ABSTRACT

As a result of the Covid-19 pandemic, everyone is required to follow the New Normal rules, new habits, new routines, keep a distance, don't crowd, and of course the effect of the Covid-19 pandemic has a big impact on entrepreneurs, the lack of buyers coming to shops or trade stalls causes a decline in turnover. In the New Normal Era, entrepreneurs are required to think intelligently and innovatively so that their business can continue to run and not lose money, one of the solutions for this New Normal Era is to use the Marketplace Platform as a means of selling online such as Shope, Tokopedia, Bukalapak, etc. The study was conducted only on female entrepreneurs in the city of Lamongan because many women during the pandemic started doing online business to help the family economy due to the covid 19 pandemic, this study aims to find which Marketplace Platform is the most effective in increasing sales in the New Normal era for women in the city lamongan. The research method was carried out by distributing questionnaires and determining the number of respondents using the snowball sampling method with a total of 100 respondents. The results show that the independent variables X1, X2, X3, X4 and X5 are effective as Marketplace Platforms in increasing sales in the New Normal Era. Meanwhile, based on statistic calculation variables X2 (Shope) and X3 (Tokopedia) have an effect to the Y1 variable (Sales Level Effectiveness).

Keywords: Entrepreneurial Women, Market Place, New Normal and Sales Level
INTRODUCTION

The development of women entrepreneurs in developing countries such as Indonesia has the potential to be the main motor driving the process of empowering women and social transformation (Tambunan, 2012). During the COVID-19 pandemic, there are currently many entrepreneurs who have been affected, namely experiencing a decrease in income, even not a few of their businesses have gone out of business or bankruptcy caused by several factors ranging from lack of capital, lack of experience and innovation in marketing, lack of use of the media social media as a means of media sales so that it becomes the cause of failure or bankruptcy in running a business.

In the New Normal Era, many women are used to running a business using the Marketplace and supported by the use of Social Media, Marketplace is a place for the sellers to sell a variety of products and greatly assist the consumer in the purchase transaction online. Marketplace can be used as an alternative solution for purchases online that are safe for consumers because Marketplace is an intermediary that brings together sellers and buyers in the account Web.

As develops the Industrial Revolution 5.0 develops, shopping online has become a habit for many people, especially women, especially in the midst of a pandemic like this time. Indonesia is the E-Commerce largest market in Southeast Asia, there are 90% of active internet users in Indonesia doing shopping transactions online (Wearesocial and Hootsuite, 2020). In 2019, the value of market capitalization E-Commerce in Indonesia reached USD 21 billion or around IDR 294 trillion, the industry E-Commerce in Indonesia is predicted to reach a value of USD 40 billion by 2022 (McKinsey, 2019).

Responding to the challenges of the Industry Revolution 5.0, where everything can be accessed through the grip of a hand by utilizing the sophistication of a Smartphone, of course, is an opportunity for women entrepreneurs and most women entrepreneurs in Lamongan City have taken advantage of the Platform. Marketplace and social media as a means of selling media with the hope that the business development is being carried out and when viewed from the Platform Marketplaces have the 5 marketplaces largest in Indonesia based on the number of monthly visitors in the second quarter of 2020, namely Shopee 93.4 million, Tokopedia 86.1 million, Bukalapak 35.2 million, Lazada 22 million and Blibli 18.3 million (Jayani, 2020).

The research was conducted on women entrepreneurs in Lamongan city who use the Platform Marketplace as an effort to increase sales in the New Normal Era, this research conducted by distributing questionnaires that have Marketplace independent variables while the dependent variable is the Effectiveness of Sales Level in the New Normal Era.

This study aims to determine the platform marketplace Which Is the most effective in increasing sales so that female entrepreneurs in Lamongan City can choose and maximize their business opportunities through the Platform Marketplace that can be accessed anytime anywhere by using a Smartphone.

LITERATURE REVIEW

Entrepreneurship

Entrepreneurship is someone who sees opportunities and then creates an organization to take advantage of these opportunities.

According to the Big Indonesian Dictionary (KBBI), an entrepreneur (entrepreneur) is a person who is clever or talented in recognizing new products, deter-
mining new production methods, arranging operations for procurement of new products, marketing them, and regulating operating capital.

Women Entrepreneurs

Entrepreneurs are a group of women who start, organize and operate business businesses. women who enter the business field have various reasons why they are interested in pursuing the business field online.

Women entrepreneurs are women who participate in entrepreneurial activities in total, are able to face risks, and are able to identify opportunities in their environment to process resources properly so that they can create competitiveness (Marthalina, 2018).

