Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 1 No. 1, pp. 299-314, month, year
http://conference.eka-prasetya.ac.id/index.php/ibec

Effect of E-Marketing and E-Commerce Toward Micro Enterprises' Revenue in Food Sector During Covid-19 Pandemic

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ABSTRACT

This study aims to determine the effect of E-Marketing and E-Commerce on the revenue of micro-enterprises in the food sector during the Covid-19 pandemic. This study uses quantitative data methods and the source data is primary data. The population in this study were micro-enterprises in food sector in Belawan City, amounting to 54 businesses. The sample in this study used purposive sampling with the criteria of business actors selling rice with a total of 30 samples. Data analysis consisted of validity test, reliability test, descriptive statistics, classical assumption test, multiple regression analysis, partial hypothesis testing (t-test), simultaneously (F-test), and coefficient of determination test. The results showed that E-Marketing and E-Commerce had a significant effect on Sub-Food Micro Business Revenue based on the simultaneous hypothesis results. The results of this study are supported by the value of R Square (R2) = 0.748 or 74.8%, which means that E-Marketing and E-Commerce simultaneously have an effect of 74.8% on the Revenue of Micro Sub-Food Business, while the remaining 25.2% of the Revenue variable can be affected by other variables not examined in this study such as business location, capital, and price perception.

Keywords: E-Commerce , E-Marketing , Micro Enterprises' Revenue

INTRODUCTION

The outbreak of the Covid 19 pandemic which began to spread in early 2020 has brought many countries to many disasters, especially from an economic perspective. In this matter, micro-enterprises are likely to experience a greater negative effect from the Covid-19 pandemic than large firms due to their limited resources especially in terms of revenue. MSMEs (Micro, Small and Medium Enterprises) are one of the sectors most affected by Covid-19. The existence of restrictions on activities directly results in MSME actors having difficulty selling their products and causing a decrease in revenue. Conventional marketing strategies that rely on offline sales are no longer enough to increase their revenue .Therefore, MSMEs need to take advantage of digital technology to sell their products. With the era of digitalization, MSMEs can increase their revenue by utilizing the use of digital marketing such as E-Commerce and E-Marketing. E-Marketing or commonly called digital marketing is starting to grow rapidly during this pandemic and the presence of e-commerce in Indonesia can help and encourage MSMEs in Indonesia to introduce their products or services easily and as well as expanding its sales reach to many regions spread across Indonesia. The world of E-Commerce and E-Marketing is wide open for Micro Business actors to increase their revenue during the COVID-19 pandemic. During the Covid-19 pandemic, e-commerce and e-marketing are able to accelerate business development and accelerate operational adjustments (Rianty & Rahayu, 2021).

LITERATURE REVIEW

REVENUE

Revenue is the gross inflow of economic benefits during the period that arise in the ordinary course of activities of an entity when inflows are generated in investments, other than those relating to equity holder contributions,researched by (Lam & Lau, 2014),

Revenue indicators of a business according to (Samuelson & Nordhaus, 2004) are:

1. Sales
2. Length of Business
3. Business Hours

E-MARKETING

, E-Marketing defined by (Ahmadi & Hermawan, 2013) is part of E-Business that utilizes electronic media to carry out marketing activities in an effort to achieve marketing goals.

(Young Kim & Kim, 2004) define the four dimensions of Digital Marketing. The four dimensions of Digital Marketing are independent variables that help business success as the dependent variable. The four dimensions are known as follows:

1. Interactive is an attractive display in digital marketing media that can provide positive value for the company.
2. Incentive Program are attractive programs that become an advantage in every promotion carried out. These programs are also expected to provide more value to the company.
3. Site Design is an attractive display in digital marketing media that can provide positive value for the company.
4. Cost is a promotional technique that has a high level of efficiency so that it can reduce transaction costs and time.

E-COMMERCE

(Ahmadi & Hermawan, 2013) defined E-Commerce as a collection of overall E-Business strategies. E-Commerce is looking to increase revenue streams by using the internet to build relationships with clients and business partners and develop efficiencies.

The scope of e-commerce is narrower than digital business. Often thought of simply to refer to buying and selling using the internet; people immediately think of consumer retail purchases from companies like amazon. but e-commerce should be thought of as all electronically mediated transactions such as customer support and requests (Chaffey, 2015).

