.) t-count (0.015) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so it can be concluded that Tourist Visits (X4) have a positive

and significant effect on Business Sustainability of MSME businesses in Gunungkidul Yogyakarta (Y).

d. **Testing R² (Coefficient of Determination)**

The results of the regression using the OLS method obtained R2 (Coefficient of Determination) of 0.693, meaning that the MSME Business Sustainability variable can be explained by the variables of Capital Factors (X1), Government Roles (X2), Marketing (X3), and Tourist Visits (X4) simultaneously of 69.3%, while the remaining 31.7% is explained by other variables outside the model, namely service quality, price, location, and others.

B. **Discussions**

1. **MSME Business Sustainability Factors**

The results of the description analysis show that most respondents rate 'high' to the MSME business capital factor in Gunungkidul Yogyakarta. This shows that during the Covid-19 pandemic, the respondents still have business capital in the form of a sum of money to run company operations, they have business capital in the form of business support equipment to run company operations, and they have an entrepreneurial spirit to run the company during the COVID-19 pandemic. However, in the result of interview with the respondents about the product selling, they experience 50% drop of the product selling. The respondents have learned the expertise to run a company during the Covid-19 pandemic, and they have the ability to plan, organize, and manage the workforce in running a business during the Covid-19 pandemic. Most of the

respondents rated the government's role in Gunungkidul Yogyakarta as favorable. This shows that respondents received business capital assistance from government programs as an effort that the government had made for MSMEs affected by the Covid-19 pandemic. The respondents received business equipment assistance from government. During the Covid-19 pandemic, the government provided policies that favored MSMEs, the government's PPKM policy towards MSMEs might have killed MSME businesses, but respondents still received positive effects from their policies towards MSMEs. Most respondents rate 'well' to the marketing of MSME businesses in Gunungkidul, Yogyakarta. This shows that during the Covid-19 pandemic, respondents continued to do business advertising, during the Covid-19 pandemic, they continued to carry out business sales promotions, and carried out personal selling. to consumers, and did direct marketing to consumers, and made sales using social media or e-commerce. Most respondents rate 'high' to tourist arrivals in Gunungkidul Yogyakarta. This shows that during the Covid-19 pandemic, there are still visitors to tourist objects, consequently, the respondent's businesses still have visitors who bought merchandises especially on the weekends or holiday season..The lack of tourist visits has made several MSME businesses suffered from loss, therefore many MSME businesses have failed.and chose to close the shop.

2. MSME Business Sustainability

The results of the description analysis show that most respondents rate the MSME Business Sustainability in Gunungkidul Yogyakarta as 'High'

(Mean 3.82). This shows that during the Covid-19 pandemic, respondents continued to innovate products to maintain their business, carried out marketing innovations for MSME products online (Whats App), and carried out marketing innovations. Selling MSME products through social media during the Covid-19 pandemic has helped the respondents have sufficient funds to run the company, even though they also faced the possibility of bankruptcy.. The Covid 19 pandemic that has hit various countries has resulted in several impacts of financial problems, especially for business actors. The government has made various efforts so that small and medium businesses can survive in the face of the new Covid-19 life order, one of which is by providing tax and credit relaxation. Business actors have big challenges in facing the new life order of Covid 19. SMEs must prepare strategies to survive the Covid-19 pandemic. Strategies that can be done include business offers (giving bonuses, promos, discounts), not increasing production volume and inventory, creating new sources of income through products that are in demand, marketing cost efficiency by utilizing free online platforms (social media), reducing salary payments employees, evaluate spending plans through cash flow management. The business continuity principle assumes that the business entity will continue to operate throughout the process of completing projects, agreements and ongoing activities. Predicting the business continuity of a business entity is very important for management and business entity owners to anticipate the possibility of a potential bankruptcy, because bankruptcy involves the occurrence of costs, both direct and indirect costs. Business sustainability is a

condition when a company has sufficient funds to run and develop a business (Miradji et al., 2020).

3. **Factors Influencing MSME Business Sustainability**

a. The Influence of Capital Factors on MSME Business Sustainability

The results of the Linear Regression analysis show that the Capital Factor has a positive and significant impact on the Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta (probability value (sig.) t-count (0.000) < Level of Significant (0.05)). This can be interpreted, if the Capital Factor increases, then the Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta will increase. The results of this study are in accordance with the results of research by Winarsih et al., (2020); Pratomo et al., (2019); Yanti et al., (2018) which states that the Capital Factor has a positive and significant effect on MSME Business Sustainability.

This means, if the Capital Factor increases, the MSME Business Sustainability will also increase. Capital is a part or ownership right owned by an entrepreneur, which is used for operating costs when the business is run for the difference in liabilities used in carrying out its business activities. Capital is a factor that has a very important role in the production process, because capital is needed when entrepreneurs want to establish a new company or to expand an existing business. Without sufficient capital it will greatly affect the smooth running of the business so that it will affect the income to be obtained. Working capital is important because it is used as a

company's success, especially for small companies. Working capital available in sufficient quantities allows the company to operate economically and not experience financial difficulties.

b. The Influence of the Government's Role on MSME Business Sustainability

The results of the Linear Regression analysis show that the Government's role has a positive and significant impact on the business sustainability of MSME businesses in Gunungkidul Yogyakarta with probability value (sig.) t-count (0.000) < Level of Significant (0.05). This can be interpreted, if the role of the Government increases, then the Business Sustainability of MSME businesses in Gunungkidul Yogyakarta will increase.