The Role Of The Marketplace

Marketing through the Marketplace is an effort to increase the competitiveness of the buying and selling market by using the Marketplace, namely there are several advantages as follows (Rahadi and Triyadi, 2019):
1. Social media provides a window for marketers that is not only useful for marketing products and services, but also for listening to consumer complaints and suggestions;
2. Social media is very easy for marketers to identify consumers based on groups who can influence their views on a brand; and
3. Social media is run free of charge.

Online Communication Techniques In The Purchase Process

The communication process in purchasing has several stages, namely the search for products or services, awareness of needs, evaluation and search for other alternatives, purchase and post-purchase (Sudjatmika, 2017). Incommunication online can be implemented within companies to market their goods and services or provide facilities to customers such as those described in the following table:

| Communication Engineering Online | Awareness | Search | Alternative Evaluation | Purchase | Post Purchase |
|----------------------------------|-----------|--------|------------------------|----------|---------------|
| Description                      |          |        |                        |          |               |
| Targeting advertising, conducting events promotional               | Search engines, catalogs online, visitors website, emails targeted | Search engines, catalogs online, visitors website, product reviews, evaluations user | promotions Online, raffles, discounts, emails targeted | Newspapers, email customer, online update |

Table 1. Communication Techniques Online in Purchasing Process

Source: (Sudjatmika, 2017)

RESEARCH METHODS
Research was conducted by distributing questionnaires to female entrepreneur respondents in Lamongan Kota using the Marketplace Platform through a quantitative approach using the theory of the relationship between dependent variables and independent variables, so that data in the form of questionnaire results were obtained and then analyzed based on procedures statistical (Hendryadi, 2017).

**Operational Definitions**

The research indicators are divided into 5 (five) independent variables and 1 (one) dependent variable (Y), namely as follows:

| Variable | Indicators |
|----------|------------|
| X1 Lazada | X1.1 Convenience of using the marketplace platform |
|          | X1.2 Ease of selecting goods / products sold |
|          | X1.3 Information on promotional media for goods / products sold |
|          | X1.4 Payment methods |
|          | X1.5 Chat with sellers |
| X2 Shope  | X2.1 Convenience of using the marketplace platform |
|          | X2.2 Ease of selecting goods / products sold |
|          | X2.3 Information on promotional media for goods / products sold |
|          | X2.4 Payment methods |
|          | X2.5 Chatting with sellers |
| X3 Tokopedia | X3.1 Convenience of using the marketplace platform |
|          | X3.2 Ease of selection goods / products sold |
|          | X3.3 Information on promotional media of goods / products sold |
|          | X3.4 Payment methods |
|          | X3.5 Chat with sellers |
## Data Collection And Resources Techniques

The research data collection was carried out using a questionnaire distributed to respondents, the number of respondents was collected using the method Snowball Sampling where the technique was based on interviews or correspondence. This method asks for information from the first sample to get the next sample, so continuously until all the research sample needs can be met (Naderifar, Goli and Ghaljaie, 2017) and in this study the number of respondents used is 100 respondents in order to get effective results in data retrieval.

## Data Analysis Method

Likert scale is used in measuring questionnaires where respondents will answer and choose to agree or disagree with the questions asked by researchers with an interval scale of 1-5 (Junaidi, 2015), how is the Effectiveness Marketplace for women entrepreneurs in increasing sales in the New Era Normal, with the following scale indicators:

- a. Very insignificant to get a value of 1
- b. Has no effect gets a score of 2
- c. Somewhat influential gets a score of 3
- d. Influential, Has a value of 4
- e. Very influential got a score of 5

### X4

|   | Bukalapak |
|---|-----------|
| X4.1 | Convenience of using the marketplace platform |
| X4.2 | Ease of selection of goods / products sold |
| X4.3 | Information on promotional media for goods / products sold |
| X4.4 | Payment methods |
| X4.5 | Chat with sellers |

### X5

|   | BliBli |
|---|--------|
| X5.1 | Convenience of using the marketplace platform |
| X5.2 | Ease of use selection of goods / products sold |
| X5.3 | Information on promotional media of goods / products sold |
| X5.4 | Payment methods |
| X5.5 | Chats with sellers |

### Y

|   | Effectiveness of Sales |
|---|-------------------------|
| Y1 | Effectiveness of sales promotions in the New Normal Era |
| Y2 | Effectiveness of buyers' interest in the marketplace platform |
| Y3 | Effectiveness of trust buyers to the marketplace |