(Van Der Merwe & Bekker, 2003) research several indicators used to evaluate e-commerce network sites, namely:

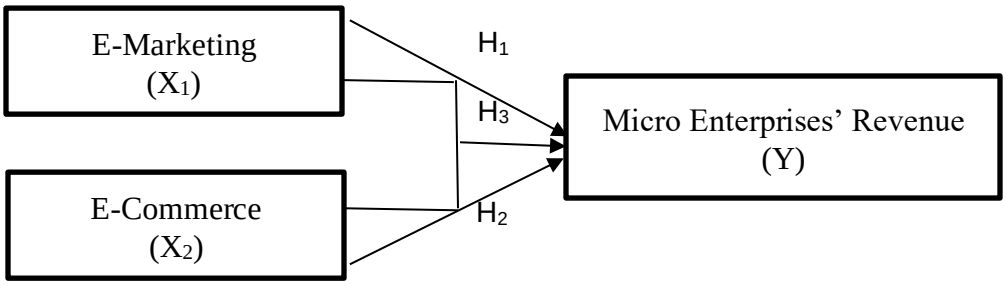
1. Interface is very important because it determines the user's first impression on the site. The interface has 4 indicators, namely: display design, images, writing style, flexibility
2. Navigation becomes important because it refers to the process of moving from one page to another. Navigation has 4 indicators, namely: display structure, user friendly, search engine and navigational access.
3. Content refers to the actual information on the website, for example the amount and quality of information contained in the website. Content has 4 indicators, namely: product information, company contact information, information quality, interactivity.
4. Reliability consists of two aspects, the first is the level of consumer reliability and the level of company reliability. Reliability has 4 indicators, namely: storing

consumer profiles, ordering processes, after ordering until receiving orders, customer service.

5. Technical,several technical aspects of a network site are important to note so that the site can perform its functions properly. Techincal has 4 indicators, namely: speed, security, software, system design.

FRAMEWORK

Figure 1 . Framework



HYPOTHESIS

The hypotheses in this study are:

H_1: E-Marketing has a significant effect on Sub-Food Micro Enteprises Revenue during the Covid-19 pandemic.

H_2: E-Commerce has a significant effect on Sub-Food Micro Enteprises Revenue during the Covid-19 pandemic.

H_3 : E-Marketing and E-Commerce have a significant effect on the Revenue of Sub-Food Micro Enterprises during the Covid-19 pandemic.

RESEARCH METHOD

The location of the research is Sub Food Micro Enterprises in Belawan City, Medan-Belawan District. The time used in this research is September 2022. This type of research is a quantitative research. According to (Sugiyono, 2016),quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses. has been established. The quantitative data referred to in this study is to analyze the influence of E-Marketing and E-Commerce on the revenue of micro and small food businesses during the Covid-19 pandemic.

In this study, primary data was used by distributing questionnaires to micro-food sub-business actors in Belawan City regarding the research carried out, namely the influence of E-Marketing and E-Commerce on the revenue of micro and small food businesses during the Covid-19 pandemic.

The population in this study is the Micro Food Business Actors in the City of Belawan totaling 54 businesses. According to (Sugiyono, 2016), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

This study uses a purposive sampling technique with the criteria of Micro Enterprises selling rice in Belawan City. The sample of this research is 30 micro-enterprises.

According to (Sugiyono, 2016), the sample is part of the number and characteristics possessed by the population. The sampling technique used in this research is purposive sampling. According to (Sugiyono, 2016), purposive sampling is a sampling technique with certain considerations.

The data collection technique uses a questionnaire, which is a data collection technique carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2016)

DATA ANALYSIS TECHNIQUE

1. Validity Test
   Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2013).

2. Reliability Test
   Reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2013).

3. Descriptive Statistics
   Descriptive statistics are statistics used to analyze by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations (Sugiyono, 2016).

4. Classical Assumption Test

   4.1 Normality Test
   The normality test aims to test whether in the regression, the confounding or residual variables have a normal distribution.
   There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests (Ghozali, 2013).
   a. Graphical Analysis
      One of the easiest ways to see the normality of the residuals is to look at the histogram graph that compares the observed data with a distribution that is close to a normal distribution. However, just looking at the histogram can be misleading especially for small sample sizes. A more reliable method is to look at the normal probability plot that compares the cumulative distribution and the normal distribution (Ghozali, 2013).
   b. Statistical Tests
      Normality test with graphs can be misleading if you are not careful visually it looks normal, but statistically it can be the other way around. Therefore, it is recommended that in addition to the graphical test, it is also equipped with statistical tests (Ghozali, 2013).

