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ACCESSIBILITY AND INFLUENCER MARKETING STRATEGIES ON SALES GROWTH THROUGH BANKING GUARANTEES UMKM IN MEDAN CITY

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Abstract

The main indicators that make MSMEs experience many losses to the point of bankruptcy, including consumer demand for the product is decreasing, then the regulations and policies issued by the government do not provide direct benefits in developing MSMEs so that they are not felt directly by the community, especially Micro, Small and Medium Enterprises (MSMEs) who have to close for a long time. The purpose of this studyreviewing and analyzing Online Marketing Strategies and Banking Guarantees in Reducing Bankruptcy of MSMEs in Medan City.This study uses a data analysis method using SmartPLS software. The results of the study show*Accessibility*significant effect on banking guarantees. Banking guarantees have a significant effect on sales growth. Banking guarantees as an intervening variable have a significant impact on increasing the influence of Accessibility on sales growth.

Keywords: ***accessibility, influencer marketing sales growth, banking guarantee***

INTRODUCTION

Background

The Medan city government plays a role in developing existing MSMEs. Efforts made by the Government and the business world, and the community are to empower and improve the business of Micro, Small, and Medium Enterprises through the provision of facilities, business licenses, guidance, mentoring, and strengthening assistance to grow and improve the capabilities and competitiveness of Micro, Small, and Medium Enterprises. A comprehensive approach has been carried out thoroughly starting from the production process to marketing and is carried out through coaching various aspects including markets, capital, technology, management thoroughly starting from the production process to marketing and is carried out through agencies.

In overcoming the deficiencies or weaknesses of MSMEs, through Law No. 20 of 2008 it is clearly seen that in terms of developing MSMEs in the city of Medan, the Medan city government has a role as a facilitator, regulator, and catalyst for MSME actors in the city of Medan. As a facilitator, the Medan city government plays a role in facilitating MSMEs in Medan city to achieve the goals of business development owned by MSMEs in Medan city. If MSMEs are weak in terms of funding, the government's task is to help find a way out so that MSMEs are able to get the funding they need, such as building cooperation with banks, but it must be done carefully so that the position of MSMEs does not become dependent on banking.

Currently, the impact of the domino effect is not only on large-scale businesses but also on Micro, Small and Medium Enterprises (MSMEs), businesses that were previously established and known to many consumers, such as retail companies in Jakarta, technology, tourism and hospitality companies and many more have an impact on declining business conditions. Unlike the economic crisis that hit Indonesia around 1998, when many businesses collapsed, small business products experienced an increase in exports. However, the current condition is very different because almost the entire business world is not running due to the deadly virus. Many MSME actors are unable to develop their businesses and go bankrupt, the main indicators that cause MSMEs to experience many losses to the point of bankruptcy, including decreasing consumer demand for the product, then the regulations and policies issued by the government do not provide direct benefits in developing MSMEs so that they are not felt directly by the community, especially Micro, Small and Medium Enterprises (MSMEs) who have to close for a long time.

Many MSMEs are still surviving even though their space is very limited. The temporary closure of public facilities has an impact on small entrepreneurs. For example, grocery traders cannot sell their goods because the market is closed for a certain period of time. According to a survey conducted by several research institutions, 47% of MSMEs in Indonesia cannot operate at all. The main factors are cash flow problems and difficulties and supply of goods, although the government has sought a way out to revive the economy due to this disaster.

The income of people who depend on their lives in business based on the results of a survey conducted by the market research company IPSOS, 84% of business actors experienced a decrease in income. Some of them admitted to experiencing a decrease of more than 50%. Not a few are optimistic that they will recover after normal conditions. The data obtained, Indonesia's economic growth in the first quarter of 2020 was much slower than the previous year. Domestic demand and household consumers have decreased, this condition also affects the investment ratio which has also decreased.

Demand and supply activities in the MSME business in Medan City have decreased, then the current shopping patterns of people in Indonesia have changed from offline shopping to online, but not all MSME actors serve consumers online. Regarding this. The results of research conducted as an indicator in seeing the business conditions that occur through the Center for Micro and Small Enterprise Dynamic (CEMSED), state that Indonesia has a unique ability to develop and survive in times of crisis. Raw Materials are Difficult to Obtain and Increasingly and production activities have stopped.