The results of this study are in accordance with the results of research by Winarsih et al., (2020); Pratomo et al., (2019); Yanti et al., (2018) which states that the role of the Government has a positive and significant impact on the Sustainability of MSMEs. This means, if the role of the government increases, the MSME Business Sustainability will also increase. The government has made various efforts so that small and medium businesses can survive in the face of the new Covid-19 life order, one of which is by providing tax and credit relaxation. The government has also issued five schemes to help MSMEs from the Covid-19 pandemic. First, Direct Cash Assistance (BLT), Pre-Employment Cards for MSMEs that are categorized as vulnerable and poor. Second is providing tax incentives for MSMEs whose turnover is less than IDR 4.8 billion per year. Third, government

provides relaxation and restructuring of MSME loans such as postponement of installments and interest subsidies for KUR recipients, ultra-micro loans, and others. Fourth, the stimulus for emergency working capital assistance for 23 million MSMEs, and the fifth is making Ministries/Institutions/SOEs and local governments the pillars of the MSME business ecosystem (Islami et al., 2021).

c. Effect of Marketing on MSME Business Sustainability

The results of the Linear Regression analysis show that marketing has a positive and significant effect on Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta with probability value (sig.) t-count (0.000) < Level of Significant (0.05). This can be interpreted, if Marketing increases, then the Business Sustainability of MSME owners/managers of MSME businesses in Gunungkidul Yogyakarta will increase significantly. The results of this study are in accordance with the results of research by Winarsih et al., (2020); Pratomo et al., (2019); Yanti et al., (2018), which stated that marketing has a positive effect on MSME Business Sustainability.

This means, if marketing has increased, then MSME Business Sustainability will also increase. In marketing, whatever product is offered, the ending remains the same, namely customer satisfaction, profit, customer retention and long-term sustainability. Tourism marketing is never separated from these four interests. Therefore, the value of sustainability in tourism marketing is the totality of a system of price planning, promotion, and
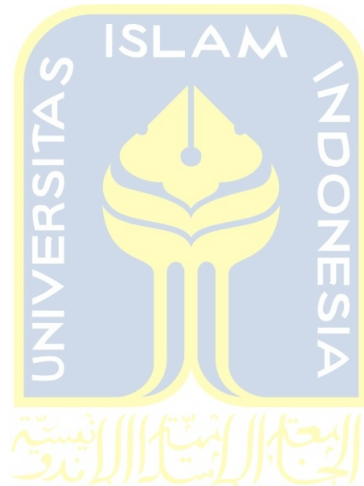
specific market products to satisfy tourists (positive experiences) that have social and economic benefits for the community and profits for the company in a sustainable manner without sacrificing natural resources.

d. The Effect of Tourist Visits on MSME Business Sustainability

The results of the Linear Regression analysis show that Tourist Visits have a positive and significant effect on Business Sustainability of MSME businesses in Gunungkidul Yogyakarta with probability value (sig.) t-count (0.000) < Level of Significant (0.05). This can be interpreted that if Tourist Visits increase, then the Business Sustainability of MSME businesses in Gunungkidul Yogyakarta will increase significantly. The results of this study are in accordance with the results of research by Winarsih et al., (2020); Pratomo et al., (2019); Yanti et al., (2018), which stated that tourist visits have a positive effect on MSME Business Sustainability. This means, if tourist visits have increased, then MSME Business Sustainability will also increase. Tourism is a multidimensional industry that has links with various other sectors. This multidimensional nature results in each type of tourism product consisting of several products that can be assessed quantitatively and qualitatively.

Tourists are consumers or users of products and services. The changes that occur in their lives have a direct impact on tourism needs, which in this case is tourism demand. Important elements in tourism demand are tourists and local residents who use the resource. The sustainability of MSME business can be influenced by the number of visits made by tourists

including the length of stay, the influence of the attractiveness of superior tourist objects both in terms of numbers and the advantages of the products offered (tour packages), facilities to reach tourist objects such as transportation facilities (tourism packages: land, sea, river and air), accommodation at tourist destinations (hotels, restaurants, souvenir shops, etc.), information provided (catalogues, print media, electronic media, etc.), other supports such as travel agencies, passport services and others (Ratnaningtyas, 2019).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Based on data analysis and discussion, the conclusions in this study are as follows:

A. Conclusions

1. The results showed that the MSME business capital factors in Gunungkidul Yogyakarta, the role of the government, marketing, and tourist visits were considered good by the respondents.

2. The results of the study show that MSME Business Sustainability in Gunungkidul Yogyakarta is very high.

3. The results showed that the factors of capital, the role of the government, marketing, and tourist visits had a positive and significant impact on the sustainability of MSMEs in Gunungkidul Yogyakarta (probability value (sig.) t-count < Level of Significant (0.05)). This can be interpreted, if the Capital Factor, Government Role, Marketing, and Tourist Visits increase, the MSME Business Sustainability in Gunungkidul Yogyakarta will increase.

B. Recommendations

1. For Companies

With regard to the largest beta coefficient value, the influence of Capital Factors on MSME Business Sustainability in Gunungkidul Yogyakarta, the researcher recommends the MSME business to improve marketing by increasing the lowest mean value. The owners/managers- of MSME

businesses in Gunungkidul Yogyakarta need to find business capital in the form of business support equipment to run company operations. Thus, the MSME Business Sustainability in Gunungkidul Yogyakarta will increase even more.

