

MODEL OF INCREASING MSME COMPETITIVENESS IN TEBING TINGGI CITY IN THE DIGITAL REVOLUTION ERA

Didik Gunawan¹, Bobby Hartanto².

^{1,2}STIE Bina Karya, Tebing Tinggi

E-mail: ¹⁾ didikgunawan63@gmail.com

Abstract

This study aims to determine the Model of Increasing the Competitiveness of MSMEs in the City of Tebing Tinggi in the Era of the Digital Revolution. The population of this research is MSME customers in Tebing Tinggi City with a sample of 96 respondents. Methods of data analysis using SmartPLS 3.0 with the results: halal labels, Electronic Word of Mouth and Product Quality partially affect the Brand Image of MSME customers in Tebing Tinggi City. Halal label, Electronic Word Of Mouth and Product Quality partially affect Brand Trust for MSME customers in Tebing Tinggi City. Halal label, Electronic Word Of Mouth and Product Quality have no partial effect on purchasing decisions for MSME customers in Tebing Tinggi City. Brand Image and Brand Trust have a partial effect on purchasing decisions for MSME customers in Tebing Tinggi City. Brand Image can mediate the effect of halal label and Electronic Word Of Mouth on Purchase Decision, but not on the influence of Product Quality on Purchase Decision. The same thing happened to Brand Trust.

Keywords : *Halal Certification; Social Media Marketing; MSME; Post Covid-19*

1. INTRODUCTION

MSMEs are an important pillar in the economy in Indonesia. Every increase in MSME activities will be followed by an increase in the economic sector, namely the Indonesian economy will also increase. MSMEs tend to grow with fluctuating growth rates [1]. However, the decline in turnover of MSME actors and cooperatives due to COVID-19 has been very significant since its appearance at the end of 2019. The impact of the decline on MSMEs engaged in the micro food and beverage business reached 27%. While the impact on small food and beverage businesses is 1.77%, and medium enterprises is 0.07%. Meanwhile, household consumption will also correct between 0.5% and 0.8% [2].



Figure 1. Comparison of MSME Conditions before and after the entry of Covid-19 [3].