   4.2 Heteroscedasticity Test
   Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation (Ghozali, 2013).

   4.3 Multicollinearity Test
   The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model (Ghozali, 2013).

5. Multiple Linear Regression Analysis
   To be able to find out how the influence of the two variables, the researcher uses a simple linear regression analysis technique. Simple linear regression analysis is used to measure the effect of one independent variable (X) and the dependent variable (Y) by using linear regression analysis to measure changes in the dependent variable based on the independent variable. (Islami, 2021). The regression equation in this study is

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e \qquad (1)$$

   with the following information:

Y = Micro Enterprises Revenue
X_1 = E-Marketing
X_2 = E-Commerce
$ß_1$, $ß_2$ = Regression coefficient
a = Constant
e = Percentage of error (5%)

6. Hypothesis Test

6.1 Parcial Significance Test (t Test)

In this test, the regression coefficient is tested partially. This test was conducted to determine the significance of the independent variable on the dependent variable by using other variables considered constant (Islami, 2021).

1. If the significant level < α (0.05), then the independent variable individually affects the dependent variable.
2. If the significant level > α (0.05), then the independent variable individually has no effect on the dependent variable.
   If the significant level > α (0.05), then the independent variable individually has no effect on the dependent variable

6.2 Simultaneous Significance Test (F Test)

The t-statistical test is basically done to find out whether the independent variable has a good influence on the dependent variable or has a positive contribution. In the decision of the t-test hypothesis using the t_{count} and t_{table} values, then Ho is rejected, meaning that it has the ability to accept Ha. If the value of t_{count} is smaller than t_{table}, then the researcher does not have the ability to reject Ho (Islami, 2021).

7. Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small value of R^2 means the ability of the independent variables to provide almost all the information needed to predict each dependent variable. While R^2 is used to measure the degree of relationship between variable X and variable Y partially. The coefficient of determination in this study uses Adjusted R Square (R^2) which is used to measure how far the ability of the independent variable affects the dependent variable.(Islami, 2021).

RESULT

1. Validity Test

Validity test is used to measure the validity or validity of a questionnaire. If rcount is more than rtable and the value is positive, then the item or statement or indicator is declared valid. The known value of r_{table} is 0,3610 obtained by using degree of freedom (df)=number of samples (N)-2=30-2 = 28.

Table 1. Revenue Validity Test Results (Y)

Number of Question	r_{count}	r_{table}	Criteria	Explanation
1.	0.549	0,3610	$r_{count} > r_{table}$	Valid
2.	0.671	0,3610	$r_{count} > r_{table}$	Valid
3.	0.569	0,3610	$r_{count} > r_{table}$	Valid
4.	0.794	0,3610	$r_{count} > r_{table}$	Valid
5.	0.752	0,3610	$r_{count} > r_{table}$	Valid
6.	0.499	0,3610	$r_{count} > r_{table}$	Valid
7.	0.725	0,3610	$r_{count} > r_{table}$	Valid
8.	0.608	0,3610	$r_{count} > r_{table}$	Valid

Based on table 1 above, it shows that all statements that represent the Revenue variable are valid. This is evidenced by the fact that all statement items have r_{count} more than r_{table} with a positive value.

Table 2. E-Marketing Validity Test Results (X_1)

Number of Question	r_{count}	r_{table}	Criteria	Explanation
1.	0.666	0,3610	$r_{count} > r_{table}$	Valid
2.	0.703	0,3610	$r_{count} > r_{table}$	Valid
3.	0.404	0,3610	$r_{count} > r_{table}$	Valid
4.	0.600	0,3610	$r_{count} > r_{table}$	Valid
5.	0.365	0,3610	$r_{count} > r_{table}$	Valid
6.	0.612	0,3610	$r_{count} > r_{table}$	Valid
7.	0.697	0,3610	$r_{count} > r_{table}$	Valid
8.	0.783	0,3610	$r_{count} > r_{table}$	Valid
9.	0.533	0,3610	$r_{count} > r_{table}$	Valid
10.	0.492	0,3610	$r_{count} > r_{table}$	Valid
11.	0.697	0,3610	$r_{count} > r_{table}$	Valid
12.	0.692	0,3610	$r_{count} > r_{table}$	Valid

Based on table 2 above, it shows that all statements that represent the E-Marketing variable are valid. This is evidenced by the fact that all statement items have r_{count} more than rtable with a positive value.