2. For Further Researchers

Further researchers are advised to add research variables, such as Location Factors, Marketing Innovations, Product Innovations, and others that can affect the MSME Business Sustainability in Gunungkidul Yogyakarta.
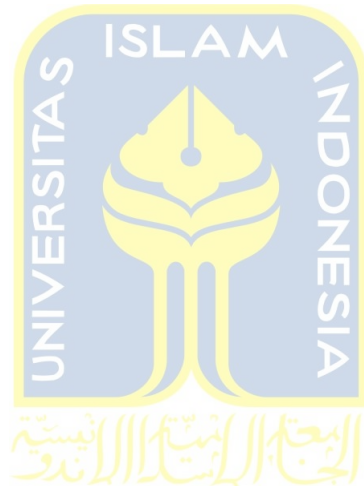
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APPENDICES

Appendix 1. Questionnaire

Kuesioner
Analisis Dampak Pandemi Covid-19 Terhadap
Keberlanjutan Usaha Umkm Di Gunungkidul Yogyakarta

I.   Identitas Responden
1. Nama Responden   : …………… (boleh tidak diisi)
2. Jenis Kelamin   :
   1) Laki-laki
   2) Perempuan
3. Umur   :
4. Pendidikan   :
   1) SLTA/Sederajat
   2) Diploma
   3) S1
   4) S2
5. Lama Usaha   :
   1) 1-5 tahun
   2) 6-10 tahun
   3) 11-15 tahun
   4) 16-20 tahun
   5) 20 tahun

II. Beri jawaban atas pernyataan-pernyataan di bawah ini dengan cara
     memberi check list (√) salah satu skor yang ada, yaitu 1 sampai dengan 5
     untuk setiap pernyataan dengan ketentuan :
1. Sangat Tidak Setuju diberi skor 1
2. Tidak Setuju diberi skor 2
3. Cukup Setuju diberi skor 3
4. Setuju diberi skor 4
5. Sangat Setuju diberi skor 5

1. Keberlanjutan Usaha UMKM

No.	Pernyataan	STS	TS	CS	S	SS
1	Selama pandemi Covid-19, saya tetap melakukan inovasi produk-produk untuk mempertahankan usaha.					
2	Selama pandemi Covid-19, saya melakukan inovasi pemasaran produk UMKM secara *online* (WhatsApp).					

3	Selama pandemi Covid-19, saya melakukan inovasi pemasaran produk UMKM melalui media sosial.					
4	Selama pandemi Covid-19, saya memiliki kecukupan dana dalam menjalankan perusahaan.					
5	Usaha saya hampir mengalami kebangkrutan karena pandemi Covid-19.					

2. Faktor Modal

No.	Pernyataan	STS	TS	CS	S	SS
1	Selama pandemi Covid-19, saya tetap memiliki modal usaha berupa sejumlah uang untuk menjalankan operasional perusahaan.					
2	Selama pandemi Covid-19, saya memiliki modal usaha berupa peralatan pendukung usaha untuk menjalankan operasional perusahaan.					
3	Saya memiliki jiwa kewirausahaan untuk menjalankan perusahaan selama pandemi Covid-19.					
4	Saya memiliki keahlian untuk menjalankan perusahaan selama pandemi Covid-19.					
5	Saya memiliki kemampuan merencanakan, mengorganisir, mengatur tenaga kerja dalam menjalankan usaha selama pandemi Covid-19.					

3. Peran Pemerintah

No.	Pernyataan	STS	TS	CS	S	SS
1	Saya mendapatkan bantuan modal usaha dari program pemerintah sebagai upaya yang telah dilakukan pemerintah terhadap UMKM yang terkena dampak pandemi Covid-19.					
2	Saya mendapatkan bantuan peralatan usaha dari program pemerintah sebagai upaya yang telah dilakukan pemerintah terhadap UMKM yang terkena dampak pandemi Covid-19.					
3	Selama pandemi Covid-19, pemerintah memberikan kebijakan yang berpihak terhadap UMKM					

4	Kebijakan PPKM dari pemerintah terhadap UMKM telah mematikan usaha UMKM.					
5	Saya tetap mendapatkan efek positif dari kebijakan pemerintah terhadap UMKM.					

4. Pemasaran

No.	Pernyataan	STS	TS	CS	S	SS
1	Saya mendapatkan bantuan modal usaha dari program pemerintah sebagai upaya yang telah dilakukan pemerintah terhadap UMKM yang terkena dampak pandemi Covid-19.					
2	Saya mendapatkan bantuan peralatan usaha dari program pemerintah sebagai upaya yang telah dilakukan pemerintah terhadap UMKM yang terkena dampak pandemi Covid-19.					
3	Selama pandemi Covid-19, pemerintah memberikan kebijakan yang berpihak terhadap UMKM					
4	Kebijakan PPKM dari pemerintah terhadap UMKM telah mematikan usaha UMKM.					
5	Saya tetap mendapatkan efek positif dari kebijakan pemerintah terhadap UMKM.					

5. Kunjungan Wisatawan

No.	Pernyataan	STS	TS	CS	S	SS
1	Selama pandemi Covid-19, tetap ada pengunjung objek wisata.					
2	Selama pandemi Covid-19, usaha saya tetap ada pengunjung terutama saat *weekend*.					
3	Sepinya kunjungan wisatawan membuat beberapa usaha UMKM gulung tikar.					
4	Selama pandemi Covid-19 banyak usaha UMKM yang memilih menutup tokonya.					
5	Selama pandemi Covid-19, tetap ada pengunjung yang membeli barang dagangan terutama saat musim liburan.					

