
The Influence of Salapak Mikroshop Support on the Sustainability of Beginner MSMEs in Bandung City

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Abstract

This study examines the effect of Salapak Mikroshop support on the business sustainability of new micro, small, and medium enterprises (MSMEs) in Bandung. A quantitative, associative research design was used to test the hypothesized causal relationship between Salapak support (independent variable) and MSME sustainability (dependent variable). Data were collected via closed-ended questionnaires (5-point Likert scale) from a random sample of the 80 micro-entrepreneurs participating in the Salapak program (culinary, fashion, and crafts sectors) and analyzed using SPSS. Validity and reliability tests confirmed that all survey items were sound (Cronbach's $\alpha = 0.960$ for Salapak support; 0.922 for sustainability). Multiple regression results showed that Salapak support has a strong, positive, and statistically significant effect on MSME sustainability ($\beta = 0.839$, $t = 13.531$, $p < 0.001$). The model explains 70.4% of the variance in sustainability ($R^2 = 0.704$), indicating that Salapak support is a major determinant, while the remaining 29.6% is due to other factors. These findings imply that Salapak's initiatives – including enhanced market access, business training/mentoring, and product promotion – substantially improve entrepreneurs' ability to sustain their businesses. Future research should explore additional factors (e.g., digitalization, capital access) to fully understand MSME sustainability. **Keywords: Influence of Business Support, Business Sustainability, Quantitative Methods**

INTRODUCTION

MSMEs are a form of economic activity in small to medium scale communities which have a strategic role in creating jobs and distributing economic development evenly throughout the region. (Tambunan, 2021). MSMEs play a vital role as a main pillar of the Indonesian economy. Bandung is known as a center of creativity and innovation with rapid growth in the MSME sector. However, fledgling MSMEs face various challenges in maintaining their businesses, innovating, and building a loyal customer base.

Key obstacles include limited market access, lack of training, and minimal promotion. In addition to internal challenges, MSMEs are also impacted by global economic dynamics, particularly the escalating trade conflict between the United States and China, which has intensified since 2024. Research indicates that these trade frictions have contributed to supply chain dislocations and increased production costs, as firms seek alternative sourcing and adjust to tariff barriers, which in turn can elevate the prices of imported inputs for producers worldwide. (Hayat et al., 2024). MSMEs are relied upon to create new job opportunities, which are anticipated to

reduce unemployment and distribute income among the community. Furthermore, MSMEs have proven resilient during economic crises. (Suharyati et al., 2022).

Along with the progress of the times and the acceleration of digitalization and technology as well as the transformation that has developed in various aspects, in this case technological progress and digitalization have become important elements in increasing the development and competitiveness of MSMEs in Indonesia, especially in the city of Bandung. According to Wulan Ayodya in his book entitled "UMKM 4.0" explains that one of the things that will change and influence the business world is the Internet of Things (IoT) where the use of the internet in business will be very important. (Ayodya, 2020). With this phenomenon, Salapak Mikroshop exists not only as a marketplace but also provides facilities such as product galleries, training, and promotions to help MSMEs overcome these challenges. However, the effectiveness of this support on the sustainability of fledgling MSMEs in Bandung still requires further investigation.

Therefore, business support itself is all forms of assistance provided to business actors, whether in the form of facilities or interventions provided to aid the progress and growth of a business, whether in the form of market access, training, mentoring, or product promotion.

Salapak Mikroshop Bandung is an official program initiated by the Bandung City Cooperatives and Micro, Small, and Medium Enterprises Office (DISKOPUKM). The Salapak Mikroshop program aims to provide facilities or a place for MSMEs to improve their skills and product marketing. In more detail, Salapak Mikroshop can be interpreted as a Free Gallery and Stall, Marketing and Branding Support, Business Training and Mentoring, Facilitators, and Supporting Equipment Providers. The 3 indicators of Salapak support for beginner MSMEs that will be the focus of this research include the first is Market Access and Partnership, namely the ability of MSMEs to reach a wider market through networks and collaboration with other parties, then the second is Business Training & Mentoring, namely a program designed to improve the skills and knowledge of MSMEs in managing their businesses, and the last is Product Promotion Support Assistance in marketing MSMEs products to be better known to consumers.

