

*Research Article*

## **Influence E-Commerce Transactions, Capital, and Length of Business towards The Increase Income Micro, Small and Medium Enterprises**

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### **Abstract**

This study aims to determine the effect of transactions in e-commerce, capital, and length of business on increasing the income of micro, small, and medium enterprises (UMKM in the Bekasi City area). The quantitative methodology used in this study used SPSS version 24 software to analyze data using multiple linear regression methods. A total of 274,143 research populations are MSMEs in Bekasi City. A sample of 100 respondents was calculated using the Slovin formula. Respondents were given a questionnaire, and data was collected using a Likert scale. The results showed that E-commerce transactions affected increasing MSME income, capital, and length of business did not affect increasing MSME income. The Bekasi City Government needs very serious attention to the growth and development of MSME actors, especially in managing capital for MSME actors in Bekasi City so that they can manage capital properly and correctly so as not to go bankrupt/bankrupt, namely by providing an explanation of personal capital with appropriate business capital. This study analyzes e-commerce transactions, especially MSMEs, because they are currently in great demand by the public, busy with various activities, so they cannot buy directly on the spot; how do the actors procure capital MSMEs and the length of time the business was founded.

**Keywords:** e-Commerce Transactions, Capital, Length of Business

**JEL Classification:** O15, O33

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## **1. Introduction**

The development of technology makes it easier for people to do shopping without any obstacles. Shopping activities can now be done without traveling, simply by looking for goods online via cell phone and continuing with transactions. Then orders will come quickly, safely, cheaply, and comfortably (Noviyanti et al., 2021). This convenience positively impacts all circles, from homemakers who cannot travel to the millennial generation who carry out their activities through cell phones (Akram & Kumar, 2017).

UMKM has an important role in the growth and development of the national economy. However, many large companies still need to be determined to produce. In this area of business, it has proven to be helpful amid an economic crisis, so the income of the general public has decreased during the currency crisis. However, the demand for goods remains stable and even increases (Setyorini et al., 2019). This fact is inversely proportional to the situation of large companies that have fallen due to the decline in market demand (Antara, 2016).

So UMKM is productive business activities owned by individuals or business entities with certain criteria regulated by the Law. UMKM is experiencing huge growth with various varieties throughout Indonesia, according to data from the Ministry of Cooperatives, Enterprises, Small and Medium Enterprises. UMKM employed a workforce of 119.6 million people in 2019. This increase is 2.21% compared to 117 million people last year. This amount is equivalent to 96.92% of the total workforce in Indonesia. The remaining 3.08% came from large efforts. There are 109.8 million (89%) workers in micro-enterprises, 5.93 million (4.81%) in small businesses, and 3.79 million (3.07%) in medium enterprises. Meanwhile, the total UMKM in Indonesia was recorded at 65.47 million units. This amount reaches 99.99% of the total business units in Indonesia. Therefore, UMKM is the foundation of the Indonesian economy and a counterweight to the national economy, including in Bekasi City ([djkn.kemenkeu.go.id](http://djkn.kemenkeu.go.id)).

According to the Central Statistics Agency (BPS), in 2020, the number of residents in Bekasi was 3,084,000. The increase in wages of income earned by the community encourages the attraction of people to shop. This fact benefits the city of Bekasi because it can open new businesses to increase income.

According to (Ayuwuragil, 2017), e-commerce's growth of e-commerce is influenced by several things, including the increasing number of entrepreneurs and UMKM business actors. In addition, the development of the E-commerce industry is influenced by the millennial generation's online shopping style by looking for price comparisons, features, promo programs, and product quality before deciding to buy the goods. UMKM players who actively use online platforms, the Ministry of Cooperatives and UMKM and the Ministry of Communication and Informatics (Kemkominfo), together with e-commerce players, started a program entitled 8 Million UMKM Go. Through this collaboration, the government wants the development of UMKM in Indonesia towards digital technology to be quickly realized (Saragih & Nasution, 2015).

Capital is a special concern for entrepreneurs because the role of capital is important in the company's daily operational activities. In general, a large income also requires a large amount of capital. Nevertheless, sometimes they need to separate business capital and daily financing. It can be seen that the weakness of the capital of these small, medium, and micro-entrepreneurs is related to their economic status and income.

