

ENTREPRENEURSHIP TRAINING ON THE PERFORMANCE OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN AMBON CITY

¹Albertus Lalaun, ²Victor Cornelis

^{1,2}Politeknik Negeri Ambon

¹albertlalaun@gmail.com, ²veckcornelis@yahoo.com

ABSTRACT

Training, coaching, and businessmen skills are factors that influence how well SMEs function. This study intends to determine whether businessman training, coaching, and skill models have an impact on MSME actors' performance. In this study, the population consists of MSMEs who have participated in training and coaching provided by service cooperatives and small and medium-sized businesses, with a sample size of 71 respondents. In this study, survey methods were used to collect data, and partial least squares was used as a tool for data analysis. According to the study's findings, training, coaching, and entrepreneurial abilities all have a big impact on how well MSME actors perform; the greater the training and coaching, the better the performance of the perpetrator MSMEs.

Kata Kunci: Training; Businessman; Performance Perpetrator MSMEs

ABSTRAK

Pelatihan, pembinaan, dan keterampilan pengusaha merupakan faktor yang mempengaruhi seberapa baik fungsi UKM. Penelitian ini bertujuan untuk mengetahui apakah model pelatihan, pembinaan, dan keterampilan pengusaha berdampak pada kinerja pelaku UMKM. Dalam penelitian ini populasi terdiri dari UMKM yang pernah mengikuti pelatihan dan pembinaan yang diberikan oleh koperasi jasa dan usaha kecil menengah, dengan jumlah sampel sebanyak 71 responden. Dalam penelitian ini, metode survei digunakan untuk mengumpulkan data, dan kuadrat terkecil parsial digunakan sebagai alat analisis data. Menurut temuan studi tersebut, pelatihan, pembinaan, dan kemampuan kewirausahaan semuanya berdampak besar pada seberapa baik kinerja para pelaku UMKM; semakin besar pelatihan dan pembinaan maka semakin baik pula kinerja UMKM pelakunya.

Kata Kunci: Pelatihan; Pengusaha; UMKM Pelaku Kinerja

INTRODUCTION

There are at least 38 provinces in Indonesia, each with a strong economy. Indonesia is a country made up of many provinces. City Ambon is Wrong One city with a majority of MSME owners, with a total of 14.552 MSMEs dispersed throughout 5 Districts in City Ambon. Business medium is defined as "business economy productive which stand alone, which done

by person individual or a business entity that is not a subsidiary or a branch of a company that is owned, mastered, or become part Good in a manner direct nor No direct with business small or business big with amount riches clean or results sale annual as determined by the Constitution." Alyas & Rakib; Sudiyanti et al. state in (Hidayah et al., 2019) that Development MSMEs frequently experience issues with quality source human power (HR), capital limitations, limitations on material raw Good quality nor quantity, limitations in mastery knowledge knowledge and technology, as well as No own planning and prospect business, and that development is frequently limited for increasing income and moving up the social ladder. MSMEs therefore require management sources that are strong and have goals for improving MSMEs' performance. Based on statistics from Service Cooperative and Business Micro, it can be shown that the number of MSMEs has increased from 2017 to 2019. The amount MSMEs experienced increase as much as 400 become 11,552 on year 20 21 due to the magnitude growing sector industry in City Ambon on years 20 20 -20 22 in a way consecutively that is as big 0.56%, 0, 58%, on year 20 20 recorded as much 11,152 which spread in 5 subdistrict, The increase in MSMEs from a number in year 20 20 shows that the public's interest in entrepreneurship is quite high. Then, in year 20 22 the quantity of MSMEs go on to become 3.0 00 businesses, becoming 14552.

According to Wattiheluw (2019), training is an activity to increase an employee's performance in carrying out their duties by enhancing their expertise, knowledge, skills, attitudes, and behavior in ways that are specifically connected to their line of work.