6. Apa dan bagaimana karakteristik sosial usaha UMKM pada masa pandemi Covid-19 di Gunungkidul, Yogyakarta?

7. Apa dan bagaimana karakteristik ekonomi usaha UMKM pada masa pandemi Covid-19 di Gunungkidul Yogyakarta?

8. Bagaimana dampak pandemi Covid-19 terhadap usaha UMKM pada masa pandemi Covid-19 di Gunungkidul Yogyakarta?

9. Apa dan bagaimana inovasi usaha UMKM pada masa pandemi Covid-19 di Gunungkidul Yogyakarta?

10. Apa dan bagaimana cara adaptasi usaha UMKM pada masa pandemi Covid-19 di Gunungkidul Yogyakarta?

11. Bagaimana keberlanjutan usaha UMKM pada masa pandemi Covid-19 di Gunungkidul Yogyakarta?
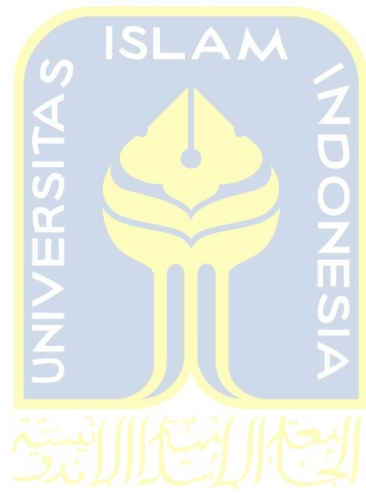
Appendix 2. Data and Result of Questionnaire

No.	DATA TABULASI																														
	Respondent's Identity				Capital Factor (X1)						Government Role (X2)						Marketing (X3)						Tourist Visit (X4)						Sustainability of MSME (Y)					
	Gender	Age	Education	Length of Bussines	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3	X4.1	X4.2	X4.3	X4.4	X4.5	X4	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y
1	1	2	1	2	5	5	4	5	5	4,80	5	4	5	5	2	4,20	5	5	5	5	5	5,00	5	5	5	1	5	4,20	4	5	5	5	3	4,40
2	2	3	1	1	5	5	5	5	4	4,80	5	5	5	5	5	5,00	1	5	1	5	5	3,40	1	5	3	2	5	3,20	5	1	5	5	1	3,40
3	2	2	1	1	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00
4	1	3	1	1	5	4	5	5	5	4,80	5	5	5	5	3	4,60	4	5	5	5	5	4,80	1	2	2	4	5	2,80	5	4	5	5	5	4,80
5	1	1	1	1	5	5	5	4	5	4,80	5	4	4	5	2	4,00	5	5	4	5	3	4,40	5	5	5	4	5	4,80	5	5	5	5	4	4,80
6	1	3	1	1	5	5	5	5	5	5,00	5	5	5	5	1	4,20	5	5	5	5	5	5,00	5	5	5	4	2	4,20	5	5	4	4	4	4,40
7	1	3	3	1	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00
8	1	3	1	2	5	4	4	5	4	4,40	5	5	4	5	4	4,60	5	5	4	4	5	4,60	5	4	4	5	5	4,60	5	4	5	5	4	4,60
9	1	2	1	3	5	4	5	5	5	4,80	5	4	5	5	1	4,00	5	5	4	5	5	4,80	5	5	5	4	5	4,80	5	5	5	5	4	4,80
10	1	2	1	1	4	5	5	5	5	4,80	5	5	5	5	3	4,60	5	5	4	5	5	4,80	4	5	4	5	3	4,20	4	4	5	5	4	4,40
11	1	2	1	2	5	3	3	5	5	4,20	5	5	5	5	4	4,80	5	5	5	4	5	4,80	4	5	5	4	5	4,60	5	5	5	4	4	4,60
12	2	3	3	1	5	4	5	5	5	4,80	5	3	5	5	4	4,40	5	5	5	3	5	4,60	2	2	5	5	5	3,80	4	5	3	5	5	4,40
13	1	2	1	2	5	5	5	5	5	5,00	4	4	5	5	1	3,80	5	5	5	5	5	5,00	5	5	5	5	2	4,40	5	5	5	5	5	5,00
14	1	2	1	3	5	5	5	5	5	5,00	5	5	4	5	5	4,80	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00
15	1	1	1	2	5	5	5	5	5	5,00	5	4	5	5	5	4,80	5	5	5	5	3	4,60	5	5	5	3	5	4,60	5	5	5	5	5	5,00
16	2	2	2	2	4	5	5	4	5	4,60	5	5	5	4	4	4,60	5	5	4	5	5	4,80	5	5	4	4	5	4,60	4	5	5	5	4	4,60
17	2	1	1	1	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	5	5	5	5	5,00
18	2	2	1	2	5	5	4	5	4	4,60	5	5	5	5	4	4,80	5	5	3	3	5	4,20	5	5	5	5	4	4,80	5	5	5	5	4	4,80
19	1	3	1	1	5	5	5	5	5	5,00	5	5	5	5	4	4,80	5	5	5	5	5	5,00	5	5	5	5	5	5,00	5	4	5	5	4	4,60
20	1	2	1	2	5	4	5	3	5	4,40	5	5	5	5	4	4,80	2	5	5	5	5	4,40	5	5	5	4	4	4,60	5	5	5	5	4	4,80
21	1	1	1	3	5	5	5	5	5	5,00	5	3	4	4	1	3,40	5	5	5	5	5	5,00	4	4	2	5	5	4,00	5	5	5	5	2	4,40
22	2	3	3	1	4	5	5	5	5	4,80	5	5	5	5	2	4,40	5	5	5	4	5	4,80	4	5	5	3	5	4,40	5	5	5	4	3	4,40
23	2	1	2	1	5	5	5	5	5	5,00	5	5	5	5	4	4,80	5	5	5	5	5	5,00	2	2	5	5	5	3,80	5	5	5	5	5	4,80
24	2	3	1	2	4	5	5	5	5	4,80	5	5	5	5	3	4,60	5	5	2	4	5	4,20	5	5	5	4	5	4,80	5	5	5	5	4	4,80
25	2	3	1	1	5	3	5	5	5	4,60	4	4	3	5	5	4,20	5	5	5	3	5	4,60	4	4	4	5	3	4,00	2	3	5	5	4	3,80

