

PalArch's Journal of Archaeology of Egypt / Egyptology

THE EFFECT BETWEEN READINESS AND COMPETITIVENESS TROUGH SHARIA MSME BUSINESS PERFORMANCE

Mahyarni^{1}, M. Nazir², Mahmuzar³, Khairunnas Jamal⁴*

^{1,2,3,4}Sultan Syarif Kasim Riau Islamic State University

E-mail: ^{1*}Mahyarni@uin-suska.ac.id, ²M.Nazir@uin-suska.ac.id, ³Mahmuzar@uin-suska.ac.id, ⁴Khairunnas.Jamal@uin-suska.ac.id

Mahyarni, M. Nazir, Mahmuzar, Khairunnas Jamal. The Effect Between Readiness And Competitiveness Trough Sharia Msme Business Performance-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(8), 1088-1100. ISSN 1567-214x

Keywords: Readiness, Competitiveness, and Sharia UMKM Performance

ABSTRACT

Objective

This study aims to determine the effect between the level of readiness and competitiveness on the performance of Sharia MSME businesses in Riau Province, with analysis using a partial least square (PLS) program.

Methodology / Technique

This study was uses PLS to identify the influence of variables with Sharia MSME samples in Riau Province.

Findings

Testing using PLS results in Sharia MSME Readiness influences to competitiveness, Sharia MSME Readiness does not affect to Sharia MSME Performance, and Competitiveness affects to Sharia MSME Performance.

Novelty

This research specifically examines Sharia MSMEs that are characteristic of MSMEs that are formed based on the values of the teachings of Islam in doing business, besides that this research is conducted in Riau Province where the majority of the population is Muslim.

Type of Paper: Empirical.

INTRODUCTION

Industry in Indonesia is currently on an average initial stage of preparation for entering the era of the industrial revolution 4.0. In this era, the intensity of economic competitiveness between countries and between companies has increased sharply and is a major feature of the dynamics of the world economy at the present time. The co-19 pandemic outbreak that is happening now also has an impact with the slowing economic development in our country in line with changes in the field of technology and information that is accelerating. The conditions that occur above make existing MSMEs must prepare themselves to improve competitiveness as creative and innovative industries, so a strategy is needed to develop MSMEs both conventional and MSMEs based on Sharia, by creating core competition.

The goal of formulating this strategic plan is to create competitive advantage, namely a collection of factors that distinguish a particular company from its competitors and give it a unique position in the market so that it is superior to its competitors. Norazlina Mohd Darus, et al. (2017), identify the sustainability of MSMEs in the future depending on innovation, service quality, intellectual capital and technology. The same thing was also stated by T. Ramayah, et al. (2014), which stated that commitment, infrastructure and technology affect the readiness of MSMEs in doing business.

The large Muslim population in Indonesia, which is 87.21%, is a potential market for halal products produced by MSMEs. A Muslim in consuming an item or service not only puts forward the use value of an item or service, but also considers the benefits of consuming that item or service, especially the halal of his product which includes halal essence, how to obtain it, halal in processing it, halal in its storage, halal in its storage transportation, and halal in the presentation. Products consumed by Muslim consumers correlate with the teachings of Islam. Based on previous research shows that religion plays an important role in life. Overall, religion plays an important role in shaping human behavior and attitudes and influences lifestyles, eating habits, consumption choices, experiences, and maintaining good relations with others (Farmaki et al., 2020; Krause et al., 2019; Minton and Kahle, 2017; Shyan Fam et al., 2004).

Riau Province is one of the Provinces in the Unitary State of the Republic of Indonesia which is very strategic because it borders directly with Malaysia and Singapore. The strategic location of Riau Province encourages businesses, especially MSMEs to improve themselves. In addition, Riau Province is one of the provinces where people are thick with Malay culture with Islamic nuances. Therefore, for Muslims, the presence of Sharia MSMEs in Riau Province is a necessity because halal to food products is an urgent matter. Halal food products in question are foods that have met the standards and in accordance with the provisions of Islamic law. The command to consume halal food is found in the Al-Qur'an Surah Al-Baqarah: 168 which means that

people, eat halal better than anything on earth, and do not follow the steps of Satan; because indeed the devil is a real enemy to you.