According to Riyanti in her book, business sustainability includes the ability of business actors to maintain stable and sustainable business growth, especially through adaptation, innovation, and achieving customer satisfaction. (Riyanti, 2003). Indicators of the sustainability of MSMEs include Consistency in Running a Business, which is the Ability to maintain operational rhythm and fulfill commitments to customers, then the Ability to Innovate, namely efforts to create new products or services that are relevant to market needs, and finally the Number and Satisfaction of Customers can be interpreted as the number of customers who use the product and their level of satisfaction with the goods or services distributed to customers.

Salapak Mikroshop Bandung exists as a manifestation of the Bandung City Cooperatives and SMEs Department's concern for the growth and development of local MSMEs. Salapak Mikroshop Bandung was established on September 12, 2021. The Salapak Mikroshop Gallery is located at Jl. Pelajar Pejuang 45 No. 121, Turangga, Lengkong District, Bandung City. This location functions as a product exhibition center aimed at enhancing MSMEs visibility and innovation. The number of MSMEs

participating is around 80 micro-entrepreneurs, of which they display a total of 90 products, and the business sectors consist of fashion, culinary, and crafts.

Based on previous research conducted by Research conducted by Erycka Tesalonika Londa, Florence Lengkong, and Rully Mambo regarding the development of MSMEs within the Tomohon City Cooperative and MSME Office. The final result is that the Tomohon City Cooperative Office has implemented various initiatives to encourage the quality and competence of MSMEs. The role of the office is quite good in providing facility programs such as capital support through KUR and practical business coaching for MSMEs actors. Despite facing challenges, such as inappropriate distribution of assistance and low business registration, but over time developments began to be seen. The success of this support is certainly supported by the central and regional governments as well as the involvement of UMKN actors.(Lengkong, 2023).

This study aims to analyze the extent to which Salapak Mikroshop's support influences the sustainability of start-up MSMEs in Bandung City, and to describe in more depth the various factors that contribute to business sustainability, as well as to provide recommendations for the development of more effective policies and programs to support MSMEs in the future.

Framework of thinking

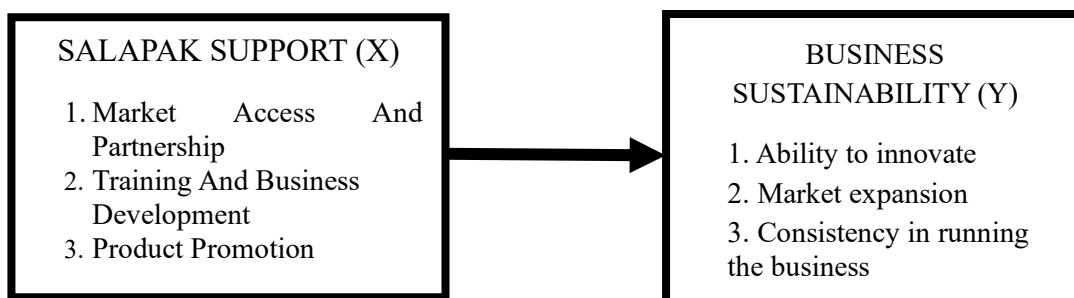


Table 1.1 Framework of thinking

The framework for this study is based on the assumption that Salapak Mikroshop's support impacts the sustainability of MSMEs . This support includes market access and research (X1), training and business development (X2), and product promotion (X3). These three indicators are assumed to promote business sustainability.