The performance level of MSMEs in each of its sub-districts is undoubtedly strongly influenced by the training provided by Service Cooperative And Business Micro City Ambon. With education on business legality, operating enterprises can access a variety of government services for development. They can also establish partnerships with numerous merchants who want company legality.

Considering the aforementioned context, this study seeks to: (1) understand how training affects performance perpetrator business ummm? (2) For know perpetrator business influence coaching to performance, um? (3) For the purpose of knowing the ability of businessmen to perform wrongdoers?

THEORY OF BASE

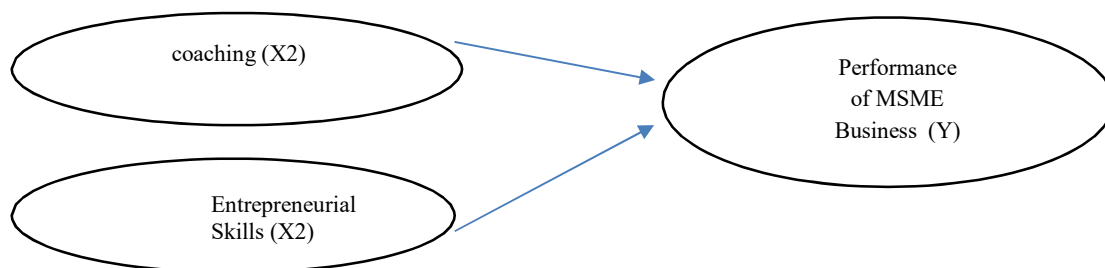
Training

Training is a comprehensive activity that aims to provide, acquire, and improve a person's potential, productivity, discipline, and work ethic at a particular level of ability and expertise relative to their degree of education or occupation (Nadeak, 2019).

According to Mondy Anindita & Kustini's (2022) citation of the Kirkpatrick Training Evaluation Model's Four Levels, there are several indicators of training, including: (1) Opinion Participant (Reactions), (2) Level Learning (Learning), (3) Change Behavior (Behavior), and (4) Achievement Objective Training (Results).

In (Nurfitrianti et al., 2018), Gomez-Mejia & Balkin suggest that the performance dimension is made up of the following elements: (1) Quality of work (Quality work), (2) Quantity of work performed (Quantity of work performed), (3) Interpersonal effectiveness (Effectiveness interpersonal), (4) Competence (Competence), and (18) Job Knowledge (Knowledge about work).

Structure Conceptual



METHODOLOGY

Studying Methods Employed for the Study This is done using a quantitative approach. According to the report, this is the population of MSMEs. Sample is drawn from the population of SMEs who have engaged in training and coaching provided by the Ambon City Office of Cooperatives and SMEs. A sample size of 71 respondents was used. Obtain information from a Google Form provided online that is a questionnaire that comprises a number of research-related statements. The approach used for this research's data analysis is partial least squares

with smartPLS.

CONCLUSION AND RESULTS

Respondents' Details

Based on the study's findings, it was determined that the number of respondents who have owned long-running businesses for at least three years is 40 (46%), those who have done so for between three and five years receive one and a half respondents (19%, 4%), and those who have done so for between five and seven years receive one respondent (15%). Additionally, there were 6 respondents (9.7%) who said they had been in business for between 1 and 7 and 20 years. At least 4 respondents (5.2%) said they had been in business for more than 20 years. While there were 13 respondents (18.6%) and 17 respondents (21.3%), respectively, for respondents with elementary education, business perpetrators with education levels SMA/SMK received 25 respondents (34.6%) and business actors with education levels D3 received 13 respondents (16%). And the majority of a little is a business offender with education and other respondents totaling as high as 7 (9.3%).

