Analysis of the influence of Entrepreneurial and Networking Competitive Advantage on Business Performance with Use of Digital Marketing as a Moderating on Agricultural SME's in Makassar City

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Abstract: The purpose of this research is to (1) determine the analysis of entrepreneurial influence Networking, Competitive Advantage influences Agriculture SME's Business Performance in Makassar City (2) To analyze whether Digital Marketing is able to moderate the influence of Entrepreneurial Networking, Competitive Advantage on Performance Makassar City Agriculture SME's Business. This type of research is causality. Research population This is a total of 86 Agriculture SME actors in Makassar City. Testing research data using a measurement model or often called outer models and structural models (structural models) or often called inner models, and effect size for moderating variables. The results of this research prove that (1) Entrepreneurial Networking, Competitive Advantage has a positive and significant effect on Makassar City Agriculture SME's Business Performance (2) Digital Marketing cannot moderating the influence of Entrepreneurial Networking, Competitive Advantage on Agriculture SME's Business Performance in Makassar City.

Keywords: Agricultural SM; Competitive Advantage; Digital Marketing; Performance.

Introduction

MSMEs contribute significantly significant impact on progress Indonesian economy, formation source of innovation, majority provider employment opportunities, simplifying supply goods, increase in income national and source of foreign exchange (Bank Indonesia, 2018). The rapid development of technology digital in the industrial era 4.0 because of human needs increasingly complex. For business actors Micro, Small and Medium (UKMK) use of appropriate technology and right on target will deliver various conveniences offered. BPS (2021) recorded the number of MSMEs reaching 64 million, the figure reached 99.9 percent of the total business operates in Indonesia. However Thus, of the 64 million existing MSMEs, it turns out it's only 13 percent or 8 million MSMEs present on the platform digital. Therefore, the government committed until the end of 2022 targeting 10 million Indonesian MSMEs to enter the digital ecosystem (Bank Indonesia, 2022).

Makassar is one of the big cities in eastern Indonesia there are certainly numbers large MSMEs. Based on the data sourced from the Department of Cooperatives and There are as many MSMEs in Makassar City as there are 1,818 SME entrepreneurs registered in Makassar City. From 15 existing sub-

districts, 86 SME's on Agriculture Business (Akob et al., 2022). The Coronavirus Disease or Covid-19 outbreak continues to threaten economic and business stability in various countries, including Indonesia. A number of countries such as India and France have implemented lockdowns or restricted access to areas. The Indonesian government has also implemented Large-Scale Social Restrictions (PSBB) regulations for several regions in Indonesia. The aim is none other than to stop the spread of the Covid-19 virus (Panjaitan et al., 2021).

This condition of course puts a number of businesses from large to micro scale at risk of going out of business because of the lack of buyers. Another problem is the lack of supply of raw materials due to closed access to areas. Import-export activities in many countries in the world have been disrupted. One of them is export and import in the agribusiness sector (Gustina et al., 2022). As an SME business owner, you can see this condition as an opportunity to take steps to start a new business. Selling basic materials from the agribusiness sector which is able to provide profits amidst limited activities. With a strategy to strengthen local products, SME businesses in the agribusiness sector have great potential to be able to fulfill the market for import-export goods (Ruzzier et al., 2007). Getting to know SME Business in the Agribusiness Sector Agribusiness is a business that operates in the agricultural sector and other supporting fields such as animal husbandry, fisheries and forestry. Agribusiness which works in the food sector chain, in other words, is an economic perspective for food supply businesses. In Indonesia, businesses in this field promise huge profits (Statistik, 2023). For capital, it's best to start from a small scale first while learning the ins and outs of business. Mushroom cultivation is an example of an agribusiness with small capital that can be developed as a home business. Mushrooms are not considered a staple food, but the opportunities are still very big.