Facing increasingly fierce competition, MSMEs need to prepare themselves in terms of (a) the ability to build credibility and good product quality, (b) the ability to analyze the market, (c) e-banking payment facilities, (d) the level of mobile usage, (e) the ability to prepare and plan logistical facilities, (f) create a compatible platform, and (g) Update on E-Commerce developments (Tumiwa 2016). Readiness to use technology refers to "the tendency of people to embrace and use new technology to achieve goals in home life and at work" (Napitupulu, et al. 2018; Astuti and Nasution, 2014; Parasuraman, 2000). UMKM readiness must be accompanied by the ability to compete in order to maintain the sustainability of the MSME business in the future. Munir et al. (2011), saw the sustainability of MSME competitive advantages by learning the skills they needed to develop to achieve their goals. The purpose here is related to profits and efforts to improve the performance of individuals and companies. In the UMKM business activities performance is very important, performance is a prominent achievement in one particular field of activity. The idea of performance defines how a person or group reaches a final conclusion to achieve a goal. According to Yucesoy and Barabási (2016), performance is representative of the totality of objectively measurable achievements in a particular activity domain.

This study specifically examines the unit of analysis, namely sharia MSMEs with the following criteria: MSMEs are Muslim, materials, processes and products produced halal, evidenced by halal certification from LPPOM MUI and other authorized agencies, funding sources come from private funds, Islamic banks or Islamic cooperatives. Besides combining in one model several variables consisting of the readiness of Sharia MSMEs, sharia business competitiveness and Sharia MSME business performance, with the analysis and indicators used different from previous studies.

TEORITICAL FRAMEWORK

Sharia MSMEs

Definitions related to Sharia MSMEs are systematically lacking but Sharia MSMEs are always associated with everything about buying and selling based on sharia law. Sharia business itself comes from two words namely business and sharia. Business is everything related to buying and selling or trading. While sharia means the source of a straight path. While the term sharia means the laws and regulations passed down by Allah SWT through the Angel Gabriel to the Prophet Muhammad SAW for all mankind, both concerning matters of worship, morals, food, drink, clothing or muamalah. Based on the definition of sharia, sharia-based MSMEs can be interpreted as small and medium scale productive economic activities of the people that are managed commercially, fulfill the stipulated requirements and in their management use sharia principles.

Challenges and Prospects of Sharia MSMEs

Data from the Ministry of Cooperatives and SMEs states that the number of SMEs every year always increases. Even until 2017, the number of MSMEs has reached 62,922,617 units. More specifically, according to GAPMMI (Association of Food and Beverage Entrepreneurs), there are around 1.6 million small and medium scale food and beverage industry players, but only around 10% have pocketed halal certificates. This data illustrates how many MSMEs are in Indonesia, but the majority do not have halal certificates. Besides that, sharia-based MSMEs should be supported by financing from sharia banking, considering that sharia banking is now also focused on financing all MSMEs. This, in addition to improving the quality of Islamic SMEs, will also be able to boost the market share of Islamic banking. MSMEs engaged in the sharia sector or the halal sector are still experiencing difficulties in developing business. So far the problem is, MSMEs are difficult to get additional capital because it is still difficult for conventional financial industries to believe in the sharia business developed by MSMEs. At present, although sharia banking already exists, it has not yet provided an answer for the development of Sharia MSMEs in Indonesia, therefore it still needs cooperation to provide capital and harmonize halal standards so that each product can easily get a halal certificate.

Sharia UMKM Readiness

Readiness is the main capital for someone to do work so that the readiness they have will get maximum work results. According to experts, the world is now entering a new era, especially in terms of industry called the industrial revolution 4.0. An era, where the internet plays an important role and replaces the role of humans to machines even in the case of data transactions without geographical boundaries. On the other hand of course arise in us a concern, whether we are all ready for these changes. But somehow, people have started to feel the presence of this 4.0 industry, with the term Fintech. Fintech or Financial Technology is now spreading into small businesses in the community. The Financial Services Authority (OJK) explains, Fintech is divided into three categories, such as payment, financing, and management in industry 4.0. In accordance with the conditions of MSME mentioned above, it is deemed necessary to bring MSMEs in the Digital Economy Ecosystem. The Digital Economy Ecosystem enables the application of digital technology in all business processes carried out by MSMEs and is expected to have an impact on the progress and improvement of MSME businesses. Readiness to use technology refers to "the tendency of people to embrace and use new technology to achieve goals in home life and at work" (Napitupulu, et al. 2018; Astuti and Nasution, 2014; Parasuraman, 2000). At the measurement level, the Technology Readiness Index was developed to measure people's general beliefs and thoughts about technology. This is a combination of positive and negative beliefs related to technology. In Islamic teachings preparing a business venture is done by:

Straightening Intention

Intentions are the beginning of everything. Good intentions will produce good results. For that reason, in Islam intention is the beginning of all activities. Included in worship is the intention to start it.