MODEL OF INCREASING MSME COMPETITIVENESS IN TEBING TINGGI CITY IN THE DIGITAL REVOLUTION ERA

Didik Gunawan, Bobby Hartanto

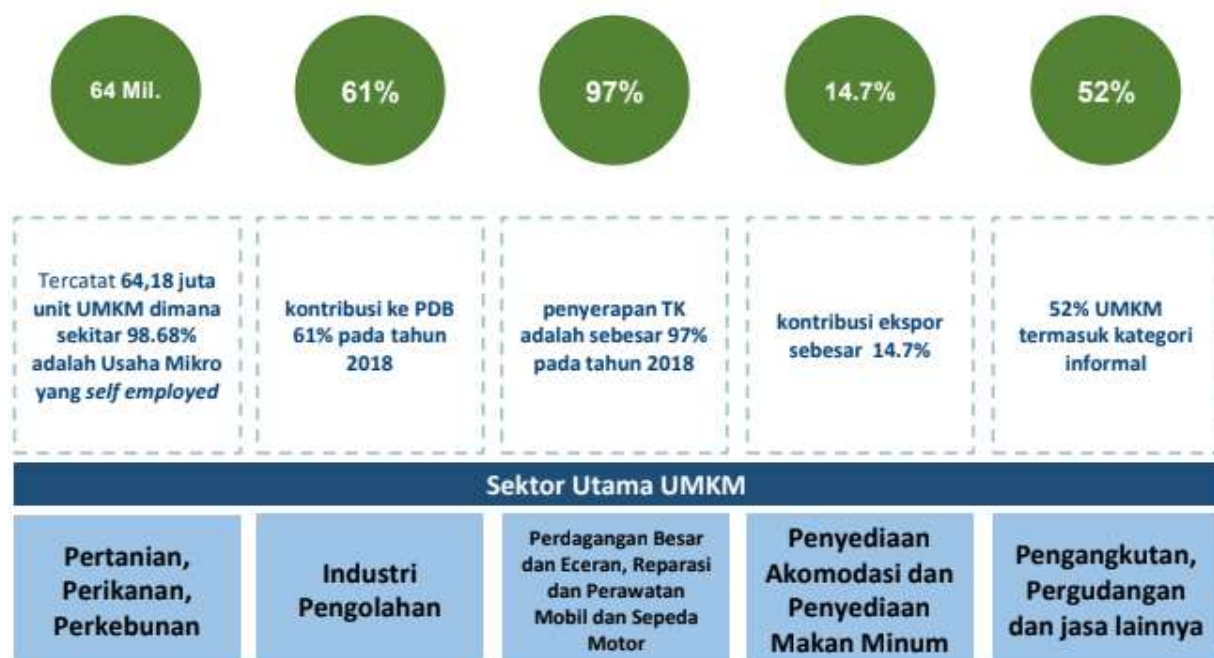


Figure 2. Indonesian MSME Data 2020 [4]

Based on the data in Figure 1 above, it can be concluded that MSMEs were significantly affected during the pandemic. However, the data in Figure 2 above also shows that MSMEs in Indonesia are also increasing during the pandemic. One of the main factors is that more and more people are self-employed due to the pandemic. However, based on the results of interviews & observations made by researchers on MSMEs in the city of Tebing Tinggi as the object of research, that the increase in MSMEs does not guarantee that MSMEs are able to survive and compete in this pandemic. Some of the problems faced are: the implementation of social distancing has resulted in hampered offline purchasing activities, the low ability of MSMEs in Tebing Tinggi City in utilizing e-businesses, high buyer uncertainty about the safety of MSME products sold, there is no guarantee that MSME products sold are clean and halal.

The main problem based on the data above shows that Tebing Tinggi SMEs need a strategy to survive and thrive in this pandemic. This research is very important, especially for strategic planning and development models for the creative industry / MSMEs, especially in the city of Tebing Tinggi. So it is hoped that along with the increase in MSMEs in the city of Tebing Tinggi, both new and old MSMEs are able to survive and develop.

2. IMPLEMENTATION METHOD

The population in this study are MSME customers in Tebing Tinggi City. Because the total population in this study is not known with certainty, the sample size is calculated using the Chocran formula where the sample size is 96 respondents. In this study, the sampling used accidental sampling technique. accidental sampling is a sampling technique based on coincidence, that is, anyone who coincidentally / incidentally meets a researcher can be used as a sample, if it is seen that the person who happened to be met matches the data source. The data collection methods used are questionnaires and literature study.

The method used in this study is the Structural Equation Model (SEM) method using Partial Least Square (PLS) software. The purpose of PLS is to help researchers to find out predictions. The formal model defines the latent variable as a linear aggregate of the indicators [5]. The latent variables are obtained based on how the inner model (the model that connects the latent variables). And the outer Model (a model that connects its constructs with indicators). There are two things that are done in the analysis using PLS, namely:

a. Measurement Model (Outer Model)

Outer model analysis is carried out to ensure that the indicators used are suitable for measurement (valid and reliable). Outer model analysis was conducted to assess the validity and reliability tests.

b. Structural Model (Inner Model)

Testing of the Inner model or structural model is carried out to see the relationship between the construct, the significance value and the R-Square of the research model. The Structural Model was evaluated using R-Square for the dependent construct, stone-geisser Q-Square test for predictive relevance and t-test for the significance of the coefficients of the Structural path parameters.