Another important factor in running a business is the length of the business that has been running. The length of business is when an entrepreneur has been involved in managing a company. The longer an entrepreneur runs a business, the more experience they can gain. Mature experience can affect the income of a business (Hanny et al., 2020). Because the longer the effort, the more productive the labor is to produce a satisfactory product. People with a long entrepreneurial spirit also have different mental exposures (Putri & Jember, 2016). Entrepreneurs usually have a unique way of thinking when dealing with different conditions and situations. Entrepreneurs with interesting competence, knowledge, and expertise can decide. It is not certain that entrepreneurs who run their business longer do not always get a greater daily income compared to entrepreneurs new to the business world (Mulyati, 2017).

## **2. Literature Review and Hypothesis**

### **Literature Review**

#### **Theory Resources-Based View**

Dividing the category of resources into two, namely physical capital and human capital (Penrose, 1959). The physical capital of this enterprise consists of facilities, equipment, land, natural

resources, technology, and raw materials (Penrose, 1959). Next is human capital, which includes employee skills (Penrose, 1959). Barney (1995) mentions that there are four categories of resources in the Resources Based View theory, namely: physical capital (technology, equipment, company location), financial capital (equity or retained earnings), human capital (training, performance, motivation, and intelligence), and capital of 15 organizations (formal reporting systems and the relationship between the company and the surrounding environment).

### **E-Commerce Transactions**

E-commerce transactions are a new display generated through images through buying and selling on World Wide Web or referred to as (www). It is undeniable that the internet world has many things ranging from buying, selling, or exchanging products, services, and information through information networks, including the Internet. E-commerce can help businesses sell their products and services worldwide without being tied to geographical boundaries. E-commerce is the basic formation of a new business principle known as the digital economy. E-commerce is a helper service to provide convenience in carrying out every activity and practicality in all fields (Politwika, 2017).

### **Capital**

Capital is defined as assets owned in the long term or anything other than liabilities on the debit side of the company's balance sheet. Capital is an asset that can be reused for financing subsequent production. Capital emphasizes the value, purchasing power, and ability to use capital goods. Therefore, business capital is the most important asset in the company, and it becomes the most important thing in its future progress cycle to create profits and performance for the company. Gitman et al. (2015), Working capital is important because it is useful for a company's success, especially for small companies. The amount of working capital that exists is needed by the company to operate/carry out a job so that there are no financial difficulties. Working capital must be sufficient for the company to run its business economically, and there are no financial constraints, such as covering losses and managing the company's finances so that there is no financial crisis or bankruptcy (Jumingan, 2017).

### **Length of Business**

The year of business can be interpreted as the time the entrepreneur runs his business. The experience of an entrepreneur in business positively impacts the choice of the strategy being carried out. Business actors who have been in business for a long time have good strategy and analysis skills in managing, knowing the target market, and understanding the conditions currently needed (Polandos et al., 2019). According to Rusmuni & Maghfira (2018), the longest-running business will provide knowledge about the tastes or desires of consumers. Trading skills are increasing, and more business relationships and customers are successfully obtained.

### **Hypothesis**

#### **The Effect of E-Commerce Transactions on Increasing UMKM Revenue**

More and more businesses are advancing over time, advertising and selling their products over the Internet, providing businesses with unlimited access to a wider range of consumers. By using electronic transactions, it is expected to save marketing and labor costs to increase business income. This is because of the progress of the times and technology as well as changes in human behavior that are increasingly advanced, which demands to be practical. Research conducted by Setyorini et al. (2019), Sari (2019), and Helmalia & Afrinawati (2018) states that E-commerce transactions affect increased income.