Determination

Determination is really to strengthen yourself for the intentions you have. Intention alone is not enough, so it takes determination to be able to start and move. With a strong determination, all challenges and obstacles will be attacked.

Look for Products or Businesses that are Obviously Legal

To start a business according to Islam also requires knowledge about halal haramnya a business and products or services to be sold. Halal business is certainly derived from the services or products to be sold whether in accordance with Islam or not.

Looking for a Partner with One Vision

In starting a business you should have a partner who can match your vision or goals that we are achieving. Efforts can sometimes fail due to partners who are less suited to the needs of the business. For that reason, partners who have the same goals are things that must be prepared and sought since starting a business by conducting discussions and building agreements is an important thing to do.

Determine the Right Strategy

When, starting a business, also determine the right strategy In Islam, of course, this strategy must be made in a way that is fair and does not damage the interests of others. A healthy competition must also be carried out by a Muslim, not just dropping and looking for unfair ways in the competition of a business.

Competitiveness

In the global economy, competitiveness means the ability to obtain a proper and constant position in the international market. Competitiveness also means the ability to bring domestic goods or services to the international market. Competitiveness can also be defined as the ability of a national economy to maintain its international market share. The company's competitiveness is said to also refer to product competitiveness, production efficiency, financial position, and organizational effectiveness in terms of restructuring and stimulating sales and demand (Ahmedova, 2015). The main weakness in identifying company competitiveness with the level of performance and effectiveness of activities can be seen from the static development in the short

term, but sometimes other groups of researchers define the static features of company effectiveness by relating it to long-term performance.

The competitiveness of companies, including MSMEs, is inseparable from the concept of a country's global competitiveness. According to the Organization for Economic Co-Operation and Development (OECD), competitiveness is the ability of companies, industries, regions, countries, or regions to produce relatively high and sustainable income and employment factors to face international competitiveness. Because industrial competitiveness is a phenomenon at the micro level of the company, the national industrial development policy is preceded by examining the whole industrial sector as a basis for its measurement.

The basic concept of competitiveness in the Al-Qur'an is the application of the principle of *fastabiq al-khoirot*, which is competing in doing good as instructed by Allah SWT in Surat Al-Baqaroh verse 148 which means "And for every people there is a qibla (itself) which he faces him. So, it was competing (in making) goodness. Wherever you are, surely Allah will gather you together (on the Day of Judgment). Surely Allah has power over all things. Business in Islam aims to achieve four things according to (Norvadewi, 2015); (Yusanto and Karebet, 2002) are (1) target results: profit-material and non-material benefits, (2) growth, (3) sustainability, (4) blessing. Business in Islam, besides having to be done in a professional manner that involves accuracy and accuracy in the management and administration process in order to avoid loss, must also be free from elements of fraud (*gharar*), lies, usury and other practices that are prohibited by the Shari'a.

Sharia-Based Business Performance

The term "performance" is often used to evaluate the work completed by a company and to measure competitiveness. In the literature there is no general perception of the concept of performance or business performance. The definition of this concept of performance can be abstract or general, some are poorly defined, or clearly defined. (Mahmudova and Kovacs, 2018); (Achim, 2010). Business performance determines the extent to which business task targets are achieved compared to the final results at the end of the business period (Mahmudova and Kovacs, 2018); (Yıldız et al., 2014). Performance is representing the totality of objectively measurable achievements in the domain of a particular activity. (Mahmudova and Kovacs, 2018); (Yucesoy and Barabási (2016).

Performance appraisal is very important for companies and there needs to be standards to measure performance. Companies need to have a number of indicators that can be used as employee appraisal standards. According to Alorfi (2012), performance appraisal in the Islamic view must be based on the principle the principles taught in the Koran are: based on justice, competence (Surah An-Nissa verse 32, Surah Yusuf verse 54-55), honesty (Surah An-Nisa verse 58, An-Nisa verse 149, Al-Anfal verse 27, An-Nahl verse 93), effort (Surah An-Najm verse 39, Al-Imran verse 195), initiative, work experience (Surah Az-Zumar verse 9), and individual creativity (Surah Al-Zuhruf

paragraph 32) The performance indicators mention the performance indicators used in performing services: average time to complete work, operating time, process stability, on time delivery, average time to resolve problems, cost, income, mean time between failure, mean down time, travel time proxy on, resource utilization, rescheduling, reactivity, and acceptance levels (Mahmudova and Kovacs, 2018); (Meier et.al, 2013).