Table 3. E-Commerce Validity Test Results (X_2)

Number of Question	r_{count}	r_{table}	Criteria	Explanation
1.	0.672	0,3610	$r_{count} > r_{table}$	Valid
2.	0.660	0,3610	$r_{count} > r_{table}$	Valid
3.	0.779	0,3610	$r_{count} > r_{table}$	Valid
4.	0.603	0,3610	$r_{count} > r_{table}$	Valid
5.	0.620	0,3610	$r_{count} > r_{table}$	Valid
6.	0.811	0,3610	$r_{count} > r_{table}$	Valid
7.	0.765	0,3610	$r_{count} > r_{table}$	Valid
8.	0.654	0,3610	$r_{count} > r_{table}$	Valid
9.	0.534	0,3610	$r_{count} > r_{table}$	Valid
10.	0.479	0,3610	$r_{count} > r_{table}$	Valid
11.	0.765	0,3610	$r_{count} > r_{table}$	Valid
12.	0.811	0,3610	$r_{count} > r_{table}$	Valid

Based on table 3 above, it shows that all statements that represent E-Commerce variable are valid. This is evidenced by the fact that all statement items have r_{count} more than r_{table} and are positive.

2. Reliability Test

Reliability testing aims to determine the size of a respondent's stability and consistency in answering. If Cronbach's Alpha value > 0.60 then reliable.

Table 4. Revenue Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	*N of Items*
. 804	8

Source: Results of data processing, 2022

Based on table 4 above, the results of the reliability test seen in Cronbach's Alpha for the Revenue variable were obtained at 0.804 or more than 0.60 as the limit value of an instrument so that this research is said to be reliable.

Table 5. E-Marketing Reliability Test Results (X_1)

Reliability Statistics

Cronbach's Alpha	*N of Items*
. 846	12

Source: Results of data processing, 2022

Based on table 5 above, the results of the reliability test seen in Cronbach's Alpha for the E-Marketing variable were obtained at 0.846 or more than 0.60 as the limit value of an instrument so that this study was said to be reliable.

Table 6. E-Commerce Reliability Test Results (X_2)

Reliability Statistics

Cronbach's Alpha	*N of Items*
. 893	12

Source: Results of data processing, 2022

Based on table 6 above, the reliability test results seen in Cronbach's Alpha for the E-Commerce variable were obtained at 0.893 or more than 0.60 as the limit value of an instrument so that this study was said to be reliable.

3. Descriptive Statistics

Table 7. Descriptive Statistics

Descriptive Statistics

	N	*Minimum*	*Maximum*	*Mean*	*Std. Deviation*
E-Marketing	30	39	54	46.53	3.748
E-Commerce	30	29	54	43.83	6.581
Revenue	30	22	37	30.77	4.256
Valid N (listwise)	30				

Source: Results of data processing, 2022

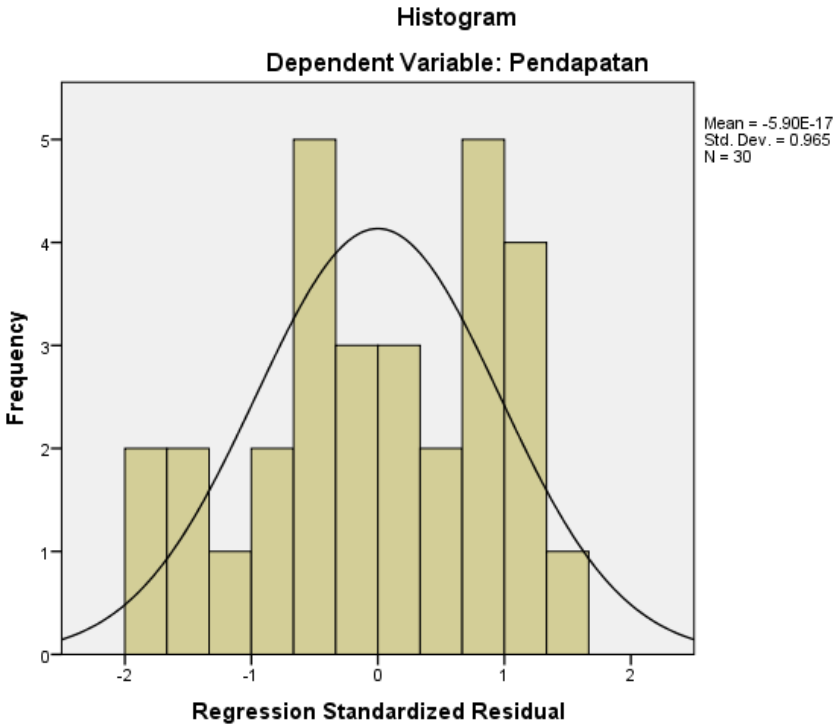
Based on table 7 above, it can be seen that:

1. The amount of data used is 30 who are micro food business actors in Belawan City.
2. Revenue variable (Y) produces a minimum value of 22 for respondent number 23, a maximum value of 37 for respondent number 3 and 28, the average value is 30.77 and the standard deviation is 4.256.
3. The E-Marketing variable (X_1) produces a minimum value of 39 for respondents number 13 and 19, a maximum value of 54 for respondent number 29, an average value of 46.53 and a standard deviation of 3.748.
4. The E-Commerce variable (X_2) produces a minimum value of 29 for respondent number 24, a maximum value of 54 for respondent number 7, the average value is 43.83 and the standard deviation value is 6.581.

4 Classical Assumption Test

4.1 Normality Test

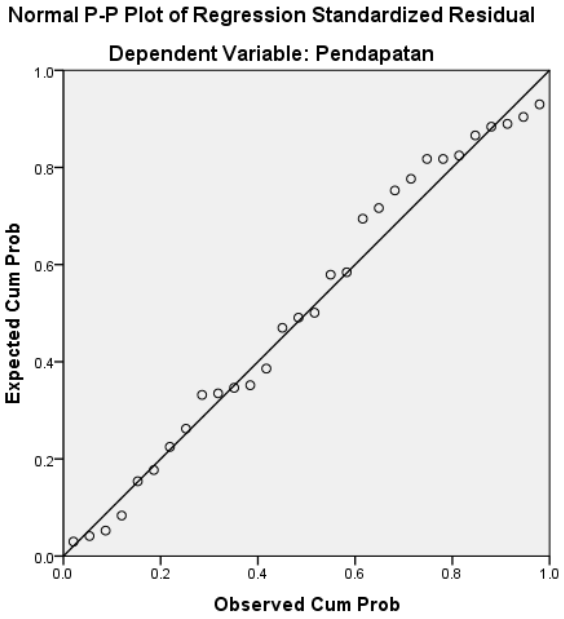
Figure 2. Normality Test (Histogram)



Source: Results of data processing, 2022

Based on figure 2 above, it can be explained that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression is considered to meet the assumption of normality.

Figure 3. Normality Test (Normal Probability Plots)



Source: Results of data processing, 2022
Based on figure 3 above, it can be explained that the data spreads along a diagonal line. The results of this test indicate that the data is normally distributed.

Table 8. Normality Test (Kolmogorov-Smirnov)

One-Sample Kolmogorov-Smirnov Test

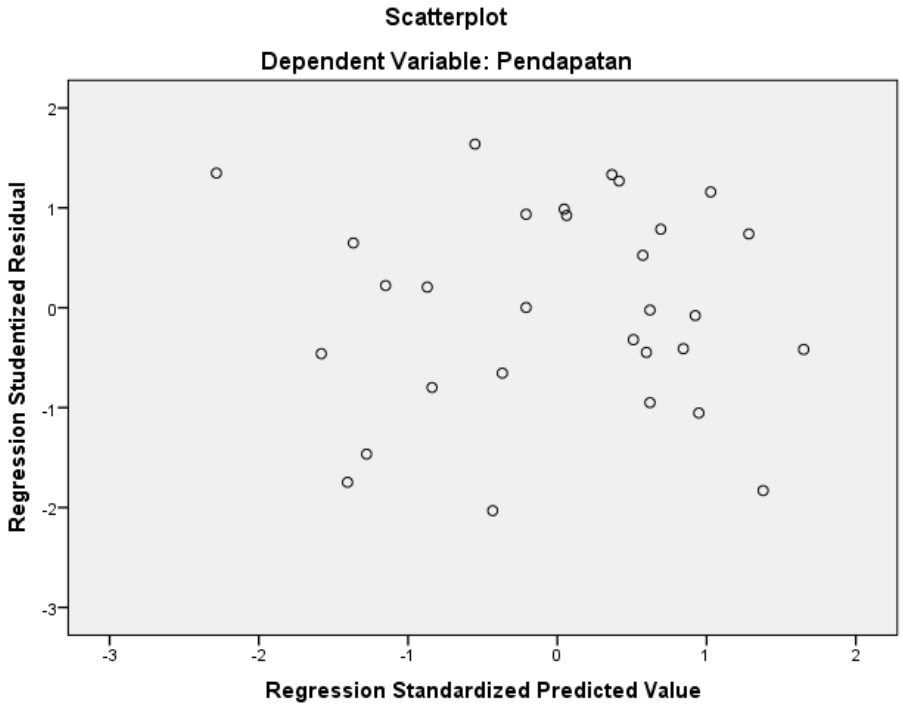
		Unstandardized Residual
N		30
Normal Parameters[a,b]	*Mean*	.0000000
	Std. Deviation	2.13586390
Most Extreme Differences	*Absolute*	.101
	Positive	.063
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Results of data processing, 2022
Based on table 8 above, it can be seen that the asymp.Sig (2-tailed) value is greater than 0.05, which is 0.200. The results of this test indicate that the data is normally distributed.