**Source:** processed variable classification

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[Sayekti, L.I., Taufik, M. (2021). *Journal of Business and Behavioural Entrepreneurship*, 5(2), 1-12.](https://doi.org/10.21009/JOBBE.005.2.01)
RESULTS AND DISCUSSIONS

The results of respondents' perception of the independent variables are presented in the following table:

| Item | Sales Factor in Social Media | Effect Level Statement | Number |
|------|------------------------------|------------------------|--------|
|      |                              | Very insignificant | Has no effect | Some what influential | Influential | Very influential |
| X1.1 | Convenience of use platform marketplace | 0 | 0 | 10 | 64 | 26 | 100 |
| X1.2 | Ease of selection of goods / products sold | 0 | 3 | 17 | 47 | 33 | 100 |
| X1.3 | Information on promotional media for goods / products sold | 0 | 0 | 12 | 55 | 33 | 100 |
| X1.4 | Payment methods | 0 | 0 | 9 | 60 | 31 | 100 |
| X1.5 | Chat with sellers | 0 | 3 | 10 | 52 | 35 | 100 |
| X2.1 | Convenience of using the marketplace platform | 0 | 0 | 17 | 66 | 17 | 100 |
| X2.2 | Ease of selecting goods / products sold | 0 | 1 | 18 | 60 | 21 | 100 |
| X2.3 | Information on goods / promotional media products sold | 0 | 0 | 5 | 43 | 52 | 100 |
| X2.4 | Payment methods | 0 | 0 | 11 | 49 | 40 | 100 |
| X2.5 | Chat with sellers | 0 | 0 | 10 | 68 | 22 | 100 |
| X3.1 | Convenience of using the marketplace platform | 0 | 0 | 14 | 64 | 22 | 100 |
| X3.2 | Ease of selection goods / products sold | 0 | 0 | 12 | 54 | 34 | 100 |
| X3.3 | Information on promotional media for goods / products sold | 0 | 0 | 9 | 45 | 46 | 100 |
| X3.4 | Payment methods | 0 | 0 | 14 | 45 | 41 | 100 |
| X3.5 | Chat with sellers | 0 | 0 | 3 | 29 | 68 | 100 |

Sayekti, L.I., Taufik, M. (2021). Journal of Business and Behavioural Entrepreneurship, 5(2), 1-12. 
Marketplace's Role Effectiveness In Women In Lamongan City As A Means Of Increasing Sales In The New Normal Era  
https://doi.org/10.21009/JOBBE.005.2.01
The validity and reliability test is used to reference the measuring instrument of the research by distributing questionnaires from each research variable. The $r$-calculated correlation number that will be compared with the $r$-table correlation number will obtain the validity of each variable (Yusup et al., 2018), for reliability measurements using results from Cronbach alpha $> 0.60$, for more details, it is presented in the following table which is produced through the SPSS 25 program:

|   | Convenience of using the marketplace platform | 0 | 0 | 7 | 47 | 46 | 100 |
|---|------------------------------------------------|---|---|---|----|----|-----|
| X4.2 | Ease of selection of goods / products sold | 0 | 3 | 8 | 61 | 28 | 100 |
| X4.3 | Information on promotional media of goods / products being sold | 0 | 0 | 17 | 62 | 21 | 100 |
| X4.4 | Payment methods | 0 | 0 | 12 | 52 | 36 | 100 |
| X4.5 | Chat with sellers | 0 | 0 | 3 | 46 | 51 | 100 |
| X5.1 | Convenience of using the marketplace platform | 0 | 0 | 9 | 42 | 49 | 100 |
| X5.2 | Ease of selection of goods / products sold | 0 | 0 | 6 | 32 | 62 | 100 |
| X5.3 | Information on promotional media for goods / products being sold | 0 | 0 | 16 | 63 | 21 | 100 |
| X5.4 | Payment methods | 0 | 0 | 9 | 43 | 48 | 100 |
| X5.5 | Chat with sellers | 0 | 0 | 6 | 33 | 61 | 100 |
| Y1 | effectiveness of sales promotions in the New Normal Era | 0 | 1 | 25 | 51 | 23 | 100 |
| Y2 | effectiveness of buyers' interest in the marketplace platform | 0 | 0 | 14 | 60 | 26 | 100 |
| Y3 | effectiveness of buyers' trust in the marketplace | 0 | 2 | 31 | 45 | 22 | 100 |