RESEARCH METHODS

The approach used in this study is quantitative, with an associative approach, to statistically test the relationships between variables. Quantitative research is a methodological approach used to assess attitudes, views, behaviors, and various other variables through numerical data, with the goal of generating compelling conclusions that can be generalized to a broader population.(Mohajan, 2020)Associative research is a quantitative approach used to test causal relationships between variables through statistical analysis and hypothesis testing.(Nazir, 2013). The purpose of this study is to test between variables, namely the support of Salapak (X) towards the sustainability of MSMEs (Y). This associative quantitative approach allows to test the causal relationship between two variables through numerical data and statistical analysis.

The research location is Salapak Mikroshop Bandung which is located at Jl. Pelajar Pejuang 45 No. 121, Turangga, Lengkong District, Bandung City. The research was conducted from May to July 2025, which includes the preparation stage until the final preparation of the report.

Population and Sample

The population in this study includes 80 MSMEs participating in the Salapak Mikroshop program, consisting of culinary, fashion, and craft businesses. A population is a collection of objects and subjects that share certain characteristics in accordance with the research objectives. These qualities and characteristics are determined by the researcher, who then studies the group to draw conclusions.(Pramanik, 2019.) .The sampling technique uses random sampling, which is a sample selection method that is carried out randomly without considering strata or levels in the population.(Arikunto, 2010). Therefore, in this study, the sampling technique does not require special criteria but rather random sampling.

Data Types and Sources

Based on the mechanisms carried out during the research, the final results obtained were based on the data obtained, namely:

1. Primary data is data obtained directly from the first source without intermediaries.(Sugiyono, 2019)In this study, data were collected through questionnaires, interviews, and direct observation of respondents to obtain relevant and accurate information.
2. Secondary data is information that is already available from previous observations or surveys and can be reused in other, different research.(Neuman, 2013).

Data collection technique

The data acquisition process in this study uses a questionnaire, namely by collecting numerical data and a questionnaire containing closed questions with a Likert scale (1-5) to measure the variable of support for Salapak mikroshop and the variable of business continuity, the questionnaire will be distributed directly to the sample. This study also uses data collection using observation, namely direct observation of MSMEs activities and the implementation of the Salapak support program for MSMEs actors.

Research Hypothesis

A hypothesis is a temporary answer, meaning it is not yet permanent, to the problem in the research, where its validity requires empirical testing through data that has been collected.(Hardani et al., 2020)This study examines the influence of Salapak Mikroshop support on the sustainability of novice MSMEs in the city of Bandung. This hypothesis testing uses special software, namely SPSS 30. The hypothesis formulation in this study is as follows:

1. Alternative Hypothesis (H1): Support from Salapak Mikroshop Bandung has a significant influence on the sustainability of novice MSMEs.
2. Zero Hypothesis (H0): Support from Salapak Mikroshop Bandung does not have a significant effect on the sustainability of novice MSMEs.

RESEARCH RESULT

Validity Test

Table 3.1 Validity Test

Variables	Statement	rhitung	rtable 5%	Information
Salapak Mikroshop Support (X)	X1	0.887	0.185	VALID
	X2	0.652	0.185	VALID
	X3	0.895	0.185	VALID
	X4	0.665	0.185	VALID
	X5	0.799	0.185	VALID
	X6	0.761	0.185	VALID
	X7	0.699	0.185	VALID
	X8	0.833	0.185	VALID
	X9	0.896	0.185	VALID
	X10	0.655	0.185	VALID
	X11	0.850	0.185	VALID
	X12	0.936	0.185	VALID
	X13	0.864	0.185	VALID
	X14	0.815	0.185	VALID
	X15	0.851	0.185	VALID
Business Continuity (Y)	Y1	0.683	0.185	VALID
	Y2	0.768	0.185	VALID
	Y3	0.790	0.185	VALID
	Y4	0.760	0.185	VALID
	Y5	0.626	0.185	VALID
	Y6	0.703	0.185	VALID
	Y7	0.464	0.185	VALID
	Y8	0.822	0.185	VALID
	Y9	0.709	0.185	VALID
	Y10	0.841	0.185	VALID
	Y11	0.587	0.185	VALID
	Y12	0.745	0.185	VALID
	Y13	0.680	0.185	VALID
	Y14	0.552	0.185	VALID
	Y15	0.788	0.185	VALID