The demand for local mushrooms in a traditional market can reach 100 kg per day. Quoted from Trubus Magazine, a mushroom entrepreneur in West Java said that the volume of demand for mushrooms had increased drastically amid the Covid-19 pandemic. Some examples of SME agribusiness businesses that can be done easily in Indonesia are organic vegetable cultivation. The prospects for the SME plant seed business are also very good considering that currently many are engaged in urban farming. Meanwhile on the farm there is a broiler chicken, laying hen and cattle business.

The performance of MSMEs is the focus of researchers, performance Business is a series of efforts gives an idea of the extent of the results what has been achieved in carrying out the task and responsibility for success as well as deficiencies that occur withinvarious

situations (Rosyidi, 1999). Absolute improvement in MSME performance to be done to maintain stability national economy, through implementation entrepreneurial networking, this It is hoped that this will strengthen the network business and increase sales of actors MSMEs (Wingwon, 2012). Competitive ability also has a very important role to support improving product quality (Lerner et al., 2014). For results in good business performance as well digital marketing is needed as a solution regarding the obstacles faced by SMEs in product marketing widely (Syarifah et al., 2020). Previous research discusses regarding digital sales performance marketing directed at improve the sales performance of MSMEs, The results show that activity Promotion through digital marketing has an impact positive impact on sales performance. Utilization of digital marketing as moderation in this research is expected able to strengthen influence entrepreneurial networking, ability compete with the performance of MSMEs (Kurniawan & Fauziah, 2014).

Entrepreneurial Networking

Entrepreneurial Networking Networking has become a concern in the research community and brands researching the influence of networking in the economy and entrepreneurship. To survive in a world full of competition, it is very important to develop an entrepreneurial and social network of information and others. (McClelland, 2009) Networking plays an important role in uniting and bringing companies together into an innovative system of contractual relationships, product development and inter-organizational alliances. Networking has become a symbol in the current information era (Caligiuri, 2013). Information is the main resource for entrepreneurs and can connect entrepreneurs with markets, suppliers, prices, technology and networking. It has shown how valuable policy can be in helping entrepreneurs (Frazier and Niehm, 2004). Networking improves entrepreneurs through gaining a network of needed resources that help to achieve company goals (Panjaitan et al., 2021). (Sarkar, 2016)said networking is divided into family and friends who are moving in the same circles as entrepreneurs, these resources may not be offered beyond reach.

Competitive Advantage

Nowadays it is increasingly believed that the main key in Winning the competition is by providing value and satisfaction to customers through the delivery of quality products and services at competitive prices (Huschka, 2020). To design market offerings that delivers more value than competitors are trying to win the same market, companies must understand customers and develop strong relationships with customers. the offer also called competitive advantage

(Kotler et al., 2008), where the company have an advantage over competitors obtained by offering greater value to consumers than competitors' offerings.

Companies need to understand competitors as well as customers through analysis to achieve that competitive advantage. According to (Becker, 1993), Competitive advantage is an advantage obtained through implementation of competitive strategies aimed at building a strong position profitable and sustainable against determining market forces industry competition. The company's goal is to meet consumer expectations better than its competitors. According to (West, 2003), the company with services that are below clear consumer expectations experiencing a competitive disadvantage, where consumers will switch and search another alternative. If the company wants to gain an advantage competitive, then the company must be above consumer expectations. Good service can increase consumer loyalty to the point where consumers will survive and not look at alternative options other companies (Freeman & McVea, 2005). According to Porter (1981), excellence Competing can also be seen as value that can be created by company to differentiate itself from its competitors. Mark What is created can be measured by the price that people are willing to pay consumers for the services provided. If consumers see services This can produce the expected profits for consumers will buy and repurchase.

Business Performance

Carroll & Shabana (2010) Business performance is a function of the results of activities within a company which are influenced by internal factors and external in achieving set goals over a certain period of time. According to Rivai (2011) business performance is a a general term used in part or all of an action or activity of an organization in a period with a reference to a number standards such as past costs projected on the basis of efficiency, management accountability and the like.

Meanwhile, according to Mahsyar & Surapati (2019) business performance is a description of the level of achievement of the implementation of a program activities or policies in realizing goals, objectives, vision and mission organization as outlined in an organization's strategic planning.