#### **H1: E-Commerce Transactions Affect the Increase in UMKM Revenue**

#### **The Effect of Capital on Increasing UMKM Income**

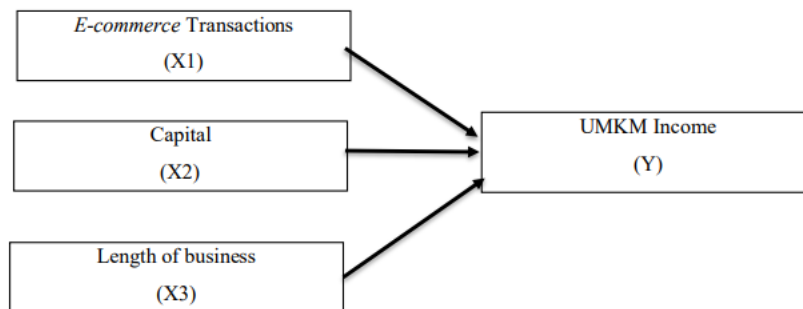
Sufficient capital is necessary to run a successful business. In today's technological era, online trading knowledge is one of the biggest assets. Because capital affects business income by providing the best service and recognizing the desired target market. This is because the amount of working capital businesses use will definitely affect the income level of MSME actors. Polandos et al. (2019) and Antara & Aswitari (2016) found that capital affects increasing income.

**H2: Capital affects the Increase in UMKM Income****The Effect of Business Length on Increasing UMKM Income**

The length of the business will have a big impact because an entrepreneur who takes the time to run his business has a more sophisticated and accurate strategy in product management, manufacturing, and marketing and can increase his income. Because entrepreneurs with a long-lived business can only sometimes optimize sales, but entrepreneurs who live longer can generate high sales. Research conducted by Antara & Aswitari (2016) and Rusmusi & Maghfira (2018) yielded results that the length of business affects the increase in income.

**H3: Business Length affects UMKM Revenue Increase****Conceptual Framework**

Based on the search framework, it can be described as follows:



**Figure 1 Conceptual Framework**

Framework goals thinking is to see the effect of independent variables on dependent variables. Through Figure 1 frame of mind, the dependent variable (Y) in this study is increasing MSME income, while the independent variable (X) is E-commerce transactions, capital, and length of business.

**3. Data and Method****Research Design**

The type of research used in this study is quantitative research. The data type is primary data obtained from respondents' answers filled in by MSME actors through questionnaires. The goal is to prove whether E-commerce transactions, capital, and business length influence the income of UMKM in Bekasi City, after which the data is processed using SPSS statistical software version 24.

**Population and Sample**

A population is a group of people, events, or things the researcher wants to investigate (Sekaran, 2016). Based on this, the population of UMKM in Bekasi City is 274,143, and the object that is the focus of this study is UMKM in Bekasi City. (Source: Department of Trade, Cooperatives, and SMEs of Bekasi City, West Java Province). According to Sugiyono (2017), the sample is part of the number and features possessed by the population. For sampling in the study, it was calculated using the Slovin method. The consideration in selecting samples for this study is UMKM actors actively selling in Bekasi City.

**Data Types and Sources**

The data in this study is primary data. This study collected unprocessed data by distributing questionnaires directly to the participants involved, which were UMKM in Bekasi City. In order to obtain valid, accurate, and relevant data, this method of collecting survey data is carried out by distributing questionnaires directly to respondents. The Likert scale is used as a scale. The questionnaire used in this survey is a four-item questionnaire containing four alternative answers.

### Analysis Methods

This study used a quantitative methodology. Quantitative approaches can also be seen as positivist-inspired research techniques. The study's findings are displayed using numerical and statistical analysis. The data analysis method for this study used a questionnaire distributed to respondents, then recapitulated in the form of tabulation. The data will be processed with the help of which the SPSS (Statistical Package for The Social Sciences) computer program version 24.0.

## 4. Results

### Data analysis

#### Validity test

The validity test determines how well the measuring instrument's results convey the idea of the measured symptom or event. The following is what the researchers present in the Table 1:

<b>Table 1 Results of Validity test</b>			
<b>E-Commerce Transaction</b>			
No.	r <sub>count</sub>	r <sub>table</sub>	Decision
Point 1	0,735	0,195	Valid
Point 2	0,842	0,195	Valid
Point 3	0,873	0,195	Valid
Point 4	0,871	0,195	Valid
Point 5	0,845	0,195	Valid
Point 6	0,857	0,195	Valid
Point 7	0,866	0,195	Valid
<b>Capital</b>			
Point 1	0,835	0,195	Valid
Point 2	0,840	0,195	Valid
Point 3	0,805	0,195	Valid
Point 4	0,781	0,195	Valid
Point 5	0,862	0,195	Valid
Point 6	0,763	0,195	Valid
Point 7	0,628	0,195	Valid
<b>Length of Business</b>			
Point 1	0,806	0,195	Valid
Point 2	0,801	0,195	Valid
Point 3	0,859	0,195	Valid
Point 4	0,813	0,195	Valid
Point 5	0,847	0,195	Valid
Point 6	0,689	0,195	Valid
<b>Increased Revenue</b>			
Point 1	0,677	0,195	Valid
Point 2	0,780	0,195	Valid
Point 3	0,660	0,195	Valid
Point 4	0,672	0,195	Valid
Point 5	0,839	0,195	Valid
Point 6	0,743	0,195	Valid

Source: SPSS version 24 data results

Based on Table 1 above, the results of testing the validity of the questions asked to describe e-commerce transactions, Capital, Length of Business, and Increased Revenue. The results of this study can be seen from the questions used for describing the independent variable with an r-count value greater than the r-table. So every question for the independent variables in this study can be stated as valid item criteria.



**Reliability Test**

A reliability test was performed to determine the consistency of the measuring device. The value of Cronbach's Alpha will be used to assess the reliability of statements that passed the validity test.

**Table 2 Results of the Reliability Test**

Variable	Cronbach's Alpha	Min Value	Information
E-commerce Transactions	0,931	0,60	Reliabel
Capital	0,898	0,60	Reliabel
Length of Business	0,889	0,60	Reliabel
Increased Revenue	0,824	0,60	Reliabel

Source: SPSS version 24 data results

The reliability test results in Table 3 above show that all variables used in this study have a Cronbach alpha value of  $> 0.6$ . In the variables of E-commerce transactions, capital, length of business, and income increase. So, from the variables, it is declared reliable.

**Classic Assumption Test Results****Normality Test**

The normality test is used to determine whether the data is normally distributed. The Kolmogorov-Smirnov One Sample test is used to determine whether the data are normal, as seen in the illustration below:

**Table 3 Results of the Normality Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>b</sup>	Mean	.0000000
	Std. Deviation	2.77386992
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.047
Test Statistic		.081
Asymp. Sig. (2-tailed) <sup>c</sup>		.99 <sup>d</sup>

Source: SPSS version 24 data results

Based on the test results above in Table 3 using the Kolmogorov-Smirnov One Sample method, the test that of all variables with an Asymp.Sig (2-tailed) value of 0.99c alpha  $> 0.05$ . From these results, it can be concluded that this study is distributed normally because the residual value is greater than the significant value. After all, the value is 0.05.

**Multicollinearity Test**

The regression model determines whether the model identified a correlation between independent variables; the multicollinearity test is helpful. Looking at the Tolerance and VIF values of each independent variable is one way to determine whether there is a multicollinearity test deviation; if these values are greater than 10, the data is free of multicollinearity symptoms.

**Table 4 Results of the Multicollinearity Test**

Model	Collinearity statistics	
	Tolerance	VIF
ET	0.740	1.352
CP	0.734	1.362
LB	0.667	1.499

Source: SPSS version 24 data results

Based on the results of the multicollinearity test in Table 4, the data results that the tolerance value of E-commerce transactions is 0.740, capital is 0.734, and the length of business is 0.667 of all independent variables has a value of > 0.1. In contrast, each VIF value of each variable is less than 10.00.

### Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has variance inequality from one observation's residual to another (Ghozali, 2011). A graph plot between the predicted value of the dependent variable, ZPRED, and the residual SRESID can be used to test the heteroscedasticity test.

**Table 5 Results of the Heteroscedasticity Test**

Coefficients				
		Unstandardized Coefficients		Sig.
Model		B	Std. Error	
1	(Constant)	4,911	1,409	0,001
	E-commerce Transactions	-0,045	0,052	0,388
	Capital	-0,083	0,056	0,146
	Length of Business	0,013	0,068	0,843

Source: SPSS version 24 data results

From Table 5 can be inferred that the value of probability greater than 0.05 means that it is free from heteroskedasticity. So that these results can show E-commerce Transactions of 0.388, capital obtained a result of 0.146, and Long business obtained a result of 0.843. Therefore, from the table, there are no symptoms of heteroskedasticity in the regression model used in this study.