Source: Data processed by SPSS 30

Based on the validity test results in the summary table above, it can be said that both variables (Salapak Support, Business Continuity Based on the results of the validity test, the instrument is declared valid because the calculated r value $>$ r table, so the statement meets the validity criteria with a value of 0.185.

Reliability Test

Table 3.2 Reliability Test

Variables	Cronbach's Alpha	Alpha 0.60	Information
Salapak Mikroshop Support	0.960	0.60	Reliable
Business Continuity	0.922	0.60	Reliable

Source: Data processed by SPSS 30

Based on the Reliability Test Results according to the results of the table above, Based on the measurement of instrument reliability using the Cronbachs Alpha approach, the coefficient value for variable X is 0.960 and variable Y is also 0.922. It can be concluded that the value based on the table above has exceeded the minimum threshold of 0.60 which indicates that each item and instrument can be declared Reliable.

Partial Hypothesis Test (T-Test)

Table 3.3 Partial Hypothesis Testing Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,121	5,062		-1,407	.164
	Salapak Support	1,089	.081	.839	13,531	<,001

a. Dependent Variable: Business_Continuity

Source: Data processed by SPSS 30

Based on the results of the regression test, The results of the study show that the Salapak support variable has a positive and significant effect on business continuity, with a calculated t value of 13.531 > t table 1.668 and a significance of <0.001. This means that the higher the business continuity, the greater the support for Salapak. Meanwhile, the constant is not significant because the calculated t -1.407 < t table 1.668 and sig. 0.164 > 0.05.

Stimulant Test (F Test)

Table 3.4 Simultaneous Test ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4277.097	1	4277.097	183,081	<,001b
	Residual	1798,852	77	23,362		
	Total	6075.949	78			

a. Dependent Variable: Salapak_Support

b. Predictors: (Constant), Business Continuity

Source: Data processed by SPSS 30

Based on the results of the ANOVA test, the calculated F value was 183.081, which is greater than the F table of 3.97 with a significance value of <0.001. This indicates that the regression model is significant, meaning that the Salapak Support variable simultaneously has a significant effect on Business Sustainability. Sustainability of MSMEs . Thus, the regression model involving the Salapak_Mikroshop variable is suitable for predicting the sustainability of UMKN.

Coefficient of Determination Test

Table 3.5 Test of Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.839a	.704	.700	4.83340

a. Predictors: (Constant), Business Continuity

Source: Data processed by SPSS 30

The model summary results show an R Square value of 0.704, meaning that Salapak_Mikroshop contributes 70.4% to the sustainability of MSMEs, while the remainder is influenced by other factors. The R value of 0.839 indicates a strong relationship between the two variables.

CONCLUSION AND SUGGESTIONS

Referring to the data analysis results, it shows that Salapak support has a significant impact on business sustainability. This support includes market access, business training and mentoring, and product promotion, which significantly contribute to the sustainability of micro-enterprises.

These findings reinforce the theory that integrated business ecosystem support can be a key factor in increasing the competitiveness and resilience of MSMEs, and offer practical implications for developing more effective business empowerment models. Here are some recommendations:

1. For the Managers of Salapak Mikroshop Bandung, It is expected that the institution will continue to enhance the quality and effectiveness of its programs, particularly in the areas of training, business mentoring, and product promotion.
2. For MSMEs, it is recommended to be more active in utilizing the facilities and support provided by Salapak Mikroshop.
3. Further researchers are advised to examine other factors such as digitalization, capitalization, and marketing to understand the sustainability of MSMEs more comprehensively.

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