No										Avg						Avg						Avg						Avg						Avg
26	2	3	1	1	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	4	5	5	3	**4,40**	5	5	5	4	5	**4,80**	5	5	3	5	4	**4,40**
27	1	1	1	1	5	5	5	5	4	**4,80**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	5	5	5	5	**4,20**	5	4	5	5	5	**4,80**
28	1	2	1	5	5	5	5	5	5	**5,00**	5	3	5	4	2	**3,80**	4	5	2	5	5	**4,20**	5	5	3	3	5	**4,20**	5	5	5	4	2	**4,20**
29	2	2	1	1	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	1	5	4	**4,00**	5	5	5	5	5	**5,00**	5	5	4	5	1	**4,00**
30	2	2	3	1	5	5	5	5	5	**5,00**	5	1	5	5	1	**3,40**	5	5	4	5	5	**4,80**	1	4	5	5	5	**4,00**	5	5	5	5	3	**4,60**
31	1	2	2	3	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	3	5	5	5	**4,60**	1	5	5	4	5	**4,00**	5	5	5	5	1	**4,20**
32	2	1	2	1	5	5	5	5	4	**4,80**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	5	3	1	5	**3,00**	5	5	5	5	1	**4,20**
33	1	2	1	1	3	2	5	5	5	**4,00**	5	2	5	4	1	**3,40**	1	5	2	5	5	**3,60**	5	5	5	5	5	**5,00**	5	5	5	2	1	**3,60**
34	1	3	1	2	5	5	5	5	5	**5,00**	5	5	4	5	5	**4,80**	5	5	5	5	5	**5,00**	5	5	5	3	4	**4,40**	4	5	5	5	1	**4,00**
35	2	1	1	1	4	5	4	5	5	**4,60**	5	5	5	3	1	**3,80**	5	5	5	5	5	**5,00**	2	2	4	5	5	**3,60**	5	5	5	5	1	**4,20**
36	1	1	1	2	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	5	5	5	4	**4,00**	4	2	5	5	1	**3,40**
37	2	2	1	2	3	4	5	5	5	**4,40**	5	3	5	5	4	**4,40**	5	5	5	5	5	**5,00**	1	1	2	5	5	**2,80**	5	5	5	4	1	**4,00**
38	2	2	1	5	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	5	5	1	4	5	**4,00**	1	5	5	2	5	**3,60**	5	5	5	5	1	**4,20**
39	2	2	1	2	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	5	5	4	**4,80**	1	1	4	5	5	**3,20**	5	5	5	5	1	**4,20**
40	1	3	3	2	5	5	3	4	4	**4,20**	5	1	5	4	1	**3,20**	1	5	5	5	3	**3,80**	1	5	4	4	5	**3,80**	3	4	5	5	1	**3,60**
41	1	1	1	3	5	5	5	3	5	**4,60**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	5	5	5	3	5	**4,60**	5	4	5	5	1	**4,00**
42	1	3	2	4	5	5	5	5	5	**5,00**	5	1	5	5	1	**3,40**	5	4	5	3	5	**4,40**	5	3	5	5	5	**4,60**	2	5	5	5	1	**3,60**
43	2	2	1	2	5	5	5	5	5	**5,00**	5	5	5	5	4	**4,80**	5	5	5	5	5	**5,00**	1	5	5	5	5	**4,20**	5	5	5	5	2	**4,40**
44	2	3	1	1	5	5	5	5	5	**5,00**	5	3	5	4	1	**3,60**	5	5	5	5	5	**5,00**	1	5	3	5	3	**3,40**	5	5	5	5	5	**5,00**
45	1	1	1	1	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	1	5	5	**4,20**	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**
46	1	3	2	2	5	5	5	5	5	**5,00**	5	1	3	5	3	**3,40**	3	5	3	5	4	**4,00**	5	5	5	1	4	**4,00**	4	5	5	5	1	**4,00**
47	1	3	1	2	5	5	5	5	5	**5,00**	4	5	5	5	1	**4,00**	5	5	5	5	5	**5,00**	2	5	5	5	5	**4,40**	5	5	5	4	5	**4,80**
48	2	3	2	2	5	5	5	5	5	**5,00**	5	2	5	5	1	**3,60**	5	5	5	5	5	**5,00**	1	2	5	5	5	**3,60**	5	5	5	5	1	**4,20**
49	1	2	1	1	5	4	5	4	5	**4,60**	5	4	4	5	1	**3,80**	5	5	1	5	5	**4,20**	2	5	5	5	5	**4,40**	4	5	3	5	1	**3,60**
50	1	3	3	3	5	5	5	5	4	**4,80**	5	5	5	5	4	**4,80**	5	5	1	5	5	**4,20**	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**