### Hypothesis Test Results

#### Multiple Linear Regression Analysis Test Results

The direction of the relationship between the dependent and independent variables is also ascertained using this analysis. In order to forecast the value of the dependent variable if the independent variable's value increases or decreases, it is necessary to determine whether each independent variable is positively or negatively related.

**Table 6 Test Results of Multiple Linear Regression Analysis**

Coefficients					
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Model		B	Beta		
1	(Constant)	17.399		7.520	.000
	E-commerce Transactions	.311	.402	3.649	.000
	Capital	-.194	-.232	-2.097	.039
	Length of Business	-.053	-.055	-.477	.634

Source: SPSS version 24 data results

Based on the above linear regression results in Table 6 in the Unstandardized Coefficients column, the letter (B) Constant is seen, which is 17.399, the E-commerce Transaction coefficient is 0.311, capital is -0.194, and the business length is -0.053. With this can be obtained the regression equation as follows:

$$Y = 17,399 + 0,311X_1 + (-0,194X_2) + (-0,053X_3) + \varepsilon$$

#### Partial Test Results (t-Test)

Based on Table 6, the following conclusions are obtained:

1. Hypothesis Testing 1 (H1)

Based on Table 4.11 above, the variable E-commerce Transactions (x1) has a significant value of 0.000 ( $0.000 < 0.05$ ) And while for the calculated t value greater than t-table, i.e., 3.649 or ( $3.649 > 1.988$ ) thus the first hypothesis can be accepted. This finding shows that partially E-commerce Transactions significantly influence the increase in revenue.

## 2. Hypothesis Testing 2 (H2)

Based on Table 4.11 above, the variable capital (x2) has a significant value of 0.039 ( $0.039 < 0.05$ ), and while the calculated t value is smaller than the t-table -2.097 or  $-2.097 < 1.988$  thus the second hypothesis can be rejected. This result suggests that partial capital has no influence and is significant to the increase in income.

## 3. Hypothesis Testing 3 (H3)

Based on Table 4.11 above, the variable The length of business (x3) has a significant value of 0.634 ( $0.634 > 0.05$ ), and while for the value of t, the count is smaller than t-table -0.477 or  $-0.477 < 1.988$  thus the third hypothesis can be rejected. This shows that partially the length of the business has no influence and is significant to the increase in income.

### Coefficient of Determination Test Results (R<sup>2</sup>)

The results of testing the coefficient of determination (R<sup>2</sup>) can be seen in Table 5 below:

**Table 7 Results of Coefficient of Determination (R<sup>2</sup>) Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371 <sup>a</sup>	.137	.110	2.81688

Source: SPSS version 24 data results

Based on the results of research conducted in Table 4.10, it can be seen that the Adjusted R square value is 0.110; this means 11.0%, which indicates that the variables of E-commerce Transactions, Capital, and Length of business influence the Increase in Revenue. At the same time, the remaining 79.0% is explained by other variables that were not included in this study. The greater the value of the coefficient of determination (R<sup>2</sup>) means that the influence of the independent variable (x) on the dependent variable (y) is stronger.

## 5. Discussion

### The effect of E-commerce Transactions on Increase Income

A hypothesis test (t-test) was carried out to obtain  $\text{sig} = 0.000 < 0.05$ . Meanwhile, the calculated t value is greater than the t-table, namely  $3.649 > 1.988$ , so it can be concluded that H1 is accepted: e-commerce transaction's effect on MSME income in Bekasi City. This shows that the increasing existence of E-commerce in the City of Bekasi is followed by the development of the era, which is very fast to make activities humans become easier. So, Entrepreneurs who use E-commerce transactions have the opportunity to increase more monthly income bigger than entrepreneurs who do not use E-commerce transactions. Perpetrator MSMEs not using E-commerce transactions will not simultaneously reduce income and vice versa. MSME actors who use online transactions have the opportunity to increase revenue larger than MSME entrepreneurs who do not use E-commerce transactions. This finding is the same as research conducted by Setyorini et al. (2019) that E-commerce transactions positively affect increasing MSME income.

