



**THE INFLUENCE OF ORDER EFFICIENCY, MARKETING EASE,
AND RISK PERCEPTION ON THE PRODUCTIVITY OF MSMEs
REGISTERED IN THE LOCAL E-CATALOG OF LPSE IN NORTH
KONawe REGENCY**

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ABSTRACT

This study aims to determine and analyze the influence of order efficiency, marketing ease, and risk perception on the productivity of MSMEs using the local e-catalog of LPSE in North Konawe Regency. The sample consists of all MSMEs registered and transacting on the LPSE e-catalog in North Konawe Regency, totaling 51 businesses. The study employs multiple linear regression analysis. The results show that: (1) order efficiency, marketing ease, and risk perception collectively have a significant impact on the productivity of MSMEs. (2) Individually, marketing ease and risk perception positively contribute to the improvement of MSME productivity, while order efficiency is negatively correlated with productivity. Risk perception was found to be the most influential variable, highlighting the importance of effective risk management in enhancing MSMEs' adaptability and innovation to support productivity growth.

Keywords: effectiveness, ordering, marketing, risk, and MSME productivity.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) have an important role in the Indonesian economy. Several studies on the role of MSMEs show the importance of micro, small, and medium enterprises as a fundamental element in the nation's economic structure. These companies not only contribute to Indonesia's Gross Domestic Product (GDP) but also play a role in boosting non-oil and gas exports and providing jobs for most of the national workforce (Tholib et al., 2023; Widayanti et al., 2017). MSMEs have even proven to play a key role in stabilizing the national economy during the economic crisis and becoming a distraction that encourages equitable economic growth after the crisis (Ashari et al., 2022).

MSMEs have a significant role in the economy of districts or cities in Indonesia. In this case, MSMEs are not only a mainstay in the economic sector but also play a role in reducing poverty, encouraging an equitable distribution of the economic level of small communities, and providing foreign exchange for the country (Khotimah & Surhatono, 2023). Therefore, the government needs to continue to support MSMEs through various programs, such as the provision of business credit facilities, financing, the provision of MSME product marketing platforms and electronic transaction security guarantees. Sarfiah et al. (2019) and Sasongko et al. (2021) stated that the Government needs to continue to support MSMEs through various programs, such as financing from Islamic banks, to strengthen the role of MSMEs in building the nation's economy. In addition, the development of digital-based MSMEs is also one of the important strategies in saving the MSME sector during the Covid-19 pandemic (Hanim et al., 2022). By utilizing the internet and digital media, MSMEs have a great opportunity to make a significant contribution to economic development (Sasongko et al., 2021).

However, MSMEs often face various challenges, especially in terms of product marketing, operational efficiency, and risk management. In an effort to overcome this challenge, the government has initiated various programs and innovations, one of which is the use of the Local e-Catalog provided by the government through the Electronic Procurement Service (LPSE).

E-Catalog Lokal is a digital platform designed to facilitate the procurement of goods and services by the government by involving MSMEs. LPSE Local E-Catalog has been implemented to strengthen the synergy between the government and MSMEs in order to increase the efficiency and effectiveness of procurement and support local economic empowerment.

The use of local e-catalogs as innovation and digitization of product marketing has a very important role in increasing the productivity of MSMEs. In this case, digital marketing and social media are effective tools for MSMEs to promote their products, reach consumers directly, and reduce promotional costs (Hardilawati, 2020). The use of technology and digitalization, such as e-commerce applications and integrated management systems, have been proven to help MSMEs in expanding the marketing reach of their products. In addition, product innovation also plays an important role in improving the marketing performance of MSMEs, especially in facing product marketing challenges during the Covid-19 pandemic (Atmojo & Sofyan, 2022).

MSME productivity is a performance indicator that reflects the ability of MSMEs to utilize resources efficiently in producing maximum output. Increased productivity can be achieved through a variety of ways, including improved operational efficiency, access to a wider market, and good risk management. The use of the Local e-Catalog is expected

to make a positive contribution to increasing the productivity of MSMEs by providing a platform that supports ordering efficiency, ease of marketing, and risk management.