Methods, Operational Concepts and Hypotheses

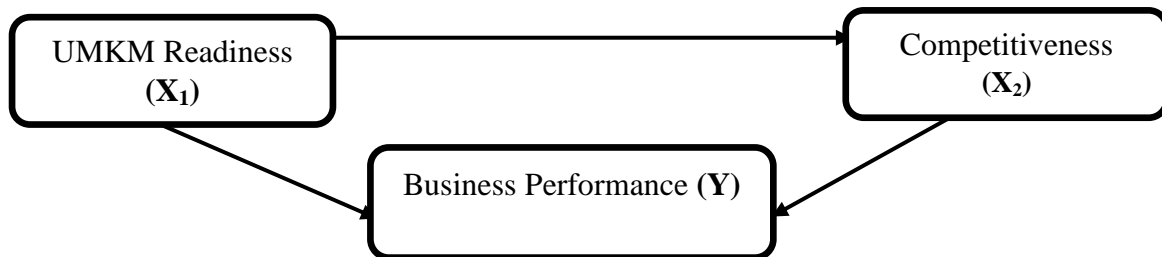
This study is located in Riau Province with the population in this study is all Sharia MSMEs whose business activities are engaged in food processing products. The sampling technique in this study used a purposive sampling technique. The operational concepts in this study are:

Table 1 The Concept of Operational Research Variables

Variables	Variables Definition	Indicators
Sharia UMKM Readiness (X ₁)	Readiness is a tendency for people to embrace and use new technology to achieve goals in home life and at work "(Astuti and Nasution, 2014); (Parasuraman, 2000)	<ol style="list-style-type: none"> 1. Determine Products and businesses that are clearly halal 2. Looking for partners who have the same vision 3. Determine the right strategy 4. Straighten intention and determination (Al-Quran)
Competitiveness (X ₂)	Firm competitiveness refers to product competitiveness, production efficiency, financial position, and organizational effectiveness in terms of restructuring and stimulating sales and demand. (Ahmedova, 2015)	<p>In the Islamic concept of competitiveness can be seen from:</p> <ol style="list-style-type: none"> 1. Target results: profit-material and non-material benefits, 2. Growth, 3. Sustainability, 4. Blessing. (Norvadewi, 2015); (Yusanto and Karebet, 2002)

<p>Business Performance (Y)</p>	<p>Performance is representing the totality of objectively measurable achievements in the domain of a particular activity. (Mahmudova and Kovacs, 2018); (Yucesoy and Barabási (2016).</p>	<ol style="list-style-type: none"> 1. Justice 2. Competence 3. Honesty 4. Business 5. Initiative 6. Experience 7. Activities (Al-Qur'an)
---------------------------------	--	---

Source: Summarized from various sources



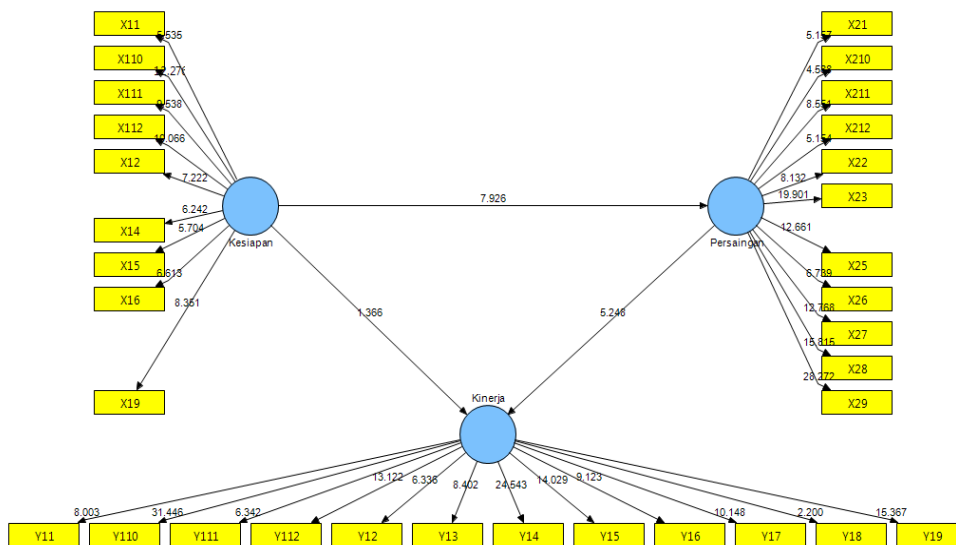
Picture 1 Research Model

The hypotheses in this study are:

- a. A good readiness of Sharia MSMEs will encourage increased Sharia MSME competitiveness.
- b. The higher the competitiveness, it will encourage the improvement of Sharia MSME business performance.
- c. A good readiness of the UMKM Sharia will encourage improvement in the business performance of the Sharia MSME.

RESEARCH RESULTS AND DISCUSSION

The Structural Model produced in PLS is as follows:



Picture 2 Output PLS

Table 2 Path Coefficients Between Variables

Variables	Original Sample (O)	T Statistics (O/STERR)
Sharia UMKM Readness (X1)-> Competitiveness (X2)	0.543748	7.926036
Sharia UMKM Readness (X1) -> Business Performance (Y)	0.176831	1.366003
Competitiveness (X2) -> Business Performance (Y)	0.586369	5.247618

Source: Primary Data, 2019

From the figure and table above we can find out the results of the structural model testing by looking at the influence between the following variables:

The Effect between Sharia MSME Readiness Variable (X1) and Competitiveness Variable (X2)

Sharia MSME Readiness Variable has a positive effect on Competitiveness Variable, with a path coefficient value of 0.544. This shows that if the Sharia MSME Readiness variable increases, the Competitiveness variable also increases. While the t value of the Sharia UMKM Readiness variable (X1) is 7.926, greater than t table of 1.96. It shows that there is a significant influence between the Sharia UMKM Readiness variable (X1) on the Competitiveness variable (X2), in other words the existence of a good Sharia UMKM encourages the improvement of Sharia UMKM competitiveness.

Based on the research results obtained Sharia UMKM Readiness variable has a positive effect on Competitiveness Variables, in other words the existence of a good Sharia UMKM readiness encourages the improvement of Sharia UMKM competitiveness. The results of this study are in line with the opinion of Ahmedova, (2015) who stated the importance for sustainable development and competitiveness, which emphasized the importance of more integrated systemics steps to enhance the competitiveness of companies. Facilitated access to the financial sector must be combined with measures for applying best practices, stimulating innovation, registering intellectual property, and increasing the level of internationalization. Interviews conducted with the Department of Trade, Cooperatives and SMEs of Riau Province also matched the results of the above studies which stated that:

The Department of Trade, Cooperatives and SMEs of Riau Province has collaborated with various parties including BRI in order to provide assistance to MSMEs, including MSME Sharia to improve competitiveness. The Local Government also provides guidance to several MSMEs that are incorporated in the digital village PLUT KUMKM (Integrated Business Service Center) in order to build and develop an integrated MSME.

This is also in line with the answers given by MSME actors who stated that in increasing competitiveness, they have the ability to build credibility and good and halal product quality, however there is a need to record related to the uniqueness of the products produced to develop MSMEs in the future. "

The Effect between Sharia MSME Readiness Variable (X1) and Sharia-Based Business Performance Variables (Y)

Sharia MSME Readiness Variable (X1) does not affect the Sharia-Based Business Performance Variable (Y), with a path coefficient value of 0.177. This shows that if the Sharia MSME Readiness variable increases, the Sharia-Based Business Performance variable will decrease. While the t value of the Sharia UMKM Readiness variable (X1) is 1.366 smaller than t table of 1.96. This shows that the Sharia MSME Readiness variable (X1) does not affect the Sharia-Based Business Performance variable (Y), in other words, with the readiness of Sharia MSMEs that have not been able to encourage improvement in Sharia-Based Business Performance. Based on an interview conducted with one of the Head of Cooperatives and SMEs in Rokan Hulu Regency, Mr. Heru stated that:

"The Cooperative and SME Office is still in the stage of trying to prepare MSMEs by conducting online marketing training. The training received a positive response from MSMEs, but the results obtained from the training were still not felt because only a few MSMEs had practiced it."