3. RESULTS AND DISCUSSION

3.1. Validity test

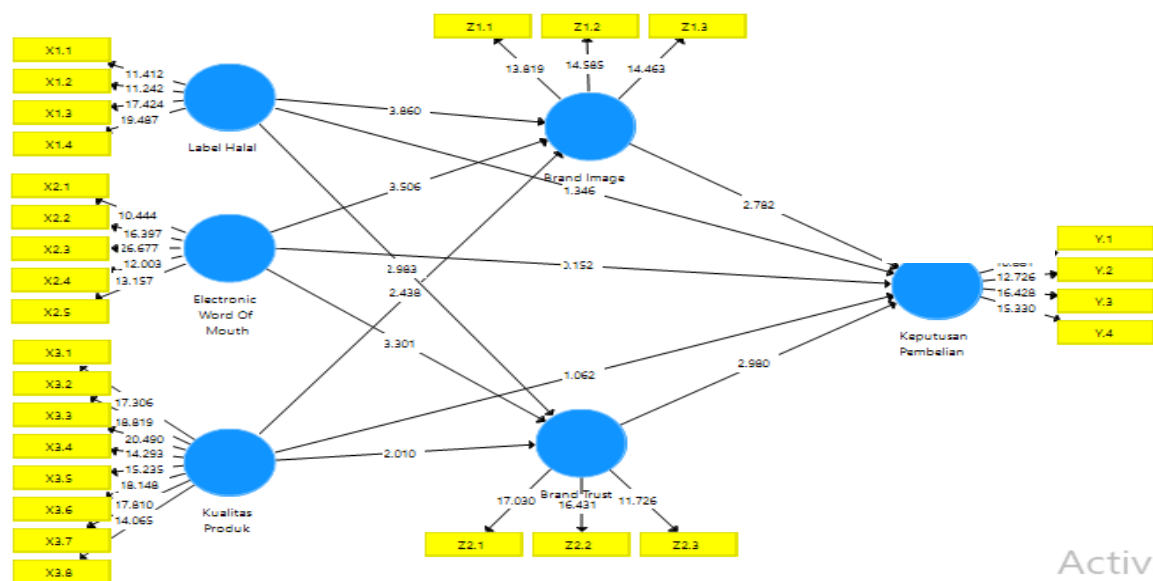
Based on the test results, it can be seen that all loading factor values have passed the 0.7 limit so that it can be concluded that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

3.2. Reliability Test

An instrument can be said to be reliable by looking at the value of Average Variance Extracted more than 0.5, Cronbach Alpha more than 0.6 and Composite Reliability more than 0.7. Based on the test results, it can be seen that the Cronbach Alpha value of the Purchase Decision variable is 0.743, the Brand image variable is 0.604, the Brand trust variable is 0.652, the Halal Label variable is 0.762, the Electronic word of mouth variable is 0.830 and the Product Quality variable is 0.890. From the calculation results above, it can be seen that all indicators are reliable in measuring the latent variables.

3.3. Evaluasi Inner Model

The evaluation of the inner model can be seen from several indicators which include the coefficient of determination (R²), Predictive Relevance (Q²) and Goodnes of Fit Index (GoF). The results of data processing using Smart PLS 3.0 in this study are as follows:



MODEL OF INCREASING MSME COMPETITIVENESS IN TEBING TINGGI CITY IN THE DIGITAL REVOLUTION ERA

Didik Gunawan, Bobby Hartanto

3.4. Hypothesis test

Based on the results of the outer model, all the hypotheses tested have met the requirements, so that they can be used as an analytical model in this study. Hypothesis testing in this study uses 5% alpha which means that if the t-statistic value is 1.960 or the probability value is level of significance ($\alpha = 5\%$). The 0.05 limit means that the magnitude of the chance of deviation is only 5% and the remaining 95% is indicated to be able to accept the hypothesis.

Hypothesis testing in this study is divided into two parts, namely direct influence testing and indirect influence testing (mediation). The direct effect test will use bootstrapping on the Smart PLS 3.0 software, while the indirect effect test will use t-statistics on the indirect effect.