The Regional Government of North Konawe Regency provides support to MSMEs through digital transformation by maximizing the implementation of local e-catalogs. The local e-catalog policy was triggered through the North Konawe Regent Regulation Number 35/2023 concerning the acceleration of the procurement of goods/services through local electronic catalogs within the North Konawe Regency Government. The policy is based on Presidential Instruction Number 2 of 2022 concerning the Acceleration of Increasing the Use of Domestic Products and Micro Business Products.

The instruction was followed up by the release of a local e-catalog platform that facilitates MSMEs to market goods and services within the scope of the North Konawe Regency Government. The local e-catalog of North Konawe Regency is technically managed by the Goods and Services Procurement Work Unit (UKPBJ) which is under the Regional Secretariat of North Konawe Regency. Since 2023, the use of local e-catalogs in North Konawe Regency by MSMEs seems to have provided a significant change in interest in transacting with relatively high values. At the cutoff from January 1 to June 2024, it appears that transactions that occurred on the e-catalog reached 210,537,756,517,- rupiah. This shows that the e-catalog has encouraged MSME financial transaction activities in North Konawe Regency to be better.

Although the total transactions show a relatively high value in the period from January to June 2024, based on data, only 72 out of 192 or 37.5% of MSMEs have been registered with LPSE North Konawe Regency. Based on this phenomenon, it is suspected that there are obstacles faced by MSMEs in utilizing the LPSE e-catalog of North Konawe Regency, both in the form of technical obstacles and perceptions of the use of the e-catalog. MSMEs in Indonesia face various obstacles in registering on the LPSE e-catalog as a means to market their products. One of the main obstacles faced by MSMEs is the lack of understanding and skills in terms of information technology and e-commerce (Amornkitvikai et al., 2022). Study conducted by Suryono et al. (2021) found that many MSMEs have not fully understood the benefits and registration process on e-catalog platforms such as LPSE. In addition, there are obstacles related to the lack of access to capital and financial resources to digitize their businesses (Rahmad Purwanto Widiyastomo & Endang Swastuti, 2023).

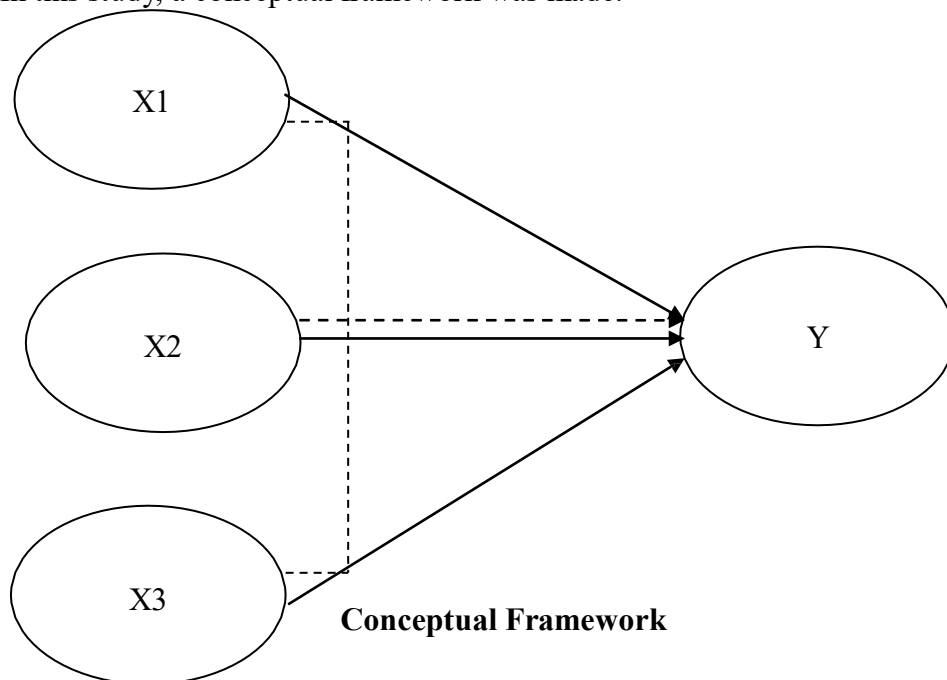
The main goal of digital transformation in the procurement of goods and services, especially through government initiatives using Electronic Procurement Services (LPSE), is to increase efficiency and transparency in the procurement process. The researchers examined the benefits of e-procurement in reducing the potential for fraud and corruption and increasing transparency in the procurement of goods and services (Danuta, 2017). The implementation of e-procurement has been proven to reduce arrogance and competition through increased transparency obtained after using electronic systems (Danuta, 2017). In addition, openness and fair treatment of prospective participants in every stage of procurement of goods/services is the key to preventing irregularities and corruption (Yusni, 2022).