R-Square, Composite Reliability, and Discriminant Validity

Table 1: R-Square, Composite Reliability, and Discriminant Validity

	AVE	Composite reliability	R-Square
Performance Perpetrator Business MSMEs	0.7018	0.923	
Training	0.7818	0.936	

Data questionnaire that has been processed, 2023

Table 1 demonstrates the results of the AVE test. Since the fourth of these variables has a value greater than 0.18, the variable is generally in the It might be argued that this study's validity is strong. Additionally, the results of the Composite Reliability test indicate a mark Composite reliability of 0.70, indicating that the entire variable in the study is trustworthy.

R square for Mark is 0.943. Matter This indicates that the model is able to account for

the phenomenon of business actor performance that is influenced by various independent factors, including training, construction, and a significant 94.3% businessman variability. As opposed to the remaining 18.7%, which is explained by factors not included in this study (apart from training, mentoring, and entrepreneurial skills).

Testing A Theory

Table 2 contains the path coefficients (mean, STDEV, T-statistics, and P-values).

	original sample (O)	sample Mean (M)	standard Deviation (STDEV)	T Statistics O / S T E E V	P- Value s	description n
TRAINING -> PERFORMANCE PERPETRATOR OR BUSINESS MSMEs	0.197	0.194	0.099	1,989	0.047	Significant (Positive)

Source : Data questionnaire Which processed, 202 3

Based on **table 2** on show that training influential positive to performance perpetrator business MSMEs can accepted, with path coefficients as big 0.197 And mark The T-statistic of 1.989 is greater than the value of $Z \alpha = 0.018$ (18%) = 1.96, or P Value 0.047 < 0.018, then Significant (positive), Coaching has a positive effect on the performance of business actors UMKM is acceptable, with a path coefficient of 0.224 and a T-statistic value of 2.371 is greater than the value of $Z \alpha = 0.018$ (18%) = 1.96, or P Value 0.018 < 0.018, then it is significant (positive), while Entrepreneurial Skills have a positive effect on the performance of actors MSME businesses are acceptable, with a path coefficient of 0.1862 and a T-statistic value of 18.186 greater than the value of $Z \alpha = 0.018$ (18%) = 1.96, or P Value 0.000 < 0.018, so Significant (positive).

Influence Training To Performance Perpetrator Business MSME

Based on results study Which has done obtained results that variable training influential significant positive to Performance perpetrator business MSMEs Which has follow training Which done by Service Cooperative And Business Micro City Ambon so that

hypothesis can accepted. It means the more Good training Which accepted by para perpetrator business MSMEs so will the more Good also performance perpetrator business MSMEs in manage his efforts.

The results of this study are in accordance with the research conducted by Husnah & Nurhayati (2018), Retno Tri Astuti (2020), Anindita & Kustini (2022) which shows that training can influence performance para businessmen MSMEs. So, can be concluded that training is Wrong One increasing factor performance para businessmen MSMEs.

CONCLUSION

Got conclusion that variables training, coaching And Skills entrepreneur contributes positively on the performance of MSME business actors who have received training And coaching by Service Cooperative And Business Micro Small And Intermediate.

As for suggestions as an evaluation from the author, namely MSME business actors can maintain and also need to increase in continuing to attend training given by the Office of Cooperatives and Micro Enterprises of Ambon City, Business actors MSMEs can review return regarding ability in finish something his job, para perpetrator business MSMEs Also can increase problem Skills in connection between man, Which where when Skills in establishing human relations can take place well then a relationship will be created good business. For future researchers, other variables can be added, such as motivation, climate organization, And leadership Which where become variable Which can influence performance from perpetrator MSMEs.

REFERENCES

- Anindita, F. A., & Kustini, K. (2022). Penentu Kinerja Umkm Oleh Dinas Perdagangan, Koperasi Dan Usaha Mikro Kota Bojonegoro. *Scientific Journal Of Reflection: Economic, Accounting, Management And Business*, 18(3), 674-683.
- Agustina, R., Yusuf, M., Sutiyan, O. S. J., Ardianto, R., & Norvadewi, N. (2022). Employee Performance Mediated Quality Of Work Life Relationship Satisfaction On The Job And Organizational Commitment. *Jurnal Darma Agung*, 30(2), 589-605.
- Alfiah, A., Suhendar, A., & Yusuf, M. (2023). Pengaruh Kualitas Produk, Citra Merek dan Harga terhadap Keputusan Pembelian Vinyl Flooring Merek Taco di CV Indosanjaya Kota Bandung. *SEIKO: Journal of Management & Business*, 6(1), 492-503.