No																																		
51	1	3	1	2	5	5	4	5	5	**4,80**	5	5	5	5	1	**4,20**	5	5	1	4	5	**4,00**	1	5	4	5	5	**4,00**	5	5	5	5	1	**4,20**
52	1	1	1	1	5	3	5	5	5	**4,60**	5	5	5	4	1	**4,00**	5	5	5	5	5	**5,00**	3	5	4	5	4	**4,20**	2	5	5	5	1	**3,60**
53	1	2	1	2	5	5	5	5	5	**5,00**	5	1	5	5	1	**3,40**	5	4	4	5	5	**4,60**	5	4	5	5	5	**4,80**	5	3	5	5	3	**4,20**
54	1	2	1	2	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	1	2	4	3	5	**3,00**	5	5	5	5	5	**5,00**
55	2	2	3	1	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	5	5	5	5	**4,20**	5	5	5	5	1	**4,20**
56	2	2	1	1	3	5	5	5	5	**4,60**	5	2	4	5	1	**3,40**	4	3	5	5	5	**4,40**	5	5	5	5	5	**5,00**	5	5	4	5	1	**4,00**
57	1	2	2	2	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	5	5	3	2	5	**4,00**	4	5	5	5	1	**4,00**
58	2	2	1	1	5	5	5	5	5	**5,00**	5	5	5	5	3	**4,60**	5	5	5	4	3	**4,40**	2	5	5	5	5	**4,40**	5	5	5	5	3	**4,60**
59	2	3	1	1	3	5	4	5	5	**4,40**	5	1	5	5	1	**3,40**	5	5	5	5	5	**5,00**	2	5	2	5	5	**3,80**	5	5	5	4	1	**4,00**
60	1	2	1	1	5	5	4	5	5	**4,80**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	1	5	5	5	**3,40**	5	5	5	5	5	**5,00**
61	2	2	1	1	4	5	5	4	5	**4,60**	5	5	5	5	2	**4,40**	5	5	5	5	5	**5,00**	5	3	5	5	4	**4,40**	3	5	5	5	1	**3,80**
62	2	2	3	2	5	5	5	5	5	**5,00**	5	5	5	4	1	**4,00**	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**
63	1	1	1	2	5	3	5	5	4	**4,40**	5	4	5	5	5	**4,80**	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	5	4	5	5	1	**4,00**
64	2	2	1	2	1	1	2	1	2	**1,40**	2	1	1	2	1	**1,40**	1	1	2	1	2	**1,40**	1	1	1	1	1	**1,00**	2	1	1	2	1	**1,40**
65	2	2	1	4	5	4	5	5	5	**4,80**	5	5	5	5	1	**4,20**	5	4	4	5	5	**4,60**	1	5	3	5	5	**3,80**	5	5	5	5	1	**4,20**
66	1	3	1	2	5	5	5	5	5	**5,00**	5	5	4	5	1	**4,00**	5	5	5	5	5	**5,00**	5	5	5	5	5	**5,00**	5	5	5	5	3	**4,60**
67	1	3	1	3	4	5	5	5	5	**4,80**	5	4	5	5	1	**4,00**	5	5	5	5	5	**5,00**	1	2	4	2	5	**2,80**	5	5	5	5	1	**4,20**
68	1	2	2	3	5	5	4	5	5	**4,80**	5	4	5	5	5	**4,80**	5	5	5	5	5	**5,00**	2	2	5	5	5	**3,80**	5	4	5	5	1	**4,00**
69	2	3	1	3	5	5	5	5	5	**5,00**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	2	4	5	5	**3,40**	5	5	5	5	2	**4,40**
70	2	3	1	4	5	5	5	5	5	**5,00**	5	4	5	5	4	**4,60**	5	5	5	5	5	**5,00**	1	2	5	5	5	**3,60**	5	5	5	5	1	**4,20**
71	1	2	1	5	5	5	5	5	5	**5,00**	5	4	5	5	4	**4,60**	5	5	5	5	5	**5,00**	5	5	4	5	4	**4,60**	5	5	4	5	4	**4,60**
72	2	2	1	2	5	5	5	5	4	**4,80**	5	5	5	5	2	**4,40**	5	5	5	5	5	**5,00**	5	5	3	5	5	**4,60**	5	5	5	4	1	**4,00**
73	2	2	1	2	4	5	5	4	5	**4,60**	5	1	5	4	1	**3,20**	3	4	5	5	5	**4,40**	1	1	5	5	4	**3,20**	5	5	5	5	5	**5,00**
74	1	3	3	2	5	3	5	5	5	**4,60**	5	5	5	5	2	**4,40**	5	5	5	4	5	**4,80**	1	2	5	5	5	**3,60**	5	5	5	5	1	**4,20**
75	1	3	1	3	5	5	4	5	5	**4,80**	5	5	5	5	1	**4,20**	5	5	5	5	5	**5,00**	1	5	5	5	5	**4,20**	5	4	5	5	1	**4,00**