4.2 Heteroscedasticity Test

Figure 4. Heteroscedasticity Test



Source: Results of data processing, 2022

Based on figure 4 above, it can be explained that the points resulting from data processing spread below and above the origin point (number 0) on the Y axis and do not have a regular pattern. The results of this test indicate that there is no heteroscedasticity or homoscedasticity occurs.

4.3 Multicollinearity Test

To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. The cutoff values commonly used to indicate the presence of multicollinearity are the Tolerance value < 0.10 and the VIF value > 10.

Table 9. Multicollinearity Test

Coefficients[a]

Model		*Collinearity Statistics*	
		Tolerance	*VIF*
1	*(Constant)*		
	E-Marketing	1.000	1,000
	E-Commerce	1.000	1,000

a. *Dependent Variable*: Revenue

Based on table 9 above, it can be seen that the E-Marketing and E-Commerce variables have a Tolerance Value of 1,000 > 0.10. E-Marketing and E-Commerce variables have a Variance Inflation Factor (VIF) value of 1,000 < 10 so it can be concluded that E-Marketing and E-Commerce do not exist or do not experience symptoms of multicollinearity.

5. Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Analysis

Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*
		B	*Std. Error*	*Beta*
1	*(Constant)*	10.411	5.753	
	E-Marketing	-.088	.110	-.078
	E-Commerce	.558	.062	.863

a. *Dependent Variable*: Revenue

Based on table 10 above, it can be seen that the multiple linear regression equation in this study is:

Total Revenue = 10,411 – 088 E-Marketing 558 + E-Commerce.

The above equation can be explained as follows:

1. The constant value (α) of 10.411 indicates that if the value of the E-Marketing and E-Commerce variables is zero (0) or does not exist, then the value of Revenue will increase by 10.411 units.
2. The regression coefficient (β) of the E-Marketing variable is -0.088, indicating that if the value of the other independent variables is one (1) or fixed and E-Marketing has decreased by 1 unit, then the Revenue value will decrease by 0.088 units.
3. The regression coefficient (β) of the E-Commerce variable is 0.558, indicating that if the value of the other independent variables is one (1) or fixed and E-Commerce has increased by 1 unit, then the Revenue value will increase by 0.558 units.

6. Partial Significance Test (t Test)

Table 11. Partial Significance Test (t-test)

Coefficients[a]

Model		t	Sig.
1	*(Constant)*	1.810	.082
	E-Marketing	-.806	.427
	E-Commerce	8.936	.000

a. *Dependent Variable*: Revenue

Based on table 11 above, the value of $t_{count} > t_{table}$ is with a value of -0.806 > 2.04841 and a significant value < 0.05, with a value of 0.427 > 0.05. The test results show that H_1 is rejected, which means that E-Marketing has no significant effect on Revenue.

The value of $t_{count} > t_{table}$ with a value of 8.936 > 2.0243 and a significant value < 0.05, with a value of 0.000 < 0.05. The test results show that H_2 is accepted, which means that E-Commerce has a significant effect on Revenue.