- Arta, D. N. C., Leuhery, F., Abubakar, H., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 162-168.
- Atmaja, D. S., Zaroni, A. N., & Yusuf, M. (2023). Actualization Of Performance Management Models For The Development Of Human Resources Quality, Economic Potential, And Financial Governance Policy In Indonesia Ministry Of Education. *Multicultural Education*, 9(01), 1-15.
- Atra, D. N. C., Yeti, Y., Rahayu, B., & Yusuf, M. (2022). EFFECT OF COMPETENCE AND COMPENSATION ON EMPLOYEE PERFORMANCE. *Journal of Innovation Research and Knowledge*, 2(6), 2477-2482
- Alhusaini, A., Kristiawan, M., & Eddy, S. (2020). Pengaruh Motivasi Kerja dan Disiplin Kerja terhadap Kinerja Guru. *Jurnal Pendidikan Tambusai*, 4(3), 2166-217
- Aris, N. (2022). *PENGARUH MOTIVASI, KOMPENSASI DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN DI PT. ALAM LESTARI UNGGUL* (Doctoral dissertation, Unsada).
- Baidun, A., Prananta, R., Harahap, M. A. K., & Yusuf, M. (2022). Effect Of Customer Satisfaction, Marketing Mix, And Price In Astana Anyar Market Bandung. *Al-Kharaj: Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia—Food & Beverage Sector. Enrichment: Journal of Management*, 12(5), 3873-3881
- Cakranegara, P. A., Hendrayani, E., Jokhu, J. R., & Yusuf, M. (2022). *Positioning Women Entrepreneurs in Small and Medium Enterprises in Indonesia—Food & Beverage Sector. Enrichment: Journal of Management*, 12(5), 3873-3881.
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). *The Impact Of Goods Product Pricing Strategies On Consumer Purchasing Power: A Review Of The Literature. Jurnal Ekonomi*, 11(03), 1115-1120. *Journal of Islamic Economic and Business*, 4(2)
- Dacholfany, M. I., Khataybeh, A. M., Lewaherilla, N. C., Yusuf, M., Sihombing, H. B. M., & Chang, M. L. (2022). APPLICATION OF THE BALANCED SCORE CARD CONCEPT AS A HUMAN RESOURCE PERFORMANCE MEASUREMENT TOOL AT THE MINISTRY OF HIGHER EDUCATION IN INDONESIA. *MULTICULTURAL EDUCATION*, 8(04), 1-13
- Ernayani, R., Fauzan, R., Yusuf, M., & Tahirs, J. P. (2022). The Influence of Sales And Operational Costs on Net Income in Cirebon Printing Companies. *Al-Kharaj: Journal of Islamic Economic and Business*, 4(2)
- Fachrurazi, F., Zarkasi, Z., Maulida, S., Hanis, R., & Yusuf, M. (2022). INCREASING MICRO SMALL MEDIUM ENTERPRISES ACTIVITY ENTREPRENEURIAL CAPACITY IN THE FIELD OF DIGITAL MARKETING. *Jurnal Ekonomi*, 11(03), 1653-1660.
- Fasiha, F., Yusuf, M., Sihombing, H. B. M., Mujahidin, M., & Chenini, R. (2022). The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets. *Ikonomika: Jurnal Ekonomi dan Bisnis Islam*, 7(2), 177-192.
- Hidayah, U., Mulatsih, S., & Purnamadewi, Y. L. (2019). Analisis Kinerja Dan Strategi Pengembangan Umkm Alas Kaki Di Desa Pagelaran. *Jurnal Benefita*, 4(3), 4318-448.