A similar sentiment was also conveyed by the Head of Cooperatives and SMEs of Siak Regency, Mrs. Jujuk who said the same thing that:

The cooperative office is still in the stage of improving itself in preparing SMEs, and it needs a long-term process in seeing these results. The activities carried out so far have been training, mentoring and increasing the number of SMEs involved in obtaining halal certificates.

The results of the interview above are in accordance with the study of T. Ramayah, et al. (2014), which stated that commitment, infrastructure and technology affect the readiness of MSMEs in doing business. The local government is committed to developing Sharia MSMEs by making a determination and preparing infrastructure and conducting training related to online marketing.

The Effect between Competitiveness Variable (X2) and Sharia-Based Business Performance Variables (Y)

Based on the research results obtained that the variable Competitiveness (X2) has a positive effect on Business Performance Variables Based on Sharia (Y) with a path coefficient of 0.586. This shows that if the competitiveness variable increases, the Sharia-Based Business Performance variable also increases. While the t value of the competitiveness variable (X2) is 5.248, greater than t table of 1.96. It shown that there is a significant influence between the variable Competitiveness (X2) on the variable of Sharia-Based Business Performance (Y). In other words the higher the Competitiveness, it will encourage the improvement of sharia-based business performance.

Based on the research results obtained Competitiveness variable has a positive effect on the Performance Variables of Sharia MSMEs, in other words the higher the competitiveness, it will encourage the improvement of Sharia MSME business performance. The results of this study are in accordance with a study conducted by Norazlina Mohd Darus, et al. (2017), who identified the sustainability of MSMEs in the future depending on innovation, service quality, intellectual capital and technology. This study is also in accordance with the results of interviews conducted with Islamic MSME entrepreneurs who have a fandra cake business stating that:

"SMEs are trying to prepare themselves and be ready to compete with similar businesses by completing various desired requirements, including taking care of the halal label of the products they do. So far, UMKM has been given access to manage halal labels. The same thing was also stated by the Head of Cooperatives and SMEs that the Office of Cooperatives tried to facilitate SMEs to take care of halal labels using funds from local governments. In addition, the SMEs said they were confident, they had capital and had a level of skill in the field of food processing. This is the basis of their involvement in MSMEs. "

In addition, the Office of Cooperatives and MSEs are very active in collaborating with private parties in order to obtain Corporate Social Responsibility or CSR funds from companies for the development of MSMEs. The Office also aggressively promotes through inter-regional, regency and city events and other national events held in Siak Regency. The interview results above emphasized the importance of cooperation between Sharia MSMEs and the government in developing Sharia MSMEs, providing the best service, following the tastes of consumers, preparing human resources with skills and following the development of the use of technology in marketing the products produced.

CONCLUSION

Based on the description in the previous chapters, the following conclusions can be drawn:

1. Sharia UMKM Readiness has a positive effect on Competitiveness Variables, in other words the existence of a good Sharia MSME readiness encourages the improvement of the competitiveness of Sharia MSMEs in Riau Province.
2. Sharia UMKM readiness does not affect the Sharia MSME Performance Variable, in other words, despite the existence of good Sharia MSME readiness, it has not been able to encourage the improvement of Sharia MSME business performance in Riau Province.

This is because at the moment the Regional Government is in the stage of preparing MSMEs and registering MSMEs which are very numerous, and need a long-term process to see the results. However, it has been several activities that have been carried out gradually in the form of training, mentoring and encouraging MSMEs to take care of business licenses and halal certificates.

3. Competitiveness positively influences the Sharia MSME Performance Variable in other words, the higher the Competitiveness, then encourages the improvement of Sharia MSME business performance in Riau Province.