MSMEs such as home food industries are troubled by the high price of sugar and eggs. So, automatically the selling price of the product also increases. Of course this is very risky, especially since people's purchasing power is decreasing, then the distribution channel is hampered. Data obtained from the Indonesian Toll Association (ATI), daily traffic on all toll roads has decreased by around 40% to 60% recorded since March 2020. The largest decrease occurred in the Jabodetabek area. The cessation of distribution activities certainly affects the marketing of MSME business products. These business actors find it difficult to reach a wider market, such as outside the city, across provinces, to outside the island. Delivery of goods by online traders also experiences delays in delivery.

The inability of providers of goods and services to operate is not only felt by UMKM actors engaged in the home industry sector. Many service providers are also taking leave or even stopping completely. The decline in turnover is experienced by almost all business actors. Such as wedding organizers, wedding photographers, make-up artists, and others have lost their sources of income because many projects have been postponed.

The Indonesian government has taken a policy by cooperating with the Bank, namely credit relations, free and discounted electricity, and capital injections are given to revive the economy. So far, the government is still trying to find a way for the Indonesian economy to recover as before.

GrowthMSMEs in Indonesia is very fast. According to the Ministry of Cooperatives and SMEsMSMEs, number of perpetratorsMSMEsin Indonesia reached 59.2 million actors. In fact, MSME actors also contribute quite significantly to Gross Domestic Product (GDP) in Indonesia. According to the Ministry of Cooperatives and SMEsMSMEs, contributionMSMEsto GDP has always increased. In 2014, its contribution reached 1.71 percent, then increased sharply to 3.99 percent in 2016, and to 4.48 percent in 2017. It is estimated that the figure will increase to 5 percent in 2019.

Increased contributionMSMEsto GDP is not directly proportional to developmentsMSMEsevenly, there are still many perpetratorsMSMEsbeginners who experience losses until they eventually go bankrupt and close their businesses. In fact, according to an international survey, more than 80% of SMEs in Asia close in their third year of existence. The causes are varied, ranging from lack of business knowledge to minimal business capital. If you are an SME player, or want to start a small and medium-scale business, immediately prepare yourself by studying the 5 Causes of BankruptcyMSMEsthe following.

Causes of bankruptcyMSMEsThe first is the lack of managerial skills of entrepreneurs. This is indicated by poor strategic planning, ineffective business management, and minimal communication with the workers (employees) involved. As a result, you are often "overwhelmed" in running your business. You can overcome this lack of managerial skills by studying deeper and training your managerial skills thoroughly. Here are some suggestions that you can apply:

First, find a mentor who can help you learn. You can find many inspiring mentors on the internet. Try to find a mentor who has experience in the business world, learn every advice they share, and apply it in your daily life. Second, find 1-2 partners whose expertise can complement yours. This is important so that all your business ideas are not only focused on your own thoughts. By having a partner who can complement, you can receive various inputs and constructive perspectives for your business. Third, stay yourself, by showing your strengths and weaknesses honestly. This advice is a balance between the two previous suggestions. This means that even though you continuously learn from your mentor and business partners, you should not lose your identity. So, stay yourself in managing your SME business.

The second cause of MSME bankruptcy is an overly focused market. So that your target market becomes very narrow and less broad. Targeting a market that is too specific does allow you to have relatively few competitors. However, choosing the market can also backfire on you. Because you will have difficulty finding a new, more potential market. To overcome this, you are not required to change your target market. However, what you need to do is re-analyze your business concept. With the products you have, try to review who your target market is. Also analyze the behavior of your target market, and learn how your competitors target them.

The third cause of UMKM bankruptcy is choosing the wrong employees. If a pioneering business starts to grow and needs additional workers for production/doing other work, but is not smart enough in choosing employees, business actors are in a hurry to need employees, so they hire the wrong employees. The fourth cause of UMKM bankruptcy is starting a business too early. Products that are launched too late to the market cause entrepreneurs to go bankrupt. And marketing products too quickly can also be fatal.

The reason for declining sales is that entrepreneurs rarely realize the lack of information, because entrepreneurs want their businesses to be able to immediately produce quality products and services. However, in reality most entrepreneurs have to struggle through various major obstacles before achieving success. Expectations that are too high and want instant results.