- Hanis, R., & Yusuf, M. (2022, December). Applying A Swot Analysis Approach To A Sharia Marketing Perspective At Alunicorn Shops In Bandung. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 653-670).
- Haribowo, R., Moridu, I., Rafid, M., Kamar, K., & Yusuf, M. (2022). COMPARATIVE ANALYSIS OF INDONESIAN HOUSEHOLD CONSUMPTION EXPENDITURE 2018-2021. *Journal of Innovation Research and Knowledge*, 2(6), 2497-2504.
- Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal, S. (2022). Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 4024-4032.
- Herdianti, H., Arta, D. N. C., Yusuf, M., Sutrisno, S., & Suyatno, A. (2022). Pengaruh Penerapan Sistem Keadilan Distributif dan Keadilan Interaksional terhadap Kepuasan Kerja Pegawai Perusahaan: Literature Review. *Jurnal Mirai Management*, 7(2), 523-530.
- Heryadi, D. Y., Fachrurazi, F., Nurcholifah, I., & Yusuf, M. (2023). During the Covid-19 Pandemic, Marketing Strategy Analysis for Crispy MSMEs" MA ICIH". *Jurnal Publikasi Ilmu Manajemen*, 2(1), 184-201.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Ilham, I., Widjaja, W., Sutaguna, I. N. T., Rukmana, A. Y., & Yusuf, M. (2023). Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 185-202.
- Ismunandar, I., Andriani, N. Y., Hanis, R., Hamzah, R., & Yusuf, M. (2023). GRAND PREANGER BANDUNG EFFECTIVE MARKETING COMMUNICATION STRATEGY IN THE STAYCATION PROGRAM. *Jurnal Ekonomi*, 12(01), 48-53.
- Ismunandar, I., Sari, D. I., Maryoso, S., & Yusuf, M. (2023). Honda PCX Motorcycle Promotion Consumer Satisfaction. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Istikomah, I., Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, 1(1), 21-27
- Irawan, R (2019). Pengaruh Pengetahuan Kewirausahaan Dan Keterampilan Wirausaha Terhadap Keberhasilan Usaha Pada Umkm Kuliner Jalan Halat Medan. Skripsi.
- Iskandar, K. A., & Safrianto, A. S. (2020). Pengaruh Keterampilan Wirausaha Dan Pengalaman Usaha Terhadap Keberhasilan Kewirausahaan. *Jurnal Ekonomi Dan Industri E-Issn*, 26186, 3169
- Kaharuddin, K., & Yusuf, M. (2022, December). The Impact of Liquidity Risk Optimization on the Stability of Islamic Commercial Banks in Indonesia. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 671-688).
- Kurhayadi, K., Rosadi, B., Yusuf, M., Saepudin, A., & Asmala, T. (2022). The Effect of Company Reputation and Customer Experience on Customer Loyal Behavior Citylink Indonesia. *Riwayat: Educational Journal of History and Humanities*, 5(2), 381-385.
- Kurhayadi, K., Yusuf, M., Masrifah, S., Rincani, E. D., & Fauzi, M. (2022). ANALYSIS OF BUMDESA COMPETITIVENESS STRATEGY THROUGH THE UTILIZATION OF