Digital Marketing

Marketing is the activity of a company in creating, communicate, convey and exchange offers that have value for consumers or society. Meanwhile the Internet is a medium that created digitally. In life, the internet is very easy to access search for the information needed, purchase goods, and much more which can be done via the internet. So now the internet has become an important medium for companies or business people in

exchanging offer. From this explanation, the name digital marketing has emerged in this era digital today (Santoso et al., 2020). So digital marketing is marketing through digital media in offering a brand owned by a company.

Digital marketing is an activity in the field of marketing utilize existing platforms on the internet to reach targets consumers, apart from that digital marketing is defined as marketing products or services via the internet or called i-marketing, web marketing, online marketing, e-marketing, or e-commerce (Barney & Hesterly, 2019). Digital activities marketing is utilized by business people so that internet media is implemented on the market increases.

Method

This research uses primary data obtained from the distributed questionnaire to respondents from 96 (ninety six) Agricultural SME's in 15 District on Makassar City, consisting of: 19 business entrepreneur and 77 small business entrepreneur from 1.896 SME's in Makassar City. Deployment questionnaires conducted since the middle January to April 2023.

The method used in research is a quantitateve method, by distributing questionnaires. Type re-search is explanatory research, namely research that meant to explain the position the variables studied as well relationship between one variable and others (Sugiyono, 2017). Determining the number of samples in this study used the Slovin method as follows Formula 1.

$$n = \frac{N}{(1+Ne^2)} \qquad (1)$$

$$n = \frac{1.896}{(1+1.896\,(10\%^2)}$$

n = 95.67 accumulated 96

This research is of the type causality research, namely for test the causal relationship between entrepreneurial networking, Competitive advantage on performance Agriculture SME's businesses, moderated by digital marketing. Types of research data This is primary data because it does by means of field studies with distributing questionnaires (Juanda, 2009). Data analysis methods used in this research are Partial Least Square approach (PLS). PLS is an equation model Structural Equation Modeling (SEM) component or variant based. PLS-SEM analysis uses two sub model, namely the measurement model (Hair J.F. et.al, 2010).

In this research, instrument research is in the form of a questionnaire as primary data, with analysis techniques data using PLS, ie Structural Equation Modeling techniques (SEM) which is able to analyze latent variables, indicator variables, and direct

measurement error. Data analysis using smart PLS consists of a measurement model (outer model), structure model (inner model), and hypothesis testing.

Table 1. Research Variable

Variable	Operational Definition	Indicator
Entrepreneural Networking	SME's perception efers to the practice of building and nurturing relationships within the entrepreneurial ecosystem to support the growth and success of a business or startup.	Access to Resources Knowledge Sharing Mentorship and Guidance Partnership and Collaboration
Competitive Advantage	Small and Medium-sized Enterprises (SMEs) perception to leverage various factors to gain a competitive advantage in the business environment	Agility and Flexibility Innovation and Creativuty Personalized Customer Service Local Market Understanding
Digital Marketing	Small and Medium-sized Enterprises (SMEs) often have varied perceptions and approaches toward digital marketing, influenced by factors such as budget constraints, resource limitations, and the level of digital literacy within the organization	Cost Concerns Lack of Expertise Limited Resource Social Media Scepticism
Business Performance	Perceptions of business performance in Small and Medium-sized Enterprises (SMEs) can vary based on several factors, including industry, market conditions, and the specific circumstances of each business.	Revenue Growth Cost Management Customer Satisfaction Market Share

Results & Discussion

Statistical Analysis is used for provides an overview of research variables that show value maximum, minimum value, average value and standard deviation of each variable on this research. Variables that used in statistical calculations descriptive is the performance of Agriculture SMEs, Entrepreneurial Networking, Excellence Compete, Digital Marketing.