### The effect of Capital on Increased Income

Test hypothesis (t-test) produces a  $\text{sig} = 0.039 < 0.05$ . While the calculated t value is smaller than the t-table, namely  $-2.097 < 1.988$ , H2 is rejected. That is, capital does not increase MSME income in Bekasi City. A negative coefficient value means no unidirectional relationship between capital and income. If capital is issued, there will certainly be a decrease in income. This result shows that SMEs do not need to prove their capital to do business. When the entrepreneur increases his business capital and the number and variety of goods sold, their income sometimes increases. Conversely, if the entrepreneur reduces his working capital, then income will increase. This fact needs to be considered related to the existence and business development of MSME actors in order



to face competition tighter company. This finding is because the development of the era influences it; when entrepreneurs want to do business, they only need to require a little capital big. Because in this day and age, entrepreneurs can do Dropshipper, a sales system where the seller or drop shipper only needs to market and sell goods belonging to other parties without buying them first (stocking goods). This result is the same as research conducted by Gonibala et al. (2019) that capital does not affect increasing MSME income.

### **The effect of Business Length on Increasing Income**

The hypothesis test (t-test) produces a sig value =  $0.634 > 0.05$ . While the calculated t value is smaller than the t-table, namely  $-0.477 < 1.988$  therefore, H3 is rejected, which is long business does not affect the increase in MSME income in the City Bekasi. A coefficient value negative means no unidirectional relationship between the length of business and income. MSMEs do not need to worry about the length of time they have been in business because they do not forever. MSME actors who have been in business longer can properly analyze the development of their business. On the contrary, MSME actors who are just starting their businesses can compete with existing MSMEs if they can analyze developments in business. Nowadays, what is needed to run a business is different than the length of business but analyzing existing business opportunities and having a strategy to grow the business. This finding is the same as the research conducted by Prihatminingtyas (2019) that the length of effort does not increase MSME income.

## **6. Conclusion**

Based on the research results described in the previous chapters, e-commerce transactions increase MSME income in Bekasi City due to e-commerce or the use of technology in marketing products. This result shows that the increasing existence of e-commerce in Bekasi City, followed by very rapid developments in the times, has made human activities easier so that entrepreneurs who use E-commerce transactions have the opportunity to increase their monthly income more than entrepreneurs who do not use e-commerce transactions. MSME actors who do not use E-commerce transactions find it difficult to increase income.

On the other hand, MSME actors who use E-commerce transactions have the opportunity to increase their income more than MSME entrepreneurs who do not use E-commerce transactions; Capital does not affect increasing MSME income in Bekasi City. This result is because it is influenced by the times; when an entrepreneur wants to do business, he only needs a small amount of capital. Because in this day and age, entrepreneurs can do Dropshipping, which is a sales system where the seller or drop shipper only needs to market and sell other parties' goods without the need to buy them first (goods stocking); The duration of the business does not affect increasing MSME income in Bekasi City.

MSME actors do not need to worry about the length of time the business has been running because only sometimes MSME actors who have been in business for a long time can analyze their business development properly. On the other hand, MSME actors who have just run their business, if they can analyze the development of their business, can compete with MSME actors who have already long because be explored now what is needed in running a business is not a long business, but by analyzing existing business opportunities and having a strategy to be able to develop their business.

## **Recommendation**

Based on the results of the study, the researcher recommends the following suggestions:

1. For academics, the results of this research are expected to be able to develop this research and add literature on "The effect of E-commerce Transactions, capital, and business duration on increasing UMKM income in Bekasi City." Researchers suggest that subsequent studies add other free variables to strengthen previous research.
2. For the Bekasi City government, it needs very serious attention to the growth of the development of UMKM actors, especially in capital management for UMKM actors in Bekasi City, so that they can manage capital properly and correctly so as not to go out of business / go bankrupt, namely by explaining personal capital with existing business capital.

3. For the public, this research is expected to provide knowledge about "The effect of E-commerce transactions, capital, and business duration on increasing UMKM income in Bekasi City." So that especially the people of Bekasi can develop their businesses.

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