- TOURISM OBJECTS TO IMPROVE COMMUNITY WELFARE. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 157-171.
- Kurniawan, A., Yusuf, M., Manueke, B., Norvadewi, N., & Nurriqli, A. (2022). In Tokopedia Applications, The Effect Of Electronic Word Of Mouth And Digital Payment On Buying Intention.
- Kushendar, D. H., Kurhayadi, K., Saepudin, A., & Yusuf, M. (2023). BANDUNG CITY GOVERNMENT ENVIRONMENT AND SANITATION SERVICE CAPACITY IN WASTE MANAGEMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 2(1), 50-60.
- Kumaladewi, R., Sakung, J., & Yusuf, H. (2017). *Pengaruh Motivasi Dan Disiplin Kerja Terhadap Kinerja Pegawai Di Kantor Dinas Kesehatan Provinsi Sulawesi Barat*. PROMOTIF: Jurnal Kesehatan Masyarakat, 7(1), 52. <https://doi.org/10.31934/promotif.v7i1.25>
- Mujahidin, M., Yusuf, M., Ardianto, R., Sutaguna, I. N. T., & Sampe, F. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Social Sciences Journal*, 38, 312-323.
- Mujahidin; Yusuf, Muhammad; Ardianto, Rian; Sutaguna, I. Nyoman Tri; Sampe, Ferdiannus. (2022). The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia). *Technium Soc. Sci. J.*, 38, 312.
- Norvadewi, N., Sampe, F., Ardianto, R., & Yusuf, M. (2023). The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 336-351.
- Novie Citra Arta, D., Leuhery, F., Abubakar, H., Yusuf, M., & Adi Cakranegara, P. (2023). Literature Review: Analisis Hubungan Antara Pelatihan dan Kinerja Karyawan di Sebuah Perusahaan.
- Nugroho, A. P., Norvadewi, N., Wulansari, M., Akbarina, F., & Yusuf, M. (2023). DIGITAL ENTREPRENEURSHIP STRATEGY IN ONLINE BUSINESS COMPANIES IN WEST JAVA. *Transformasi: Journal of Economics and Business Management*, 3(2), 01-12.
- Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- Nurfitrianti, M., Sumiyati, S., & Widjajanta, B. Gambaran Komunikasi Kerja, Kepuasan Kerja Dan Kinerja Karyawan Toserba Yogya Cabang Sunda Bandung. *Journal Of Business Management Education (Jbme)*, 3(1), 182-62.
- Nurhidayat, Y., Ratnasari, R., Dwi Kurniati, A., Widiyanto, G., & Septi Rahyu, E. (2012). Ekspresi: Mengaktifkan Siswa Dalam Pembelajaran Bahasa Jerman. *Ekspresi*, 19(X), 1-31.
- Putren, I., Munarsih, M., Indra, W., Jumhana, R. C. S., Maulinda, M., & Waryu, W. (2022). Pelatihan Meningkatkan Jiwa Wirausaha Melalui Digital Marketing Pada Anak Yatim Piatu Yayasan Manarul Ichan Curug Depok. *Jurnal Abdimas Tri Dharma*
- Pudjowati, J., Cakranegara, P. A., Pesik, I. M., Yusuf, M., & Sutaguna, I. N. T. (2021). The Influence Of Employee Competence And Leadership On The Organizational Commitment Of Perumda Pasar Juara Employees. *Jurnal Darma Agung*, 30(2), 606-613