Table 2. Descriptive Statistics

Variable	N	Std Dev	Category
Enterpreunal Networking (X1)	86	4.60	Good
Competitive Advantage (X2)	86	4.71	Good
Business Performance (Z)	86	6.51	Good
Digital Marketing (Y)	86	6.61	Good
Valid N (Listwise	86		

Based on Figure 1, it is known coefficient value of the variable Entrepreneurial Networking is 0.349, that is, it has a positive value, meaning every increase in the value of Entrepreneurial Networking equal to one unit then it will increase the value of the Business Performance variable MSMEs amounted to 0.349% with

assumptions variables in the model are fixed. Mark These variables can be interpreted Entrepreneurial Networking is influential positive towards the Business Performance variable Coefficient value of the variable Competitive Advantage is 0.101, that is, it has a positive value, meaning every increase in the value of Competitive Advantage equal to one unit then it will increase MSME Business Performance by 0.101% assuming internal variables model is fixed.
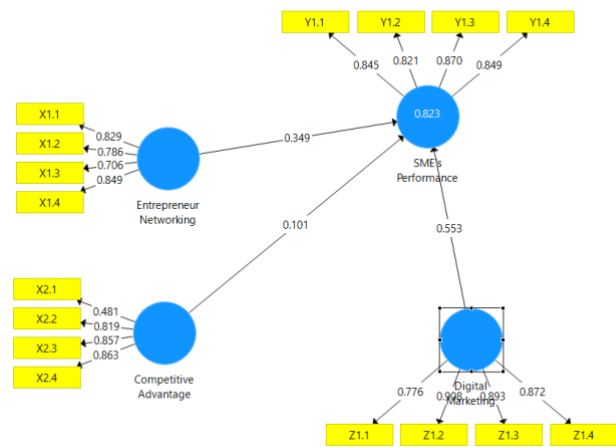

Figure 1. Display of PLS Algorithm Calculation Output

This value can be interpreted the Excellence variable Competing has a positive effect on SME Business Performance variable Convergent validity test was carried out by looking at the loading factor value on each construct. Loading factor value in above 0.7 is stated as the size ideal or valid as an internal indicator measuring the construct, value 0.5 to 0.6 still acceptable, while the value at below 0.5 should be excluded from the model. The loading factor value for each indicator can be obtained by means of data calculations with the PLS algorithm method.

Table 3. Loading factor values

Variable	Indicator	Loading Factor	Information
Enterpreunal Networking (X1)	X11	0.829	Valid
	X12	0.986	Valid
	X13	0.706	Valid
	X14	0.849	Valid
Competitive Advantage (X2)	X21	0.881	Valid
	X22	0.819	Valid
	X23	0.857	Valid
	X24	0.863	Valid
Digital Marketing Z)	Z11	0.776	Valid
	Z12	0.908	Valid
	Z13	0.893	Valid
	Z14	0.872	Valid
Business Performance (Y)	Y11	0.845	Valid
	Y12	0.821	Valid
	Y13	0.870	Valid
	Y14	0.849	Valid

Based on Table 3, it can be seen the most dominant indicators in contributing to their respective latent constructs, as follows: First, the best indicator in forming variables Entrepreneurial Networking (X1) is X12 (communication with customers) with loading factors the highest is 0.986, so if the decision maker wants to increase value Entrepreneurial Networking (X1) then statistical recommendations is to prioritize improvement value on the X12 indicator.

Second, the best indicator in forming variables Competitive Advantage (X2) is X21 (economy scale jobs) with the highest loading factor 0.881, so that if the party decision maker wants increase the value of Excellence Compete (X2) then the recommendation statistically it is prioritize value enhancement on the X21 indicator.