Formulation of the problem

How Accessibility Strategy Affects MSME Sales Growth In Medan City? How is the Banking Guarantee for the Growth of MSME Sales? in Medan City? and How is the Accessibility Strategy for the growth of MSME sales through banking guarantees? in Medan City?

Research purposes

Based on the formulation of the problem that has been described regarding the partnership between large companies and MSMEs in increasing the economic growth of the Indonesian people, the objectives of this study are:

*Review and analyze accessibility and influencer strategies*marketing towards sales growth through banking guarantees.

Literature review

Online Marketing

Online Marketing Definition Online marketing is the practice of utilizing web-based channels to spread messages about a company's brand, products, or services to its potential customers, methods and techniques used for online marketing include email, social media, advertising and many more. Marketing is done to reach customers through channels where they spend time reading, searching, or socializing online.

Online Business Kotler and Armstrong (2018) stated that online marketing is a form of business from a company that aims to market its products and services and also to build relationships between companies and customers via the internet. In other words, online marketing is the process by which consumers buy products or services on the internet. Online marketing is also known as electronic commerce, namely the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www or other computer networks (Singh, 2017).

Online marketing provides many benefits for various parties, including organizations, marketers and the public or consumers (Singh, 2017). According to Anggraini (2017) basically online marketing is a marketing communication activity using internet media according to its development, online marketing does not only use websites, but also email and other applications that run on internet protocols. For sellers, implementing a system like this means cutting expenses that can be incurred in the old system. For example, if in the old system we have to open a new branch in order to expand our business wings, not with an online system. Because with this system sellers can introduce their products through a website or application.

According to Rahman et. al (2018) online marketing is a strategy for the process of distribution, promotion and pricing of goods and services on the internet market share or through other digital tools. Online marketing is the work of a company to communicate something, promote and sell goods and services via the internet. Based on expert opinion, it can be concluded that online marketing is an act of marketing products or services that are marketed via the internet or online media.

Online Marketing Indicators

According to Rahmi et. al (2015) online marketing consists of the following three indicators:

a. Convenience With online marketing, consumers can order products at any time and do not need to go to the store to buy the desired product.
b. Information Customers can obtain a wealth of comparative information about companies, products, and competitors without leaving their activities. Consumers can also focus their attention on object criteria such as price, quality, performance, and availability.
c. Less persuasion and coaxing With online services, customers do not have to face or serve persuasion and emotional factors.

Benefits of Online Marketing

The benefits obtained by online sales owner organizations include (Singh, 2017):

a. Expanding the market place to national and international markets.
b. With minimal capital outlay, a company can easily find more customers, better suppliers and the most suitable business partners from all over the world.

Online sales reduce the costs of manufacturing, processing, distributing, storing, and searching for paper-based information. Online sales reduce the time between capital outlay and receipt of products and services. Benefits to consumers include:

a. Online sales allow customers to shop or make transactions 24 hours a day, year-round, from almost any location.
b. Online sales provide more choices to customers, where consumers can choose a variety of products from many vendors.
c. Online sales provide customers with inexpensive products and services by visiting many places and making quick comparisons.
d. Customers can receive relevant, detailed information in seconds, not days or weeks.

Guarantee

Definition of collateral Collateral is an agreement between a creditor and a debtor, where the debtor promises a certain amount of his assets for the repayment of debt according to the provisions of applicable laws if within a specified time the debtor fails to pay the debt.

Collateral is an asset of the borrower promised to the lender if the borrower cannot repay the loan. Collateral is one element in the financing analysis. Therefore, the goods submitted by the customer must be assessed at the time of the financing analysis and must be careful in assessing the goods because the price listed by the customer does not always indicate the actual price (market price at that time).

In other words, customers sometimes overestimate the goods they use above their actual price. Overvaluation can result in financial institutions being in a weak position. If liquidity/sale of collateral cannot be avoided, this situation can lead financial institutions to losses because the proceeds from the sale of collateral will usually be lower than the original price or the market price when the collateral is sold so that it cannot cover the obligations of financial institution customers.