7. Simultaneous Significance Test (F Test)

Table 12. Simultaneous Significant Test (F Test)

ANOVA[a]

Model		F	Sig.
1	*Regression*	40.111	.000[b]
	Residual		
	Total		

a. *Dependent Variable*: Revenue

b.*Predictors: (Constant)*, *E-Commerce*, *E-Marketing*

Based on table 12 above, the $F_{count} > F_{table}$ with a value of 40111 > 3.35 and a significant value < 0.05, namely with a value of 0.000 < 0.05, then H_3 is accepted and the results can be interpreted that E-Marketing and E-commerce have a significant effect on Revenue.

8. Coefficient of Determination Test

Table 13. Simultaneous Significant Test (F Test)

Model Summary[b]

Model	R	R *Square*	*Adjusted R Square*
1	.865[a]	.748	.730

a. *Predictors*: *(Constant)*, *E-Commerce*, *E-Marketing*

b. *Dependent Variable*: Revenue

Based on table 13 above, it is known that the value of R^2 is 0.748 or 74.8%. This means that 74.8% of the Revenue variable is influenced by the E-Marketing and E-Commerce variables, while the remaining 25.2% of the revenue tariff variable can be influenced by other variables not examined in this study.

DISCUSSION

The Effect of E-Marketing on Micro Enterprises Revenue

Based on the partial test results about the effect of E-Marketing on Micro Enterprises Revenue, which means that E-Marketing has no significant effect on Revenue. This can be seen from the results of partial hypothesis testing (t test) which

shows $t_{count} > t_{table}$, namely -0.806 > 2.04841 and a significant value < 0.05, with a value of 0.427 > 0.05. The test results show that H_1 is rejected.

The results of this study are not in line with previous research conducted (Dewi et al., 2022; Lesmana & Sunardi, 2021; Pratama & Idawati, 2021; Yudowati & Handiatmoko, 2021) which states that E-Marketing has a significant effect on Micro Enterprises' Revenue.

The Effect of E-Commerce on Micro Enterprises Revenue

Based on the partial test results about the effect of E-Commerce on Micro Enterprises Revenue, which means that E-Commerce has a significant effect on Revenue. This can be seen from the results of partial hypothesis testing (t test) which shows tcount > ttable, namely 8.936 > 2.0243 and a significant value < 0.05, with a value of 0.000 < 0.05. The test results show that H_2 is accepted.

The results of this study are in line with previous research conducted by (Erawati[1] et al., 2022; Helmalia & Afrinawati, 2018; Islami, 2021; Mandasari & Pratama, 2020; Puspitaningtyas et al., 2021; Rianty & Rahayu, 2021; Ridhiyawati et al., 2022) which states that E-Commerce has a significant effect on Micro Enterprises' Revenue.

The Effect of E-Marketing and E-Commerce on Micro Enterprises Revenue

Based on the partial test results about the effect of E-Marketing and E-Commerce on Micro Enterprises Revenue, which means that E-Marketing and E-Commerce have a significant effect on Revenue. This can be seen from the results of simultaneous hypothesis testing (F test) which shows Fcount > Ftable with a value of 40.111 > 3.35 and a significant value < 0.05, namely with a value of 0.000 < 0.05, then H_3 is accepted.

The results of this study are not in line with previous research conducted (Dewi et al., 2022; Lesmana & Sunardi, 2021; Pratama & Idawati, 2021; Yudowati & Handiatmoko, 2021). The results of this study are in line with previous research conducted by (Erawati[1] et al., 2022; Helmalia & Afrinawati, 2018; Islami, 2021; Mandasari & Pratama, 2020; Puspitaningtyas et al., 2021; Rianty & Rahayu, 2021; Ridhiyawati et al., 2022) which states that E-Commerce has a significant effect on Micro Enterprises' Revenue.

CONCLUSION

Based on the results of the analysis and discussion that has been carried out, the conclusions in this study are E-Marketing has no significant effect on Revenue. The test results show that H_1 is rejected. E-Commerce has a significant effect on Revenue. The test results show that H_2 is accepted. Simultaneously E-Marketing and E-Commerce have a significant effect on Revenue. Based on this, H_3 is accepted.The results of the coefficient of determination test indicate that E-Marketing and E-Commerce can explain the relationship with Micro Food Sub-business revenue. In addition to the variables of E-Marketing and E-Commerce, Micro Food Sub-business revenue can also be influenced by other variables not examined in this study such as business location, capital and price perceptions.

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