Table 4. Cross Loading Values

Indicator	Enterpreunal Networking (X1)	Competitive Advantage (X2)	Digital Marketing (Z)	Business Performance (Y)
X11	0.513	0.512	0.829	0.584
X12	0.533	0.514	0.786	0.536
X13	0.585	0.558	0.706	0.531
X14	0.640	0.611	0.849	0.792
X21	0.481	0.538	0.532	0.505
X22	0.819	0.631	0.587	0.621
X23	0.857	0.549	0.562	0.591
X24	0.863	0.679	0.603	0.680
Z11	0.673	0.729	0.612	0.845
Z12	0.612	0.620	0.681	0.821
Z13	0.653	0.812	0.682	0.870
Z14	0.561	0.731	0.691	0.849
Y11	0.589	0.776	0.544	0.591
Y12	0.647	0.908	0.576	0.756
Y13	0.573	0.893	0.582	0.766
Y14	0.663	0.872	0.600	0.822

Third, the best indicator in the formation of performance variables MSME Business (Y) is Y13 (increase in the number of workers) with the highest loading factor is 0.870, so if the decision maker wants to increase the value of Business Performance UMKM (Y) then recommendations statistically it prioritizes value enhancement on the Y13 indicator. Fourth, the best indicator in forming Digital variables Marketing (Z) is Z12 (join in digital application) with the highest loading factor of 0.908, so if the decision maker wants to increase the value of Digital Marketing (Z) then the recommendation is statistics is prioritizing increase in value of the indicator Z12.

Based on the cross loading value on Table 3 can be concluded that correlation of each indicator with the construct is higher than other constructs and each construct has a cross loading value > 0.5 as a condition for fulfilling validity discriminant. This shows that latent constructs can predict the indicators on the blocks themselves are better compared with the indicators in the block others and based on discriminant validity all indicators are valid. In addition to construct validity

testing, it was carried out also test the reliability of the construct being measured with the composite reliability of the block indicators that measure constructs. Test reliability is needed to prove accuracy, concentration and determination instruments in measuring constructs. Composite reliability measures value the actual reliability of a construct. A construct is said to be reliable if composite reliability value is greater than 0.7.

Table 5. Composite Reliability Values

Variable	Composite Reliability	Information
Enterpreunal Networking (X1)	0.872	Reliable
Competitive Advantage (X2)	0.849	Reliable
Digital Marketing (Z)	0.910	Reliable
Business Performance (Y)	0.921	Reliable

Based on Table 4 it can be seen that the composite reliability value of each construct is above 0.70, so it can be stated that indicators used in This research has met reliability good (reliable).

Table 6. Average Variance Extracted (AVE)

Variable	AVE	Information
Enterpreunal Networking (X1)	0.631	Valid
Competitive Advantage (X2)	0.595	Valid
Digital Marketing (Z)	0.717	Valid
Business Performance (Y)	0.746	Valid

Provisions regarding parameters measurement (rule of thumb) of the model measurement (outer model) that AVE considered to have met validity converges if the AVE value is greater than 0.50. So Based on the AVE value table above, you can It is known that the AVE value of each construct is valid. So that the construct has met validity convergent. Based on Figure 9 too can be known the R-Square value of the model before any moderating effect, as following Table 7.

Table 7. R-Square Value Without Moderation Effect

Variable	R-Square
Business Performance (Z)	0.823

Based on Table 7, R-Square is obtained in the model it is 0.823, meaning entreprenual networking, competitive advantage and digital marketing able to explain Audit Quality amounting to 82.3%, this is due to value R-square is greater than 50%, if R square is below 50% then it is variable Independents are said to be less capable in explaining the dependent variable. The remaining 17.7% is influenced by other variables not included in Research Model. R-Square calculation

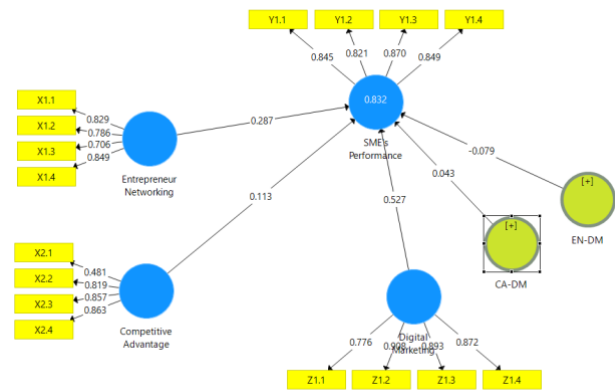without effect moderation is also used for determine the effect size value on next discussion.