Credit Guarantee Based on Banking Law Article 1 of Banking Law No. 10 of 1998, the definition of credit guarantee is the ability, belief and capability of the customer to pay off his obligations in accordance with what was agreed.

a. Definition of Guarantee according to several experts,

1. Hartono Hadisapoetro A guarantee is something given to a debtor to create confidence that the debtor will fulfill an obligation that can be valued in money that arises from an agreement.
2. M. Discussion Collateral is anything received by a creditor and submitted by a debtor to guarantee a debt in society.
3. Thomas Suyanto Collateral is the transfer of assets or a statement of a person's ability to bear the repayment of a debt.

b. Forms of Guarantee From the formulation of Articles 1131 and 1132 of the Civil Code, it can be concluded that there are two forms of guarantee, namely:

1. General Guarantee The definition of a general guarantee is a guarantee given for the benefit of all creditors concerning all of the debtor's assets.
2. Special Guarantee The form of special guarantee emerged as an effort to overcome the weaknesses in the form of general guarantee. According to J. Satrio, Special guarantee does not provide a guarantee that the bill will definitely be paid but only provides it to those who do not hold special guarantees or in other words are relatively more assured in fulfilling the bill.

Assurance Indicator

The guarantee indicators were expressed by Tjiptono (2014) which consist of four indicators, namely:

1. Trusted employee
2. Feeling safe when making transactions with service provider employees
3. Employees who are always polite to customers
4. Staff are knowledgeable so they can answer customer questions

RESEARCH METHODS

Types and Nature of Research

This research is a survey research, meaning that the research takes samples from one population and uses a questionnaire instrument as the main data collection tool. Survey research is used to determine specific characteristics related to a group (Purwanto, 2011). Survey research examines a population by selecting and studying a sample selected from that population, to determine the relative incidence, distribution and interrelationships of its variables.

According to the type of research, this research is a quantitative descriptive research that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and patterns of relationships between variables. This research uses a causal-comparative method, namely regarding cause and effect research. The purpose of comparative causal research is to investigate the possibility of a causal relationship between independent variables and dependent variables through intervening and moderating variables. The nature of the research is explanatory research. Sugiyono (2016) stated that explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

Population and Sample

According to Sugiyono (2016), "population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn". The population of this study is all MSMEs that are inin Medan City, North Sumatra Province. Sampling was carried out in accordance with the predetermined research objectives. Sample is part of the population consisting of elements or objects that are expected to have the same characteristics as the population. The sampling technique used in this study using the census method, namely all populations are used or made as samples (Sugiyono, 2016).

Data Collection Instruments

Research Instruments The quality of research results is influenced by the quality of research instruments. In qualitative research, researchers become research instruments or tools. In other words, in this research, researchers become research instruments. According to Sugiyono (2014), in qualitative research, researchers become research instruments or tools. Researchers must be validated to see the readiness of researchers. Researchers as instruments must be validated, by understanding qualitative research methods, mastering the field being studied and being ready to enter the field. In this research, researchers went directly to the location to interact with members of MSME actors, the Kelurahan community, and traders, officers and visitors to the MSME priority area.

Data collection technique

The data collection technique used in this research is as follows:

a. Primary data consists of

1. Observation, namely conducting direct observations and studying things related to research directly at the research location.

2. Interviews, namely by conducting interviews with sub-section heads and employees who are related to the problem being researched and who are also the objects of research.
3. Questionnaire: This is a way of asking questions that have been prepared in writing by distributing a questionnaire and accompanied by alternative answers that will be given to respondents.

b. Secondary data consists of
   1. Documentation
   2. Report

Data Types and Sources

The types and sources of data in this study are primary and secondary data as follows:

1. Primary data is data obtained directly from research respondents to be further processed by researchers, obtained from distributing questionnaires to obtain clear information.
2. Secondary data is supplementary data related to the research problem, which is data that has been processed by the company where the research is conducted, in the form of documents.

Identification and Operational Definition of Variables

In this study, the independent variable is while the dependent variable. The scale technique used in this study is the Likert scale which is part of the attitudescales type. The Likert scale is where respondents state their level of agreement or disagreement regarding various statements about behavior, objects or events (Sugiyono, 2016).

Data Analysis Techniques

This study uses a data analysis method using SmartPLS software version 2.0.m3 which is run on a computer. According to Abdillah and Jogiyanto and (2015), PLS (Partial Least Square) is: Structural equation analysis (SEM) based on variance that can simultaneously test measurement models and test structural models.