Problem Formulation

1. Do the efficiency of bookings, ease of marketing and risk perception of LPSE local e-catalog users in North Konawe Regency simultaneously affect the productivity of MSMEs?

2. Does the efficiency of ordering on the LPSE local e-catalog of North Konawe Regency partially affect the productivity of MSMEs?
3. Does the ease of marketing on the local e-catalog of LPSE North Konawe Regency partially affect the productivity of MSMEs?
4. Does the risk perception of LPSE local e-catalog users in North Konawe Regency partially affect the productivity of MSMEs?

In this study, a conceptual framework was made.



RESEARCH METHODS

This study uses a quantitative approach with a survey design to collect relevant data at one specific time point. The survey method was chosen because it allows the collection of up-to-date information about the condition and perspective of the respondents, as well as provides a comprehensive overview of the relationships between the variables studied (Sekaran & Bougie, 2016).. This study focuses on testing the hypothesis that has been determined, with the aim of explaining the influence of ordering efficiency, ease of marketing, and risk perception on the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency.

This research is carried out based on a theoretical framework built with a positivist paradigm, which emphasizes collecting data objectively and systematically to produce reliable and valid findings (Ferdinand, 2014). A descriptive quantitative methodology with a causal approach is used to analyze the cause-and-effect relationship between variables. The researcher seeks to explain the interaction between independent variables (ordering efficiency, ease of marketing, and risk perception) and dependent variables (MSME productivity) to provide an in-depth understanding of the dynamics that exist between them.

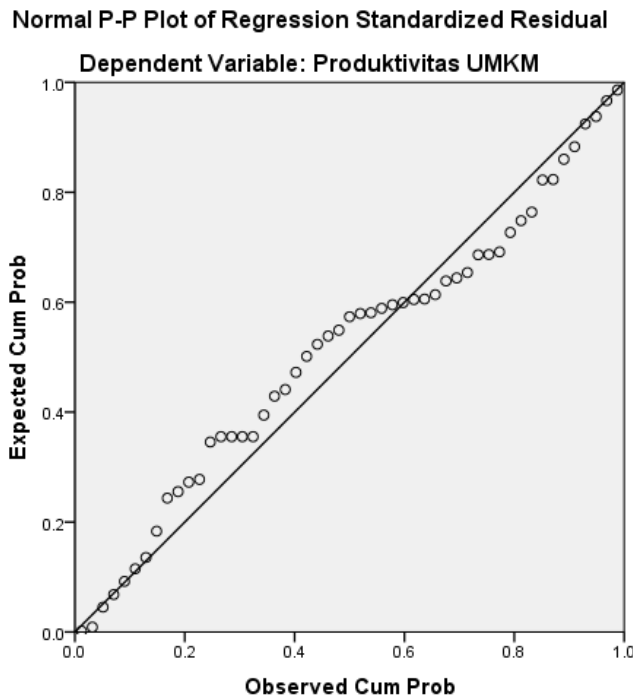
The population in this study is all MSMEs that are registered and make transactions through the LPSE e-catalog of North Konawe Regency. Based on the data obtained, there are 71 MSMEs that meet the population criteria. The purposive sampling technique is used to determine the sample, with the main criterion being MSMEs that have been registered and actively transacted in the last 6 months. Based on these criteria,

as many as 51 MSMEs were selected as research samples, in accordance with the principle of purposive sampling which ensures relevant and in-depth representation of information (Creswell & Creswell, 2023).