**Source:** Data Processed by Researchers, 2020
| Variable | Items  | Validity | Reliability | Alpha |
|----------|--------|----------|--------------|-------|
|          |        | r-count  | r-table      |       |
| X1       | X1.1   | 0.617    | 0.195        | 0.680 |
|          | X1.2   | 0.799    |              |       |
|          | X1.3   | 0.549    |              |       |
|          | X1.4   | 0.0675   |              |       |
|          | X1.5   | 0.0620   |              |       |
| X2       | X2.1   | 0.0794   | 0.195        | 0.0817|
|          | X2.2   | 0.0753   |              |       |
|          | X2.3   | 0.0741   |              |       |
|          | X2.4   | 0.0744   |              |       |
|          | X2.5   | 0.0778   |              |       |
| X3       | X3.1   | 0.0824   | 0.195        | 0.0901|
|          | X3.2   | 0.0851   |              |       |
|          | X3.3   | 0.0909   |              |       |
|          | X3.4   | 0.0895   |              |       |
|          | X3.5   | 0.747    |              |       |
| X4       | X4.1   | 0.361    | 0.195        | 0.620 |
|          | X4.2   | 0.569    |              |       |
|          | X4.3   | 0.718    |              |       |
|          | X4.4   | 0.783    |              |       |
|          | X4.5   | 0.732    |              |       |
| X5       | X5.1   | 0.910    | 0.195        | 0.921 |
|          | X5.2   | 0.863    |              |       |
|          | X5.3   | 0.779    |              |       |
|          | X5.4   | 0.917    |              |       |
|          | X5.5   | 0.886    |              |       |

Sayekti, L.I., Taufik, M. (2021). Journal of Business and Behavioural Entrepreneurship, 5(2), 1-12.

Marketplace's Role Effectiveness In Women In Lamongan City As A Means Of Increasing Sales In The New Normal Era
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Based on Table 4, 0.195 r-table and all indicators were considered valid questions in the test validity because it has a greater value than r-table. as well as the results of the reliability test which has value Cronbach alpha or Alpha Reliability greater than 0.600 according to the standard and it can be said that all question items on each variable indicator are declared reliable (Budiastuti and Bandur, 2018).

Furthermore, testing using the SPSS 25 tool is continued to test the value of regression analysis which can be seen in the following table:

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|---------------------------|
| 1     | 0.613a| 0.376    | 0.343             | 1.394                     |

a. Predictors: (Constant), X5, X1, X2, X4, X3

b. Dependent Variable: Y1

Source: Data Processed by Researchers at SPSS 25, 2020

Based on Table 5 Determination of Research Variables, obtained from the calculation of SPSS software, the multilevel correlation (R) between variables X1, X2, X3, X4 and X5 on variable Y1 is 0.613 or 61.3% and it can be said that the use of the Marketplace Platform Effective used in increasing sales in this New Normal Era.

While the R square coefficient (R2) on the dependent variable (Y1) shows a value of 0.376 or 37.6% which is influenced by the independent (X1, X2, X3, X4 and X5).

| Model | Sum of Squares | df | Mean Square | F    | Sig. |
|-------|----------------|----|-------------|------|------|
| 1     | Regression     | 110,118 | 5  | 22,024 | 11,335 | 0,000b |
|       | Residual       | 182,632 | 94 | 1,943  |       |      |
|       | Total          | 292,750 | 99 |        |       |      |

a. Dependent Variable: Y1

b. Predictors: (Constant), X5, X1, X2, X4, X3

Source: Data Processed by Researchers SPSS 25, 2020
Based on Table 6, ANOVA obtained a significance value of 0.000 while an alpha value of 0.05, thus the comparison of the significance value <alpha (0.000 <0.05) is obtained.

### Table 7. Research Variable

| Model   | Coefficients/Unstandardized Coefficients | Standardized Coefficients | t   | Sig. |
|---------|-----------------------------------------|----------------------------|-----|------|
|         | B            | Std.error | Beta |     |     |
| (Constant) | 2,264        | 1,772     | 1.277 | 0.000 |
| X1      | 0.046        | 0.076     | 0.060 | 0.612 | 0.542 |
| X2      | 0.435        | 0.076     | 0.587 | 5738  | 0.000 |
| X3      | 0.081        | 0.173     | 0.126 | 4.707 | 0.000 |
| X4      | 0.059        | 0.146     | 0.068 | 0.404 | 0.687 |
| X5      | 0.039        | 0.131     | 0.062 | 0.299 | 0.766 |