The measurement model is used for validity and reliability tests, while the structural model is used for causality tests (hypothesis testing with prediction models). Furthermore, Abdillah and Jogiyanto (2015) stated that Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS is one of the SEM statistical methods based on variance designed to solve multiple regression when specific problems occur in the data,*variance*), specific variance, and error variance. So that the total variance becomes high. The development model uses path analysis as follows:

$$\mathbf{Y = a + b1X1 + b2X2 + b3Z1 + e}$$

Result Determination Criteria

The criteria for determining results can be done by testing the hypothesis in this study as follows:

a. Analysis of Determination Coefficient (R^2)
b. Partial/Individual Test (t-Test)

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The structural model (inner model) is evaluated by looking at the percentage of variance explained by the R2 value for the dependent variable using the Stone-Geisser Q-square test measure (Ghozali, 2016) and also looking at the magnitude of the structural path coefficient.

Research result

Method*Partial Least Square*(PLS)

In this study the method used is*Partial Least Square*(PLS), the reason for using this method is to explain whether or not there is a relationship between

Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses analytical techniques.*Partial Least Square*(PLS) with the SmartPLS program, the following is the PLS program model scheme that was tested:

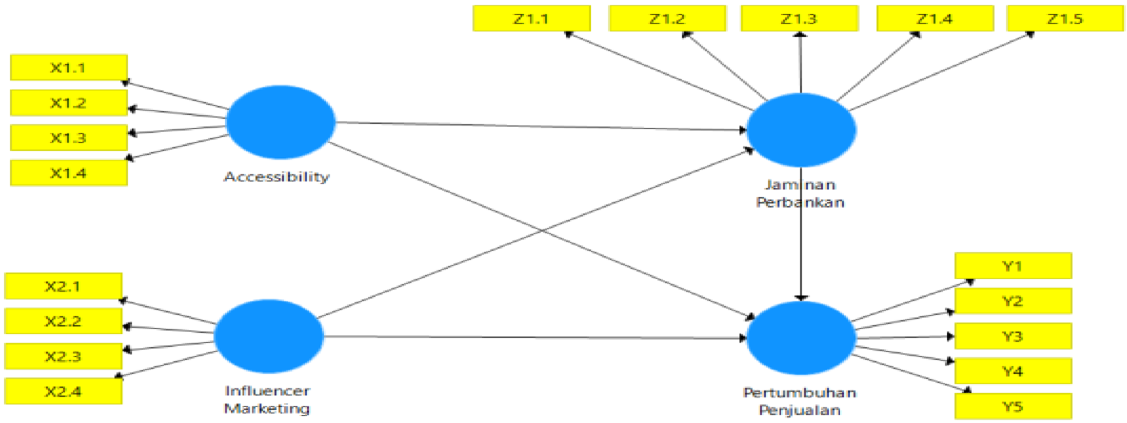

Figure 1 Outer Model PLS

Source: Research Results, 2024 (processed data)

Figure 1 shows the Outer Model PLS built from the conceptual framework. This figure explains the relationship between each variable sourced from various theories and previous studies. For each variable tested, it is equipped with indicators built from the relationship between theories. The analysis model using Partial Least Square (PLS) can be seen in the following description.