Figure 2. Path and R-square coefficient values with moderation effects

Based on Figure 2, it can be seen that the most dominant factor in affecting business performance is Digital Marketing(X1) with the highest path coefficient is 0.287.

Table 8. R-Square Value with Moderation Effect

Variable	R-Square
Business Performance (Z)	0.832

Based on Table 8, R-Square is obtained in the model it is 0.832, meaning Digital Marketing Entrepreneurial Networking, and Competitive Advantage, able to explain Business Performance MSMEs amounted to 83.2%, this is the case because the R-square value is greater than 50%, if R-square is below 50% then the independent variable is said to be able to explain the dependent variable. The remainder amounted to 17.8% is influenced by other variables which is not in the model research such as Digital Marketing Entrepreneurial Networking, and Competitive Advantage.

Table 9. Values – statistics

Eksogen->Endogen	Path Analysis	T-Stat	P-Values	Conclusion
Enterpreunal Networking (X1) -> Business Performance (Y)	0.287	3.340	0.000	Accepted
Competitive Advantage (X2) -> Business Performance (Y)	0.113	1.113	0.258	Rejected

Digital Marketing (Z) -> Business Performance (Y)	0.527	7.000	0.000	Accepted
Digital Marketing * Enterpreunal Networking (X1)	-0.079	0.989	0.323	Rejected
Digital Marketing * Competitive Advantage (X2)	0.043	0.414	0.679	Rejected

Based on test results on table 8 shows the influence of each variables are described as follows: First, the Entrepreneurial Variable Networking has a positive influence on MSME Business Performance. Matter This can be seen from the t statistical value of 3.340 and p-value of 0.000. Because the t-statistic value is more than 1.96 and p-value <0.05 then hypothesis accepted, meaning Entrepreneurial Networking has a positive effect significant to Business Performance MSMEs. The results same according to the research (Azmi et al., 2019)

Second, the Competitive Advantage has a positive influence on MSME Business Performance. Matter This can be seen from the t statistical value of 1.113 and p-value of 0.258 . Because the t-statistic value is below than 1.96 and p-value > 0.05 then hypothesis rejected, meaning Competitive advantage has a positive effect and nit significant to Business Performance MSMEs, this results have a different results accorfing to (Ferreira & Coelho, 2020).

Third, the Digital Marketing has a positive influenceon MSME Business Performance. Matter This can be seen from the t statistical value of 7.000 and p-value of 0.000. Because the t-statistic value is more than 1.96 and p-value <0.05 then hypothesis accepted, meaning Digital Marketing has a positive effect significant to Business Performance MSMEs.

Fourth, Digital Marketing Variables unable to moderate Entrepreneurial Networking with Business Performance MSMEs. This can be seen from the statistical t value of 0.989 and p-value of 0.323 . Because of the statistical t value below than 1.96 and p-value > 0.05, then the hypothesis is rejected, meaning Digital Marketing is cannot to moderate Entrepreneurial Networking with MSME Business Performance (Rahman et al., 2023).

Fifth, Digital Marketing Variables unable to moderate Competitive advantage with Business Performance MSMEs. This can be seen from the statistical t value of 0.414 and p-value of 0.679. Because

of the statistical t value below than 1.96 and p-value > 0.05, then the hypothesis is rejected, meaning Digital Marketing is cannot to moderate Competitive advantage with MSME Business Performance (Rahman et al., 2023).

Conclusions

First, Entrepreneurial Networking significant positive effect on Agricultural MSME Business Performance in Makassar City. Second, Competitive Advantage matters significant positive towards on the Business Performance of City Agricultural MSMEs Makassar. Third, Digital Marketing cannot moderate the relationship between Entrepreneurial Networking towards Makassar City Agricultural MSME Business Performance and Fourth, Digital Marketing cannot moderate the relationship between Excellence Competing on Agricultural MSME Business Performance Makassar city.

Conflicts of Interest
The authors declare that there is no conflict of interest regarding the publication of this paper.

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