No									Rata						Rata						Rata						Rata						Rata
76	2	3	1	1	5	5	5	5	5	5,00	5	4	4	5	1	3,80	5	5	5	5	5	5,00	1	5	5	5	5	4,20	4	5	5	5	1	4,00
77	1	3	1	1	5	5	5	5	5	5,00	5	5	5	4	1	4,00	5	5	3	5	5	4,60	5	5	5	5	5	5,00	5	5	5	5	5	5,00
78	2	3	1	2	4	5	5	5	4	4,60	5	4	5	4	4	4,40	5	5	5	5	5	5,00	4	4	5	5	5	4,60	5	5	5	5	4	4,80
79	2	3	1	3	5	5	4	5	5	4,80	5	5	5	5	4	4,80	5	5	5	5	5	5,00	5	2	5	2	4	3,60	5	5	5	5	1	4,20
80	1	2	1	1	2	1	1	1	2	1,40	2	1	1	2	1	1,40	1	1	2	1	2	1,40	1	1	1	1	1	1,00	2	1	2	1	1	1,40
81	2	3	1	5	5	4	5	5	5	4,80	5	4	4	5	4	4,40	4	3	5	5	5	4,40	4	5	4	5	5	4,60	5	5	5	5	4	4,80
82	2	3	1	3	5	5	5	5	4	4,80	5	5	5	5	4	4,80	5	5	4	5	5	4,80	4	4	5	2	5	4,00	5	5	5	4	4	4,60
83	2	3	2	4	5	5	5	5	4	4,80	5	5	5	5	4	4,80	5	5	4	5	5	4,80	5	5	4	5	5	4,80	5	5	5	5	4	4,80
84	2	2	1	1	5	5	5	4	5	4,80	5	5	5	5	1	4,20	5	5	4	5	5	4,80	4	5	5	5	5	4,80	5	5	5	5	4	4,80
85	1	3	1	1	5	5	4	5	5	4,80	5	4	5	5	5	4,80	5	5	4	4	3	4,20	4	5	5	5	4	4,60	5	5	5	5	4	4,80
86	2	3	1	2	5	5	3	5	5	4,60	5	5	5	5	1	4,20	5	5	5	5	5	5,00	5	3	5	5	5	4,60	3	5	5	5	5	4,60
87	1	3	1	2	5	4	5	5	5	4,80	5	4	5	5	4	4,60	5	4	5	5	5	4,80	4	5	5	5	5	4,80	5	5	5	5	4	4,80
88	1	1	2	3	5	4	5	5	5	4,80	5	5	5	5	4	4,80	5	5	5	5	5	5,00	4	5	4	5	5	4,60	5	5	5	4	4	4,60
89	2	3	1	2	5	5	5	5	5	5,00	5	4	5	4	1	3,80	5	5	5	5	5	5,00	4	5	5	5	5	4,80	4	5	5	5	4	4,60
90	1	3	1	1	5	5	4	5	5	4,80	5	5	5	5	1	4,20	5	5	5	5	5	5,00	4	4	5	5	5	4,60	5	5	5	4	4	4,60
91	2	1	1	2	5	4	5	5	5	4,80	5	5	4	5	4	4,60	5	4	5	5	5	4,80	4	5	5	5	4	4,60	5	5	5	5	4	4,80
92	2	3	1	5	5	5	5	4	4	4,60	5	5	4	5	2	4,20	5	4	5	5	5	4,80	4	4	4	5	5	4,40	5	4	5	5	4	4,60
93	1	2	1	4	5	5	5	5	5	5,00	5	5	4	5	5	4,80	3	5	5	4	5	4,40	4	5	5	5	5	4,80	5	5	5	5	4	4,80
94	2	3	1	1	2	1	2	1	2	1,60	2	2	1	2	1	1,60	1	1	2	2	2	1,60	1	1	1	1	1	1,00	2	1	2	2	1	1,60
95	2	2	1	1	5	5	5	4	5	4,80	5	4	5	4	2	4,00	5	5	5	5	5	5,00	4	4	5	2	5	4,00	5	5	5	5	4	4,80
96	1	3	1	2	5	5	5	5	5	5,00	5	1	5	5	4	4,00	5	4	4	4	5	4,40	5	5	4	5	5	4,80	5	5	5	5	4	4,80
97	2	3	1	1	5	5	4	5	5	4,80	5	5	5	5	2	4,40	5	5	4	5	5	4,80	1	5	5	5	5	4,20	5	5	5	4	4	4,60
98	2	3	2	1	5	4	5	5	5	4,80	5	4	5	5	4	4,60	5	5	5	5	5	5,00	4	4	4	5	5	4,40	4	5	5	5	4	4,60
99	1	1	1	1	5	5	5	5	5	5,00	5	5	4	4	2	4,00	4	5	5	5	5	4,80	4	4	4	5	5	4,40	5	5	5	4	5	4,80
100	1	1	1	2	5	4	5	5	5	4,80	5	5	5	5	2	4,40	5	5	5	5	5	5,00	5	5	5	2	4	4,20	5	5	5	5	2	4,40

Appendix 3. Validity and Reliability Test

Reliability of Capital Factor (X1)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,883	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	18,8500	6,270	,709	,861
X1.2	18,9700	5,706	,690	,871
X1.3	18,8800	6,329	,696	,863
X1.4	18,8300	5,839	,785	,842
X1.5	18,7900	6,673	,765	,854

Reliability of Government Role (X2)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,635	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	16,1000	8,899	,613	,555
X2.2	16,8100	6,640	,419	,573
X2.3	16,2800	8,143	,534	,536
X2.4	16,2200	8,517	,620	,535
X2.5	18,5100	6,737	,234	,742

Reliability of Marketing (X4)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,767	5
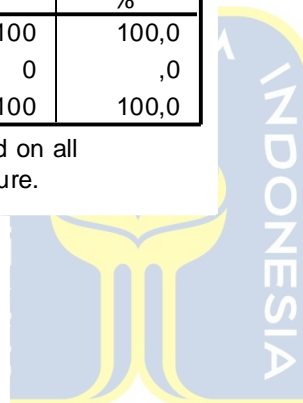
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	18,5300	6,716	,603	,700
X3.2	18,4000	7,657	,643	,696
X3.3	18,8300	7,173	,366	,816
X3.4	18,4500	7,745	,632	,700
X3.5	18,3900	8,159	,605	,714

Reliability of Tourist Visit (X4)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded^a	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,622	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	17,5200	9,383	,353	,608
X4.2	16,6800	10,240	,486	,506
X4.3	16,4400	11,582	,532	,511
X4.4	16,5700	12,369	,260	,622
X4.5	16,2300	13,108	,358	,585