Direct Effect Test

a. Hypothesis 1

Based on the test results, the t-statistical value of the relationship between Halal Label (X1) and Brand Image (Z1) is 3,855 with sig. of 0.000. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between the Halal Label (X1) on Brand Image (Z1). Thus, hypothesis 1 is accepted.

b. Hypothesis 2

Based on the test results, the t-statistical value of the relationship between Electronic word of mouth (X2) and Brand image (Z1) is 3,459 with sig. of 0.001. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between Electronic word of mouth (X2) on Brand image (Z1). Thus hypothesis 2 is accepted.

c. Hypothesis 3

Based on the test results, the t-statistical value of the relationship between Product Quality (X3) and Brand Image (Z1) is 2,435 with sig. of 0.015. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between product quality (X3) on brand image (Z1). Thus, hypothesis 3 is accepted.

d. Hypothesis 4

Based on the test results, the t-statistic value of the relationship between Halal Label (X1) and Brand trust (Z2) is 3,040 with sig. of 0.002. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between the Halal Label (X1) on Brand trust (Z2). Thus hypothesis 4 is accepted.

e. Hypothesis 5

Based on the test results, the t-statistical value of the relationship between electronic word of mouth (X2) and Brand trust (Z2) is 3.228 with sig. of 0.001. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between electronic word of mouth (X2) on Brand trust (Z2). Thus hypothesis 5 is accepted.

f. Hypothesis 6

Based on the test results, the t-statistic value of the relationship between Product Quality (X3) and Brand trust (Z2) is 2008 with sig. of 0.045. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between Product Quality (X3) on Brand trust (Z2). Thus hypothesis 6 is accepted.

g. Hypothesis 7

Based on the results of testing the t-statistical value of the relationship between Halal Label (X1) and Purchase Decision (Y) is 1,370 with sig. of 0.171. The test results show

that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is no significant effect between Halal Label (X1) on Purchase Decision (Y). Thus hypothesis 7 is rejected.

h. Hypothesis 8

Based on the results of testing the t-statistical value of the relationship between Electronic word of mouth (X2) on Purchase Decisions (Y) is 0.153 with sig. of 0.879. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is no significant effect between Electronic word of mouth (X2) on Purchase Decisions (Y). Thus hypothesis 8 is rejected.

i. Hypothesis 9

Based on the test results, the t-statistical value of the relationship between Product Quality (X3) and Purchase Decision (Y) is 1.088 with sig. of 0.276. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is no significant effect between Product Quality (X3) on Purchase Decisions (Y). Thus hypothesis 9 is rejected.

j. Hypothesis 10

Based on the results of testing the t-statistical value of the relationship between Brand image (Z1) to Purchase Decision (Y) is 2,765 with sig. of 0.006. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between Brand image (Z1) on Purchase Decision (Y). Thus hypothesis 10 is accepted.

k. Hypothesis 11

Based on the test results, the t-statistical value of the relationship between Brand trust (Z2) and Purchase Decision (Y) is 3,046 with sig. of 0.002. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that there is a significant influence between Brand trust (Z2) on Purchase Decision (Y). Thus hypothesis 11 is accepted.

Indirect Effect Test

a. Hypothesis 12

Based on the results of testing the t-statistical value of the relationship between Halal Label (X1) and Purchase Decision (Y) through Brand Image (Z1) is 2,110 with sig. of 0.035. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that Brand image (Z1) can mediate the effect of Halal Label (X1) on Purchase Decision (Y). Thus hypothesis 12 is accepted.

b. Hypothesis 13

Based on the results of testing the t-statistical value of the relationship between electronic word of mouth (X2) on Purchase Decisions (Y) through Brand Image (Z1) is 2.249 with sig. of 0.025. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that Brand image can mediate between electronic word of mouth (X2) to Purchase Decision (Y). Thus hypothesis 13 is accepted.

c. Hypothesis 14

Based on the results of testing the t-statistical value of the relationship between Product Quality (X3) on Purchase Decisions (Y) through Brand Image (Z1) is 1,801 with sig. of 0.072. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that Brand image (Z1) cannot mediate the effect of Product Quality (X3) on Purchase Decision (Y). Thus hypothesis 14 is rejected.

d. Hypothesis 15

Based on the test results, the t-statistical value of the relationship between Halal Label (X1) and Purchase Decision (Y) through Brand trust (Z2) is 2.072 with sig. of 0.038. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha =$