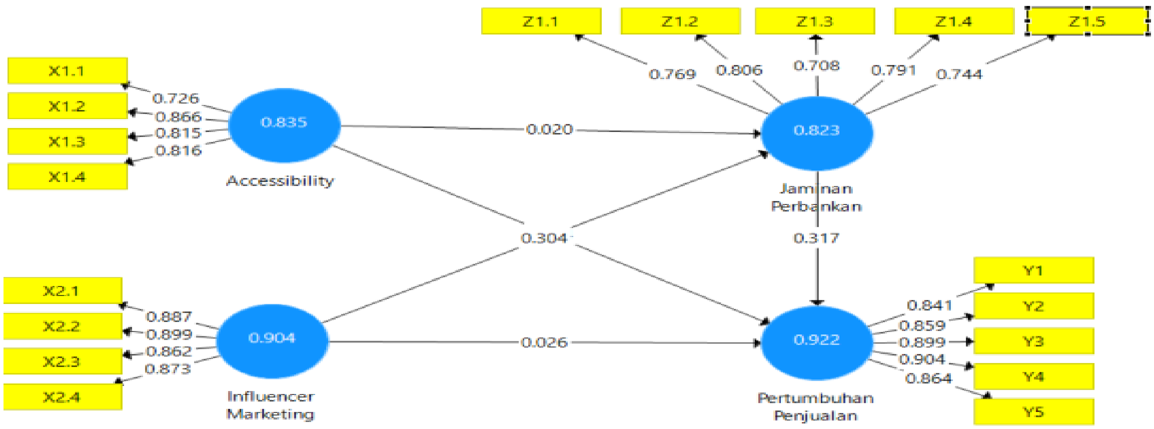

Figure 2 Inner Model PLS

Source: Research Results, 2024 (processed data)

In Figure 2, the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the values of each indicator and the variables and the relationship values of the exogenous variables that are connected to the endogenous variables.

Based on the inner model scheme that has been shown above, it can be explained that the path coefficient value is as follows:

1. The influence of accessibility on banking guarantees is 0.220
2. The influence of accessibility on sales growth is 0.677
3. The influence of bank guarantees on sales growth is 0.425

Model Evaluation

Convergent Validity

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.60. The following is the outer loading of each variable:

Table 1 Outer loading

	Accessibility	Influencer Marketing	Bank Guarantee	Sales Growth
X1.1	0.726			

X1.2	**0.866**			
X1.3	**0.815**			
X1.4	**0.816**			
X2.1		**0.887**		
X2.2		**0.899**		
X2.3		**0.862**		
X2.4		**0.873**		
Y1				**0.841**
Y2				**0.859**
Y3				**0.899**
Y4				**0.904**
Y5				**0.864**
Z1.1			**0.769**	
Z1.2			**0.806**	
Z1.3			**0.708**	
Z1.4			**0.791**	
Z1.5			**0.744**	

Source: Research Results, 2024 (processed data)

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7. The outer loading results show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminate Validity

Discriminant validity test uses cross loading value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables. The cross loading value of each indicator is as follows:

Table 2 Cross Loading

Cross Loading

	Accessibility	**Influencer Marketing**	**Bank Guarantee**	**Sales Growth**
X1.1	0.726	0.446	0.414	0.409
X1.2	0.866	0.547	0.412	0.415
X1.3	0.815	0.429	0.311	0.274
X1.4	0.816	0.486	0.289	0.273
X2.1	0.534	0.887	0.536	0.481
X2.2	0.501	0.899	0.554	0.470
X2.3	0.554	0.862	0.517	0.468
X2.4	0.515	0.873	0.563	0.512
Y1	0.407	0.495	0.603	0.841
Y2	0.416	0.490	0.579	0.859
Y3	0.369	0.466	0.559	0.899
Y4	0.396	0.471	0.597	0.904
Y5	0.338	0.474	0.582	0.864
Z1.1	0.209	0.410	0.769	0.430
Z1.2	0.292	0.504	0.806	0.505
Z1.3	0.473	0.477	0.708	0.488
Z1.4	0.423	0.458	0.791	0.482
Z1.5	0.325	0.491	0.744	0.620

Source: Research Results, 2024 (processed data)

Based on Table 2, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) for each indicator. The required value must be > 0.5 for a good model. The average variant extracted (AVE) value is as follows:

Table 3 Average Variant Extracted (AVE)

Construct Reliability and Validity

	Average Variance Extracted (AVE)
Accessibility	**0.652**
Influencer Marketing	**0.774**
Bank Guarantee	**0.584**
Sales Growth	**0.764**

Source: Research Results, 2024 (processed data)

Based on Table 3, it is known that the AVE value of Accessibility, Banking guarantees and Sales growth are > 0.5. Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value from each variable used in this study:

Table 3 Composite Reliability

	Composite Reliability
Accessibility	**0.882**
Influencer Marketing	**0.932**
Bank Guarantee	**0.875**
Sales Growth	**0.942**

Source: Research Results, 2024 (processed data)

Based on Table 3, it can be seen that the composite reliability value of the Accessibility and Banking Guarantee variables on sales growth (Y) > 0.60. These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbach Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.7, the following are the Cronbach's alpha values for each variable:

Table 4 Cronbach Alpha

	Cronbach's Alpha
Accessibility	**0.824**
Influencer Marketing	**0.903**
Bank Guarantee	**0.822**

Sales Growth	**0.922**

Source: Research Results, 2024 (processed data)

Based on Table 4, it can be seen that the cronbach alpha value of each variable Accessibility and Banking Guarantee Against Sales Growth> 0.70. Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Path Coefficient Test

If the path coefficient value of one independent variable on the dependent variable is greater, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

Based on the data processing that has been carried out using the smartPLS program, the R-Square Adjusted value is obtained as follows:

Table 5 R-Square Values

	R Square	R Square Adjusted
Bank Guarantee	0.393	0.389
Sales Growth	0.485	0.480

Source: Research Results, 2024 (processed data)

Based on Table 5, it can be seen that the R-Square value for the banking guarantee variable is 0.458, the acquisition of this value explains that the large percentage can be explained by Accessibility of 45.8%. The R-Square value for the variable on sales growth is 0.356, the acquisition of this value explains that the large percentage of sales growth can be explained by Accessibility of 35.6%. The results of the study indicate that the relationship between Accessibility and sales growth (Y) is not good because the R-Square values obtained are below 50%. The assessment of goodness of fit is known from the q-square value. In regression analysis, where the higher the q-square, the model can be said to be better or more fit with the data. The results of the calculation of the q-square value are as follows:

q-Square = 1 – [(1-R12) x (1-R22)]
= 1 [(1-0.607) x (1-0.515)]
= 1 – (0.542 x 0.644)
=1-0.312
=0.687

Based on the calculation results above, the Q-Square value is 0.687. This shows that the magnitude of the diversity of research data that can be explained by the research model is 68.7%, while the remaining 31.3% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Direct Effect Hypothesis Test

Explanation of the partial direct effect hypothesis test can be seen in the following table:

Table 6 T-statistic and P-Values Directly

	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
Accessibility -> Banking Guarantee	0.136	1,883	**0.060**
Accessibility -> Sales Growth	0.106	1,515	**0.130**
Influencer Marketing -> Bank Guarantee	0.536	8,566	**0,000**
Influencer Marketing -> Sales Growth	0.166	2,298	**0.022**
Bank Guarantee -> Sales Growth	0.519	7,279	**0,000**

Source: Research Results, 2024 (processed data)

Based on Table 6, the partial test results are as follows:

1. The calculated t value for Accessibility is 1.883 which is smaller than the t table value of 1.96 and the sig t value for Accessibility is 0.060 which is greater than alpha (0.05). Based on the results obtained, H0 is accepted

and H1 is rejected for Accessibility. Thus, partially Accessibility does not have a significant effect on Banking Guarantees, meaning that the direction of the influence is positive, indicating that the Accessibility variable does not provide good results for Banking Guarantees.

2. The calculated t value for Accessibility is 1.515 which is smaller than the t table value of 1.96 and the sig t value for Accessibility is 0.130 which is smaller than alpha (0.05). Based on the results obtained, H0 is accepted and H1 is rejected for Accessibility..Thus, partially, Accessibility does not have a significant effect on sales growth, meaning the direction of the effect is negative, indicating that the Accessibility variable cannot provide good results on sales growth..
3. The calculated t value for Influencer Marketing is 8.566 which is greater than the t table value of 1.96 and the sig t value for Influencer Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Influencer Marketing. Thus, partially Influencer Marketing has a significant effect on Banking Guarantees, meaning the direction of the influence is positive, indicating that the Influencer Marketing variable provides good results for Banking Guarantees.
4. The calculated t value for Influencer Marketing is 2.295 which is greater than the t table value of 1.96 and the sig t value for Influencer Marketing is 0.022 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Influencer Marketing..Thus, partially, Influencer Marketing has a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the Influencer Marketing variable can provide good results on sales growth.
5. The calculated t value for Banking Guarantee is 7.279 which is greater than the t table value of 1.96 and the sig t value for Banking Guarantee is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Banking Guarantee..Thus, partially, banking guarantees have a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the banking guarantee variable provides good results on sales growth.