RESEARCH RESULTS AND DISCUSSION

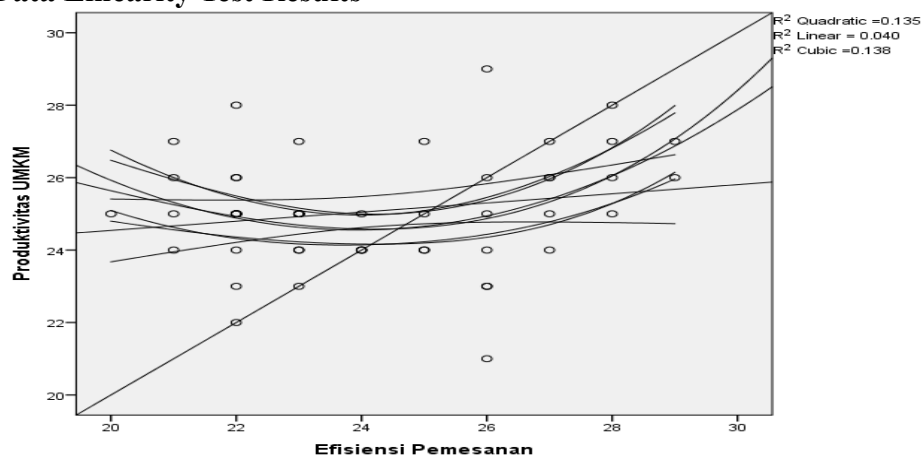
Data Normality Test Results

The normality of the distribution of data in this study was evaluated through the Probability Plot curve (P-P Plot), which is data that is symmetrically scattered and in line with a diagonal line indicating that the data is normally distributed.



Source: Primary Data processed in 2024

Data Linearity Test Results



Source: Primary Data processed in 2024

Results of Hypothesis Analysis and Testing

Results of Simultaneous Regression Model Testing

ANOVA^a

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	98.950	3	32.983	82.741	.000b
	Residual	18.736	47	.399		
	Total	117.686	50			

a. Dependent Variable: MSME Productivity

b. Predictors: (Constant), Risk Perception, Ease of Marketing, Booking Efficiency

Source : Primary Data Processed in 2024

Results of Testing Partial Regression Models

Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.670	1.561		2.991	.004
	Booking Efficiency	-.148	.041	-.233	-3.598	.001
	Ease of Marketing	.188	.046	.245	4.090	.000
	Risk Perception	.770	.053	.926	14.461	.000

a. Dependent Variable: MSME Productivity

Source : Primary Data Processed in 2024

The results of the regression analysis show that the constant has a value of 4,670 and is statistically significant ($p = 0.004$), which indicates that if all independent variables are considered zero, the MSME Productivity is estimated at 4,670. Booking Efficiency has a negative coefficient of -0.148 and is significant ($p = 0.001$), which means that this increase in efficiency actually decreases productivity. In contrast, Ease of Marketing (coefficient 0.188, $p = 0.000$) and Risk Perception (coefficient 0.770, $p = 0.000$) have a positive and significant influence on productivity. Of the three variables, Risk Perception has the strongest influence on MSME Productivity with the highest Beta standardized value of 0.926, so it can be concluded that all variables have a significant effect at the level of significance of 5%.

Correlation and Determination Coefficients

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917a	.841	.831	.631

a. Predictors: (Constant), Risk Perception, Ease of Marketing, Booking Efficiency

b. Dependent Variable: MSME Productivity

Source : Primary Data Processed in 2024

The results of the analysis showed that an R^2 value of 0.831 indicated that 83.1% of the variation in the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency could be explained by the variables of order efficiency, ease of marketing, and risk perception, while the remaining 16.9% was influenced by other variables outside the model. The correlation coefficient (R) value of 0.917 shows that the relationship between independent variables and MSME productivity is very strong, in accordance with the classification of Sugiyono (2021) which states that the correlation between 0.80-1.00 is

very strong. Thus, this regression model can be considered "Fit" and effective in explaining the influence of these variables on the productivity of MSMEs.