MODEL OF INCREASING MSME COMPETITIVENESS IN TEBING TINGGI CITY IN THE DIGITAL REVOLUTION ERA

Didik Gunawan, Bobby Hartanto

5%). This shows that Brand trust (Z2) can mediate the effect of Halal Label (X1) on Purchase Decision (Y). Thus hypothesis 15 is accepted.

e. Hypothesis 16

Based on the results of testing the t-statistical value of the relationship between Electronic word of mouth (X2) on Purchase Decisions (Y) through Brand trust (Z2) is 2,064 with sig. of 0.039. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that Brand trust (Z2) can mediate the effect of Electronic word of mouth (X2) on Purchase Decisions (Y). Thus hypothesis 16 is accepted.

f. Hypothesis 17

Based on the test results, the t-statistical value of the relationship between Product Quality (X3) and Purchase Decision (Y) through Brand trust (Z2) is 1,568 with sig. of 0.117. The test results show that the t-statistic 1.96 and the value of sig. level of significance ($\alpha = 5\%$). This shows that Brand trust (Z2) cannot mediate the effect of Product Quality (X3) on Purchase Decision (Y). Thus hypothesis 17 is rejected.

4. CONCLUSION

This study aims to determine the Model of Increasing the Competitiveness of MSMEs in the City of Tebing Tinggi in the Era of the Digital Revolution. Based on the results of data analysis and discussion that have been described previously, with reference to the formulated hypothesis and 95% confidence level ($\alpha = 5\%$), it can be concluded as follows: a. Hypothesis 1 is accepted, meaning that there is a significant influence between the Halal Label on the Brand Image of MSME customers in Tebing Tinggi City. b. Hypothesis 2 is accepted, meaning that there is a significant influence between Electronic Word Of Mouth on Brand Image for MSME customers in Tebing Tinggi City. c. Hypothesis 3 is accepted, meaning that there is a significant influence between product quality and brand image for MSME customers in Tebing Tinggi City. d. Hypothesis 4 is accepted, meaning that there is a significant influence between the Halal Label on Brand Trust for MSME customers in Tebing Tinggi City. e. Hypothesis 5 is accepted, meaning that there is a significant influence between Electronic word of mouth on Brand trust for MSME customers in Tebing Tinggi City. f. Hypothesis 6 is accepted, meaning that there is a significant effect between Product Quality on Brand Trust for MSME customers in Tebing Tinggi City. g. Hypothesis 7 is rejected, meaning that there is no significant effect between Halal Labels on Purchase Decisions for MSME customers in Tebing Tinggi City. h. Hypothesis 8 is rejected, meaning that there is no significant effect between Electronic Word Of Mouth on Purchase Decisions for MSME customers in Tebing Tinggi City. i. hypothesis 9 is rejected, meaning that there is no significant effect between product quality on purchasing decisions for MSME customers in Tebing Tinggi City. j. Hypothesis 10 is accepted, meaning that there is a significant influence between Brand Image on Purchase Decisions for MSME customers in Tebing Tinggi City. k. Hypothesis 11 is accepted, meaning that there is a significant influence between Brand Trust on Purchase Decisions for MSME customers in Tebing Tinggi City. l. Hypothesis 12 is accepted, meaning that Brand Image is able to mediate the effect of Halal Label (X1) on Purchase Decision (Y) on MSME customers in Tebing Tinggi City. m. Hypothesis 13 is accepted, meaning that Brand Image is able to mediate the influence of Electronic Word of Mouth on Purchase Decisions for MSME customers in Tebing Tinggi City. n. Hypothesis 14 is rejected, meaning that brand image cannot mediate the effect of product quality on purchasing decisions for MSME customers in Tebing Tinggi City. o. Hypothesis 15 is accepted, meaning that Brand Trust can mediate the effect of Halal Label on Purchase Decisions for MSME customers in Tebing Tinggi City. p. Hypothesis 16 is accepted, meaning that Brand trust can mediate the influence of Electronic word of mouth on Purchase Decisions

for MSME customers in Tebing Tinggi City. q. Hypothesis 17 is rejected, meaning that Brand Trust cannot mediate the effect of Product Quality on Purchase Decisions for MSME customers in Tebing Tinggi City.