Indirect Influence Hypothesis Test

Explanation of the indirect influence hypothesis test can be seen in the following table:

Table 7 T-statistic and P-Values Indirectly

Mean, STDEV, T-Values, P-Values

	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
Accessibility -> Banking Guarantee -> Sales Growth	0.072	1,901	**0.058**
Influencer Marketing -> Banking Guarantee -> Sales Growth	0.274	5,429	**0,000**

Source: Research Results, 2024 (processed data)

Based on Table 7, the results of the indirect influence test are as follows:

1. The calculated t value for the Influence of Accessibility on sales growth through Banking guarantees as an intervening variable of 1.901 is greater than the t table value of 1.96 and the sig t value of 0.058 is greater than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Banking guarantees as an intervening variable do not have a significant impact in increasing the influence of Influencer Marketing on sales growth.
2. T-value for Influence*Influencer Marketing* on sales growth through Banking guarantees as an intervening variable of 5.429 is greater than the ttable value of 1.96 and the sig t value of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Banking guarantees as an intervening variable have a significant impact in increasing the influence of Accessibility on sales growth.

Total Effect Hypothesis Test

Explanation of the total influence hypothesis test is used to see the total influence of each exogenous variable on the endogenous variable, which can be seen in the following table:

Table 8 T-statistic and P-Values of Total Influence

Mean, STDEV, T-Values, P-Values

	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
Accessibility -> Banking Guarantee	0.142	1,883	**0.060**
Accessibility -> Sales Growth	0.179	2,295	**0.022**
Influencer Marketing -> Bank Guarantee	0.529	8,566	**0,000**
Influencer Marketing -> Sales Growth	0.442	6,060	**0,000**
Bank Guarantee -> Sales Growth	0.518	7,279	**0,000**

Source: Research Results, 2024 (processed data)

Based on Table 8, the results of the total influence test are as follows:

1. The total influence of the calculated t value for Accessibility is 1.883, which is smaller than the t table value of 1.96 and the sig t value for Accessibility is 0.060, which is greater than alpha (0.05). Based on the results obtained, H0 is accepted and H1 is rejected for Accessibility. Thus, in total, Accessibility does not have a significant effect on Banking Guarantees, meaning that the direction of the influence is positive, indicating that the Accessibility variable does not provide good results for Banking Guarantees.
2. The total influence of the calculated t value for Accessibility is 2.295 which is greater than the t table value of 1.96 and the sig t value for Accessibility is 0.022 which is greater than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Accessibility..Thus, in total, accessibility has a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the accessibility variable can provide good results on sales growth..
3. The total influence of the calculated t value for Influencer Marketing is 8.566 which is greater than the t table value of 1.96 and the sig t value for Influencer Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Influencer Marketing. Thus, in total, Influencer Marketing has a significant effect on Banking Guarantees, meaning that the direction of the influence is positive, indicating that the Influencer Marketing variable provides good results for Banking Guarantees.
4. The total influence of the calculated t value for Influencer Marketing is 6.060 which is greater than the t table value of 1.96 and the sig t value for Influencer Marketing is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Influencer Marketing..Thus, overall, Influencer Marketing has a significant influence on sales growth, meaning the direction of the influence is positive, indicating that the Influencer Marketing variable can provide good results on sales growth.
5. The total influence of the calculated t value for Banking guarantees of 7.279 is greater than the t table value of 1.96 and the sig t value for Banking guarantees of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Banking guarantees..Thus, in total, banking guarantees have a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the banking guarantee variable provides good results on sales growth.

CONCLUSION

1. Partially, Accessibility does not have a significant effect on banking guarantees, meaning the direction of the influence is positive, indicating that the Accessibility variable does not provide good results on banking guarantees.
2. Partially, Accessibility has a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the Accessibility variable can provide good results on sales growth.
3. Partially, Influencer Marketing has a significant effect on banking guarantees, meaning the direction of the influence is positive, indicating that the Influencer Marketing variable provides good results on banking guarantees.
4. Partially, Influencer Marketing has a significant effect on sales growth, meaning the direction of the influence is positive, indicating that the Influencer Marketing variable can provide good results on sales growth.

5. Partially, banking guarantees have a significant effect on sales growth, meaning the direction of the effect is positive, indicating that the banking guarantee variable provides good results on sales growth.

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