Reliability of MSME Sustainability (Y)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded^a	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,655	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	17,0500	7,705	,515	,567
Y1.2	17,0300	7,181	,556	,540
Y1.3	16,8900	8,079	,552	,571
Y1.4	16,9500	8,169	,500	,584
Y1.5	18,8400	5,994	,255	,792

Appendix 4. Respondent Characteristics

Frequencies

1. Gender

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	52	52,0	52,0	52,0
	Wanita	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

2. Age

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 Tahun	17	17,0	17,0	17,0
	31-40 Tahun	39	39,0	39,0	56,0
	40 Tahun keatas	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

3. Education

Pend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SLTA Sederajat	79	79,0	79,0	79,0
	Diploma	12	12,0	12,0	91,0
	S1	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

4. Length of Business

Lama Usaha

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 Tahun	41	41,0	41,0	41,0
	6-10 Tahun	36	36,0	36,0	77,0
	11-15 Tahun	13	13,0	13,0	90,0
	16-20 Tahun	5	5,0	5,0	95,0
	Lebih dari 20 Tahun	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Appendix 5. Descriptive Statistics

Scale Interval

Interval	Kategori
1,00 s/d 1,79	Sangat Rendah
1,80 s/d 2,59	Rendah
2,60 s/d 3,39	Cukup Tinggi
3,40 s/d 4,19	Tinggi
4,20 s/d 5,00	Sangat Tinggi

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1,00	5,00	4,7300	,72272
X1.2	100	1,00	5,00	4,6100	,87496
X1.3	100	1,00	5,00	4,7000	,71774
X1.4	100	1,00	5,00	4,7500	,77035
X1.5	100	2,00	5,00	4,7900	,59110
X1	100	1,40	5,00	4,7160	,61179
X2.1	100	2,00	5,00	4,8800	,53711
X2.2	100	1,00	5,00	4,1700	1,30310
X2.3	100	1,00	5,00	4,7000	,78496
X2.4	100	2,00	5,00	4,7600	,62150
X2.5	100	1,00	5,00	2,4700	1,57925
X2	100	1,40	5,00	4,1960	,66787
X3.1	100	1,00	5,00	4,6200	1,04234
X3.2	100	1,00	5,00	4,7500	,78335
X3.3	100	1,00	5,00	4,3200	1,22169
X3.4	100	1,00	5,00	4,7000	,77198
X3.5	100	2,00	5,00	4,7600	,69805

X3	100	1,40	5,00	4,6300	,66507
X4.1	100	1,00	5,00	3,3400	1,74205
X4.2	100	1,00	5,00	4,1800	1,33621
X4.3	100	1,00	5,00	4,4200	,99676
X4.4	100	1,00	5,00	4,2900	1,24150
X4.5	100	1,00	5,00	4,6300	,88369
X4	100	1,00	5,00	4,1720	,80454
Y1.1	100	2,00	5,00	4,6400	,81054
Y1.2	100	1,00	5,00	4,6600	,90140
Y1.3	100	1,00	5,00	4,8000	,68165
Y1.4	100	1,00	5,00	4,7400	,70525
Y1.5	100	1,00	5,00	2,8500	1,62912
Y	100	1,40	5,00	4,3380	,65363
Valid N (listwise)	100				

Appendix 6. Classic Assumption Test Results

1. NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,36244284
Most Extreme Differences	Absolute	,076
	Positive	,048
	Negative	-,076
Kolmogorov-Smirnov Z		,759
Asymp. Sig. (2-tailed)		,611

a. Test distribution is Normal.

b. Calculated from data.

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2. Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X4, X3, X2, X1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: ABS_RES1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,186[a]	,035	-,006	,22546800

a. Predictors: (Constant), X4, X3, X2, X1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,173	4	,043	,850	,497[a]
	Residual	4,829	95	,051		
	Total	5,002	99			

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: ABS_RES1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,027	,179		-,148	,882
	X1	,081	,077	,220	1,050	,297
	X2	-,012	,049	-,035	-,237	,813
	X3	,002	,062	,007	,037	,971
	X4	-,008	,038	-,029	-,213	,832

a. Dependent Variable: ABS_RES1

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Appendix 7. Linear Regression

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X4, X3, X2, X1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832[a]	,693	,680	,36999

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Y

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,290	4	7,323	53,490	,000[a]
	Residual	13,005	95	,137		
	Total	42,296	99			

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,154	,294		,523	,602		
	X1	,342	,127	,320	2,701	,008	,231	4,337
	X2	,178	,081	,182	2,209	,030	,475	2,106
	X3	,253	,102	,258	2,483	,015	,301	3,327
	X4	,156	,063	,192	2,488	,015	,544	1,838

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,3929	4,8014	4,3380	,54393	100
Std. Predicted Value	-5,415	,852	,000	1,000	100
Standard Error of Predicted Value	,039	,208	,076	,032	100
Adjusted Predicted Value	1,3896	4,7945	4,3391	,54492	100
Residual	-1,10269	1,08918	,00000	,36244	100
Std. Residual	-2,980	2,944	,000	,980	100
Stud. Residual	-3,010	3,035	-,001	1,005	100
Deleted Residual	-1,12454	1,15807	-,00113	,38170	100
Stud. Deleted Residual	-3,148	3,177	-,003	1,018	100
Mahal. Distance	,124	30,164	3,960	5,382	100
Cook's Distance	,000	,249	,011	,029	100
Centered Leverage Value	,001	,305	,040	,054	100

a. Dependent Variable: Y