BIBLIOGRAPHY

- Achim, M. V. (2010). Business performances: between profitability, return and growth. *Annals of the University of Craiova, Economic Sciences Series*, 2.
- Alorfi, Sabah. (2012). "Human Resource Management from an Islamic Perspective," *Journal of Islamic and Human Advanced Research* 2. 86-92
- Anna Farmaki, Levent Altinay, Procopis Christou and Ainur Kenebayeva, (2020), Religion and entrepreneurship in hospitality and tourism, *International Journal of Contemporary Hospitality Management* Vol. 32 No. 1, 2020 pp. 148-172
- Daniel Tumiwa. 2016. 7 Cara UMKM Mempersiapkan Diri Di Era E-Commerce. <http://iese.id/7-caraumkm-mempersiapkan-diri-di-era-e-commerce>. Diakses 15 Februari 2017
- Kementerian Agama RI, Hijaz The Practice, Syaamil Qur'an, Bandung, 2015 <http://bogor.tribunnews.com/2018/12/27/kesiapan-umkm-menghadapi-kemajuan-fintech-dan-hadirnya-industri-40>
- Krause, N., Hill, P.C. and Ironson, G. (2019), "Evaluating the relationships among religion, social virtues, and meaning in life", *Archive for the Psychology of Religion*, Vol. 41 No. 1, pp. 53-70.
- Leyla Mahmudova, and Judit Katonane Kovacs, (2018), Defining the Performance of small and medium enterprises
- Meier, H., Lagemann, H., Morlock, F., & Rathmann, C. (2013). Key performance indicators for assessing the planning and delivery of industrial services. *Procedia Cirp*, 11, 99-104.
- Minton, E. and Kahle, L. (2017), "Religion and consumer behaviour", in Jansson-Boyd, C. and Zawisza, M. (Eds), *Routledge International Handbook of Consumer Behaviour*, Routledge, Abingdon, pp. 292-311.
- Munir, A., Lim, M.K. and Knigh, L. (2011) Sustaining Competitive Advantage in SMEs. *Procedia—Social and Behavioral Sciences*, **25**, 408-412.
- Norazlina Mohd Darus , Ahmad Rozelan Yunus , Noor Watee Rahman, (2017), Factors enhancing the performance of SMEs' services sectors: A conceptual framework, *International Journal of Advanced And Applied Sciences*, Vol. 4 Issue: 3, Pages: 160-166.
- Norvadewi, 2015, *Bisnis Dalam Perspektif Islam (Telaah konsep, Prinsip dan Landasan Normatif)*, Al-Tijary, *Jurnal Ekonomi dan Bisnis Islam*, Vol. 01, No. 01.
- Napitupulu, D, M Syafrullah, R Rahim, D. Abdullah, MI Setiawan, 2018, Analysis of user readiness toward ICT usage at small medium enterprise in south Tangerang, *IOP Conf. Series: Journal of Physics: Conf. Series* 1007.
- Novika Candra Astuti and Reza Ashari Nasution, 2014, *Technology Readiness and E-Commerce Adoption among Entrepreneurs of SMEs*

- in Bandung City, Indonesia, *Gadjah Mada International Journal of Business*, Vol. 16, No. 1: 69-88
- Parasuraman, A. 2000. Technology readiness index (TRI): A multiple-item scale to measure readiness to embrace new technologies. *Journal of Services Research* 2 (4): 307-20.
- Shyan Fam, K., Waller, D.S. and Zafer Erdogan, B. (2004), "The influence of religion on attitudes towards the advertising of controversial products", *European Journal of Marketing*, Vol. 38 Nos 5/6, pp. 537-555.
- Sibel Ahmedova, (2015), Factors for Increasing the Competitiveness of Small and Medium Sized Enterprises (SMEs) In Bulgaria, *Procedia - Social and Behavioral Sciences* 195, 1104 – 1112
- T. Ramayah, Lim Chia Yan, Mohamed Sulaiman, (2014), SME e-readiness in Malaysia: Implications for Planning and Implementation, <https://www.researchgate.net/publication/238692828>.
- Yıldız, S., Baştürk, F., & Boz, İ. T. (2014). The effect of leadership and innovativeness on business performance. *Procedia-Social and Behavioral Sciences*, 150, 785-793.
- Yucesoy, B., & Barabási, A. L. (2016). Untangling performance from success. *EPJ Data Science*, 5(1), 17.
- Yusanto, Muhammad Ismail dan Muhammad Karebet Widjajakusuma. 2002. *Menggagas Bisnis Islami*, Jakarta: Gema Insani Press, 18
- Wawancara dengan Heruzulidiawati, Kabid UMKM Dinas Koperasi dan UMKM Kabupaten Siak, tanggal 3 Oktober 2019. Wawancara dengan Y.P. Heru L. Lubis, Kabid UMKM Kabupaten Rohul, tanggal 10 Oktober 2019
- Wawancara dengan Saudara D dilakukan di Pekanbaru tanggal 27 September 2019, dengan Saudara E di Pasir Pengaraian tanggal 29 September 2019 dan dengan Saudara F di Siak pada tanggal 24 September 2019.