REFERENCES

- A. Amri, "Dampak Covid-19 Terhadap UMKM Di Indonesia," *J. Brand*, vol. 2, no. 1, pp. 123–130, 2020, [Online]. Available: https://www.academia.edu/42672824/Dampak_Covid-19_Terhadap_UMKM_di_Indonesia.
- "Apa Kata Data?" <http://www.katadata.com/> (accessed Oct. 06, 2022).
- Bappenas, "Kajian Kebijakan Penanggulangan Dampak COVID-19 terhadap UMKM: Survey Kebutuhan Pemulihan Usaha bagi UMKM Indonesia," pp. 1–59, 2020.
- Bustani, B., Khaddafi, M. ., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(3), 459–468. <https://doi.org/10.54443/ijerlas.v2i3.277>
- Falahuddin, F., Fuadi, . F., Munandar, M., Juanda, R. ., & Nur Ilham, R. . (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, 2(2), 65–68. <https://doi.org/10.54443/irpitage.v2i2.313>
- Geovani, I. ., Nurkhotijah, S. ., Kurniawan, H. ., Milanie, F., & Nur Ilham, R. . (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(1), 45–52. <https://doi.org/10.54443/ijerlas.v1i1.10>
- Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. *International Journal of Suplly Management*. Volume 8 No.6 December 2019.
- Ilham, Rico Nur. *et all* (2019).. Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. *International Journal of Suplly Management*. Volume 8 No.5 August 2019.
- Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(1), 11–20. <https://doi.org/10.54443/ijset.v1i1.2>
- likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(8), 377–382. <https://doi.org/10.54443/ijset.v1i8.41>
- Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASIHUL. *MORFAI JOURNAL*, 1(1), 1–12. <https://doi.org/10.54443/morfai.v1i1.11>

MODEL OF INCREASING MSME COMPETITIVENESS IN TEBING TINGGI CITY IN THE DIGITAL REVOLUTION ERA

Didik Gunawan, Bobby Hartanto

- Nur Ilham, R. ., Arliansyah, A., Juanda, R., Multazam, M. ., & Saifanur, A. . (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijebas.v1i1.27>
- Nur Ilham, R., Heikal, M. ., Khaddafi, M. ., F, F., Ichsan, I., F, F., Abbas, D. ., Fauzul Hakim Hasibuan, A. ., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities Of Aceh Province As Academic Effort To Join And Build The Country. *IRPITAGE JOURNAL*, 1(1), 13–18. <https://doi.org/10.54443/irpitage.v1i1.19>
- Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES “SOCIALIZATION AVOID STUDY INVESTMENT” TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>
- Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(7), 337–348. <https://doi.org/10.54443/ijset.v1i7.36>
- Sandi, H. ., Afni Yunita, N. ., Heikal, M. ., Nur Ilham, R. ., & Sinta, I. . (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, 1(1), 36–48. <https://doi.org/10.54443/morfai.v1i1.14>
- Sinta, I. ., Nur Ilham, R., Kumala Sari, D. ., M, M., Khaidir, K., & Ekamaida, E. (2021). Training The Processing Of Tomato Sauce For A Home-Based Business The Scale Of SMES. *IRPITAGE JOURNAL*, 1(1), 26–28. <https://doi.org/10.54443/irpitage.v1i1.24>
- Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, 1(1), 13–21. <https://doi.org/10.54443/morfai.v1i1.12>
- S. Sipur and A. Almastoni, “Analisis UMKM Dan Pengaruhnya Terhadap Pertumbuhan Ekonomi,” *J. Ilm. Core IT Community Res. ...*, vol. 9, no. 4, pp. 5–11, 2021, [Online]. Available: <http://ijcoreit.org/index.php/coreit/article/view/273>.
- G. Iman, “Aplikasi Analisis Multivariate Dengan Program,” *IBM SPSS*, vol. 23, 2015.
- Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(2), 227–236. <https://doi.org/10.54443/ijebas.v2i2.191>