Hypothesis Testing

This study proposes four hypotheses related to the influence of variables on the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency. The first hypothesis states that the effectiveness of booking, ease of marketing, and risk perception simultaneously have a positive and significant effect on productivity, as evidenced by a significance value of 0.000 which is less than $\alpha = 0.05$, so this hypothesis is accepted. The second hypothesis examines the effect of partial booking effectiveness, which is also significant ($p = 0.001$), but with a negative coefficient of -0.148, showing that increasing booking effectiveness actually decreases productivity. The third and fourth hypotheses state that marketability and risk perception partially have a positive and significant effect on productivity, with a significance value of 0.000 each, so that both are acceptable. Thus, all research hypotheses are proven correct based on the results of regression tests.

The Effect of Order Efficiency on MSME Productivity

The results of the analysis show that the efficiency of ordering has a negative influence on the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency. While efficiency is generally considered to improve performance, in this context, increased ordering efficiency can actually come at the expense of flexibility, quality, or responsiveness to dynamic market demands (Queiroz et al., 2023).. Research supports that an excessive focus on efficiency often leads to trade-offs that are detrimental to overall performance, such as deterioration in raw material quality or delayed delivery that adversely affect productivity. In addition, an overly efficient but rigid system can be a barrier in responding to market changes, which can actually reduce overall productivity (Devinney et al., 2010).

The Effect of Ease of Marketing on MSME Productivity

The ease of marketing has a positive and significant influence on the productivity of MSMEs. In the context of digitalization through the LPSE e-catalog, the ease of marketing speeds up the bidding and procurement process, allowing MSMEs to access a wider market at a lower cost. The use of this digital platform helps reduce geographical barriers and provides opportunities for MSMEs to expand their market reach and increase product visibility (Queiroz et al., 2023).. In addition, this ease of marketing helps MSMEs to reach new customers faster and retain existing customers, which directly increases productivity through a more efficient sales cycle.

The Effect of Risk Perception on MSME Productivity

Risk perception also has a significant positive influence on the productivity of MSMEs. Good risk management helps MSMEs improve quality standards, improve internal processes, and become more responsive to customer needs (Devinney et al. (2010)). The use of the LPSE e-catalog provides greater transparency in the procurement process, which reduces uncertainty and encourages MSMEs to be more innovative in managing risks. Studies show that MSMEs that have a good risk perception are able to manage uncertainty proactively, which has an impact on increasing operational efficiency and productivity in a sustainable manner (Devinney et al. (2010))

The Influence of Variables on MSME Productivity

The results of the study show that order efficiency, ease of marketing, and risk perception all have a significant effect on the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency. However, booking efficiency has a negative influence, while ease of marketing and risk perception have a positive influence (Queiroz et al.,

2023).. Ease of marketing and risk perception are key factors in increasing productivity, as they both support MSMEs in optimizing marketing and managing risks effectively Sarmiento and Shukla (2011), These findings show the importance of a holistic approach to MSME operational management, where efficiency must be balanced with quality, flexibility, and adaptability to a dynamic business environment Chatha et al. (2015),

Conclusion

This study concludes that ordering efficiency, ease of marketing, and risk perception simultaneously have a significant influence on the productivity of MSMEs using the LPSE e-catalog in North Konawe Regency. These three variables, when integrated, make a significant contribution to increasing the productivity of MSMEs, demonstrating the importance of a balanced operational strategy between efficiency, ease of market access, and risk management. Partially, the increase in booking efficiency has a negative correlation with productivity, which indicates the need for careful management to avoid adverse trade-offs. The ease of marketing through e-catalogs has proven to significantly contribute to increased productivity by opening up wider market access and lowering marketing costs. Risk perception has proven to be the variable with the strongest influence, where good risk management encourages adaptation, innovation, and increased productivity of MSMEs.

Suggestion

MSMEs in North Konawe Regency are advised to be more proactive in utilizing the LPSE e-catalog to improve operational efficiency and market access. Given the significant influence of risk perception on productivity, MSMEs need to develop their ability to identify and manage business risks, for example through increased competence in risk analysis and the application of higher quality standards. MSMEs are also encouraged to continue to innovate in products and services to remain competitive in a dynamic market. In addition, it is important for MSMEs to maximize the ease of marketing offered by e-catalogs by actively promoting products more widely. Thus, MSMEs can scale their business and overall strengthen productivity.

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