*a. Dependent Variable: Y1

Source: Data Processed by Researchers at SPSS 25, 2020

The multiple regression equation with two independent variables is as follows:

\[ Y_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 \]

Based on Table 7 Research Variable Coefficients, in this study there are independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli). The values at the Output are then entered into the Multiple Linear Regression equation as follows:

\[ Y_1 = 2.264 + 0.060 X_1 + 0.587 X_2 + 0.126 X_3 + 0.068 X_4 + 0.062 X_5 \]

1. Positive constant value of 2.264 shows the effect of the independent variable X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli). If the independent variable increases, the dependent variable Y1 will increase the effectiveness of the sales level and will be fulfilled.
2. The coefficient value of X1 (Lazada) has a value of 0.060 or 6%, the coefficient is positive but insignificant, it can be stated if the variable X1 (Lazada) has an effect on sales but does not affect the Effectiveness of Sales Increase in variable Y1.
3. The value of the X2 coefficient (Shope), has a value of 0.587 or 58.7%, the coefficient is positive and significant, it can be stated that if the variable X2 (Shope) has an effect on sales and affects the Effectiveness of Sales Increase in variable Y1.
4. The coefficient value of X3 (Tokopedia) has a value of 0.309 or 30.9%, the coefficient is positive and significant. It can be stated that the X3 variable (Tokopedia) has an effect on sales and has an effect on the Effectiveness of Sales Increase in variable Y1.

Marketplace’s Role Effectiveness In Women In Lamongan City As A Means Of Increasing Sales In The New Normal Era

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5. The value of the X4 coefficient (Bukalapak), has a value of 0.068 or 6.8%, the coefficient is positive but insignificant can be stated if the X4 variable (Bukalapak has an effect on sales but does not affect the Effectiveness of Sales Increase in Y1 variable.

6. The coefficient value X5 (BliBli), has a value 0.062 or 6.2% positive but insignificant coefficient can be stated if the variable X5 (BliBli) has an effect on sales but does not affect the Effectiveness of the Increase in Sales of variable.

7. The differences between this research and previous research are as follows:

1. The difference between this study and the research conducted by Yenny Sugianti, Yenny Sari and Mochammad Arbi Hadiyat (2020), which lies in the object of research where Yenny Sugianti et al examines the Role of E-Commerce Micro, Small and Medium Enterprises (MSMEs) Sambal (Sugiarti, Sari and Hadiyat, 2020)

2. While the difference between this research and Tengku Khairil Ahysar, Syaifullah, and Ardiamsyah (2020) with the title "E-Marketplace Media Development for Promotion of Micro, Small and Medium Enterprises, Pekanbaru City Small and Medium Enterprises Cooperatives" lies in the method in which Tengku's research uses the Payback Period and Return on Investment (ROI) (Ahsyar, Syaifullah and Ardiamsyah, 2020)

3. Likewise, research conducted by I Putu Artaya and Tubagus Purwowusmiardi (2019) has differences in the results of testing using Crosstabs (Artaya and Purwowusmiardi, 2019)

CONCLUSION

The results of the study show that the independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak) and X5 (BliBli) are effective as Marketplace Platforms in increasing sales in the New Normal Era, where researchers prove a significant effect simultaneously which can be explained by the f-test where f-count has a value of 11.335 on 5% real level, and a significance value of 0.000.

The closeness of the relationship between the independent variables X1 (Lazada), X2 (Shope), X3 (Tokopedia), X4 (Bukalapak), X5 (BliBli) with the dependent variable Y1 (Sales Level Effectiveness) obtained a multiple R value of 0.613 or 61.3%. While the R square coefficient (R2) on the dependent variable (Y1) shows a value of 0.376 or 37.6% which is influenced by the independent (X1, X2, X3, X4 and X5).

Based on the t test X2 (Shope) has a value of 0.587 or 58.7% and X3 (Tokopedia) has a value of 0.309 or 30.9% the coefficient is positive and significant, which can be stated that the variables X2 (Shope) and X3 (Tokopedia) are effectively used as The Marketplace Platform in the New Normal Era because it affects the Y1 variable (Sales Level Effectiveness).

Suggestions that can be given from research on the Effectiveness of Role in Marketplace Entrepreneurial Women in Lamongan City as a Means to Increase Sales in the Era New Normal is as follows:

1. Utilizing Shope and Tokopedia as the marketplace platforms mainly because they are more effective in increasing the sales of women entrepreneurs in the city of Lamongan.
2. Using more marketplace platforms as a medium for promoting the sale of women's entrepreneurial goods/products in the city of Lamongan.

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