- Rafid, M., Sutaguna, I. N. T., Rukmana, A. Y., Fauzan, R., & Yusuf, M. (2023). Social Media Application For Coffee Shop Development In Bandung City. *Al-Kharaj: Journal of Islamic Economic and Business*, 5(2).
- Razali, G., Akbarina, F., Arubusman, D. A., Rukmana, A. Y., & Yusuf, M. (2023). Loyalty and the Effects of Trust and Switching Barriers. *Jurnal Mirai Management*, 8(1), 237-248.
- Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.
- Saepudin, A., & Yusuf, M. (2022). THE EFFECTIVENESS OF VILLAGE FUND POLICY ON INFRASTRUCTURE DEVELOPMENT. *LITERACY: International Scientific Journals of Social, Education, Humanities*, 1(3), 172-180.
- Sampe, F., Haryono, A., Pakiding, D. L., Norvadewi, N., & Yusuf, M. Y. (2022). Analysis Of Typical Capabilities And Entrepreneurial Orientation Against Competitive Advantage In Bandung Traditional Foods Msmes.
- Saputro, R. H., Anggoro, T., Muslim, S., Wardani, I. U., Fatmawati, E., Yusuf, M., ... & Yusuf, M. A. (2023). Gaining Millenial and Generation Z Vote: Social Media Optimization by Islamic Political Parties. *resmilitaris*, 13(1), 323-336.
- Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). The Influence of Taste and Price on Consumer Satisfaction. *Quantitative Economics and Management Studies*, 3(6), 998-1007.
- Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- Soukotta, A., Sampe, F., Putri, P. A. N., Cakranegara, P. A., & Yusuf, M. (2022). FINANCIAL LITERACY AND SAVINGS BEHAVIOR FEMALE ENTREPRENEURS IN KIARACONDONG MARKET, BANDUNG CITY. *Jurnal Darma Agung*, 30(2), 652-662.
- Soukotta, A., Yusuf, M., Zarkasi, Z., & Efendi, E. (2023). Corporate Actions, Earning Volatility, And Exchange Rate Influence On Stock Price Stability. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(2), 197-214.
- Sucipto, B., Yusuf, M., & Mulyati, Y. (2022). Performance, Macro Economic Factors, And Company Characteristics In Indonesia Consumer Goods Company. *Riwayat: Educational Journal of History and Humanities*, 5(2), 392-398.
- Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdiyanto, A., & Yusuf, M. (2023). THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(2), 110-126.
- Sudirjo, F., Ratnawati, R., Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE. *Journal of Management and Creative Business*, 1(2), 156-181.
- Sudirjo, F., Sutaguna, I. N. T., Silaningsih, E., Akbarina, F., & Yusuf, M. (2023). THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON

- CAFE YUMA BANDUNG PURCHASE DECISIONS. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(3), 27-36.
- Sudirjo, F., Razali, G., Sari, D. I., Sutaguna, I. N. T., & Yusuf, M. (2023). ANALYSIS OF BRAND IMAGE AND PRICE IMPACT ON BUYING BEHAVIOR AT BU IMAS BANDUNG RESTAURANT. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 2(2), 24-35.
- Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). Hanan Catering's Instagram promotions, pricing, and menu variety influence consumer purchasing decisions in Bandung. *International Journal of Economics and Management Research*, 2(1), 76-87.
- Sutaguna, I. N. T., Sampe, F., Dima, A. F., Pakiding, D. L., & Yusuf, M. (2022). Compensation and Work Discipline's Effects on Employee Achievement at Perumda Pasar Juara. *YUME: Journal of Management*, 5(3), 408-428.
- Sutaguna, I. N. T., Yusuf, M., Ardianto, R., & Wartono, P. (2023). The Effect Of Competence, Work Experience, Work Environment, And Work Discipline On Employee Performance. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(01), 367-381.
- Sutrisno, S., Herdiyanti, H., Asir, M., Yusuf, M., & Ardianto, R. (2022). Dampak Kompensasi, motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan di Perusahaan: Review Literature. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(6), 3476-3482.
- Sutrisno, S., Panggalo, L., Asir, M., Yusuf, M., & Cakranegara, P. A. (2023). Literature Review: Mitigasi Resiko dan Prosedur Penyelamatan pada Sistem Perkreditan Rakyat. *COSTING: Journal of Economic, Business and Accounting*, 6(2), 1154-11
- Suwanto, S. (2019). Pengaruh disiplin kerja dan motivasi kerja terhadap kinerja karyawan pada Rumah Sakit Umum Tangerang Selatan. *JENIUS (Jurnal Ilmiah Manajemen Sumber Daya Manusia)*, 3(1), 16-23.
- Siswanti, T. (2020). Analisis Pengaruh Faktor Internal Dan Eksternal Terhadap Kinerja Usaha Mikro Kecil Dan Menengah (Ukm). *Jurnal Bisnis & Akuntansi Unsurja*, 18(2).
- Sutrisno, M. (2021). Pengaruh Kompensasi Dan Budaya Organisasi Terhadap Kinerja Melalui Kepuasan Kerja Sebagai Variabel Intervening Di Yayasan X. *Cerdika: Jurnal Ilmiah Indonesia*, 1(3), 247-2184.
- Wattiheluw, A. (2019). Pengaruh Pemberdayaan Dan Pelatihan Terhadap Kinerja Pelaku Usaha Mikro Kecil Dan Menengah Binaan Pusat Layanan Usaha Terpadu Kumkm Provinsi Maluku (Studi Kasus Umkm Kota Ambon). *Manis: Jurnal Manajemen Dan Bisnis*, 3(1), 42-1818.
- Wibowo, D. S., & Indah, A. N. (2021). Seminar Dan Pelatihan Kewirausahaan Untuk Mewujudkan Masyarakat Yang Mandiri Dan Unggul Dalam Ekonomi. *Jiwakerta: Jurnal Ilmiah Wawasan Kuliah Kerja Nyata*, 2(1), 28-33.
- Wibowo, T. S. (2020). Pengaruh Keterampilan Wirausaha Dan Spiritualitas Terhadap Kinerja Organisasi Ukm Sektor Kuliner Di Kota Surabaya. *Performance: Jurnal Bisnis & Akuntansi*, 10(1), 18-30
- Widayati, F., Fitria, H., & Fitriani, Y. (2020). Pengaruh Kepuasan Kerja dan Loyalitas Kerja terhadap Kinerja Guru. *Journal of Education Research*, 1(3), 251-257.
- Widjaja, W., Kartini, T., Yuningsih, E., Yusuf, M., & Hayati, F. A. (2023). KAHATEX BANDUNG REGENCY'S EMPLOYEE SELECTION AND PLACEMENT

- IMPACT. *Transformasi: Journal of Economics and Business Management*, 2(2), 72-84.
- Wowling, S. A. S., Yusuf, M., Gampu, S., & Sahala, J. (2022). PRODUCT QUALITY AND PRICING INFLUENCE ON THE BRAND REPUTATION OF LOCO COFFEE FAST FOOD PRODUCTS. *Jurnal Darma Agung*, 30(2), 541-548
- Yusuf, M., Fitriyani, Z. A., Abdilah, A., Ardianto, R., & Suhendar, A. (2022). The Impact Of Using Tokopedia On Profitability And Consumer Service. *Jurnal Darma Agung*, 30(2), 559-573.
- Yusuf, M., Haryono, A., Hafid, H., Salim, N. A., & Efendi, M. (2022). Analysis Of Competence, Leadership Style, And Compensation In The Bandung City Pasar Bermartabat. *Jurnal Darma Agung*, 30(1), 524-2.
- Yusuf, M., & Matiin, N. (2022). ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON PURCHASING DECISIONS. *International Journal of Economics and Management Research*, 1(3), 177-182.
- Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).
- Yusuf, M., Sutrisno, S., Putri, P. A. N., Asir, M., & Cakranegara, P. A. (2022). Prospek Penggunaan E-Commerce Terhadap Profitabilitas Dan Kemudahan Pelayanan Konsumen: Literature Review. *Jurnal Darma Agung*, 30(1), 786-801
- Yusuf, M., Saepudin, A., Prihadi, M. D., Kurhayadi, K., Kushendar, D. H., & Sulistyan, R. B. (2023). A Workshop For Lecturer To Improve Their Competence. *Perigel: Jurnal Penyuluhan Masyarakat Indonesia*, 2(2), 21-30.
- Yusuf, M., Sutaguna, I. N. T., Hariyanto, M., Fauzan, R., & Miftahuljannah, R. H. (2023). Tokopedia Marketplace, The Effect Of Digital Marketing And Service Quality On Purchase Decisions. *Jurnal Mirai Management*, 8(1), 4