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Analysis The Role of E-Commerce in Improving MSME Management Skills in Garut

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Abstract: The main problem faced by MSMEs in Garut is limited understanding and skills in utilizing e-commerce. Innovation in the use of financial applications and e-commerce platforms can strengthen the financial literacy of MSMEs. The research method used is descriptive and analytical. The descriptive element will involve quantitative data collection, where a structured questionnaire will be administered to a sample of 30 MSMEs in Garut. Statistical analysis will be conducted using software such as Ministep Rasch Model version 56 to analyze data from the questionnaire. Descriptive statistics will be used to summarize the demographics of respondents and their responses regarding digital media usage and perceptions of performance. The results of this research analysis interpret that from test item measures with average score of 9.9 with standard deviation 4.0, next Korea between variables produced with value 0.43, in analyze relevance between answer respondents with questionnaire that was measured with level relevant his by 0-2, things the interpreted that e-commerce digital media plays a role in increase skills management performance of MSMEs in Garut. By Because that, skills management for MSME actors are increasing influenced with optimal strategy used through a digital media- based e-commerce platform.

Keywords: E-Commerce, Digital Media, Management Skill MSMEs.

A. Introduction

Essentially, MSMEs, as one of the main pillars of the Indonesian economy, face various challenges in the digital era, including the need to utilize information technology and digital

media to improve their competitiveness and performance. Based on research conducted by (Sutiawan & Mulyaningsih, 2020), the implementation of MSME development policies in Garut Regency demonstrates the importance



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of implementing digital technology for the advancement of this sector. E-commerce as a form of digital media has proven effective in expanding market access for MSMEs. The role of High digital media usage is positively related to MSME performance, where business actors who are able to adopt digital technology and have a good entrepreneurial orientation will show a significant increase in business performance (Farhan et al., 2022). In the context of this research, This with target of MSMEs in Garut, where many MSMEs are still depending on local sales, marketing through e-commerce platforms can open access to wider markets and increase competitiveness (Nadia, 2023).

Based on the development of MSMEs in Garut Regency, they play a vital role in the local economy. However, they face significant challenges in the digital era, particularly in utilizing e-commerce-based digital media to improve performance. E-commerce offers opportunities for MSMEs to reach a wider market, but adoption remains low and is often not accompanied by an adequate understanding of digital marketing strategies. One of the main challenges faced by MSMEs in Garut is limited understanding and skills in utilizing e-commerce. This study aims to determine the extent to which the use of e-commerce can help MSMEs in Garut in improving their managerial skills, especially in managing their businesses more effectively and efficiently.

In line with findings (Ananita et al., 2022), the development of MSMEs is significantly influenced by the willingness to adopt new technologies and strategies, as well as other factors that influence entrepreneur empowerment. On average, MSMEs in Garut remain reluctant to utilize digital platforms due to a lack of training and understanding of their benefits. The actual performance skills of most MSMEs are affected by low product quality and low productivity (Rizki et al., 2024).

The crucial role of MSMEs in responding quickly to environmental changes and utilizing digital marketing and e-commerce as strategies for survival and growth. Furthermore, the adoption of information technology by MSMEs

demonstrates a significant relationship between technological readiness and performance (Sani & Wiliani, 2019). This suggests that preparation and understanding of information technology are crucial for success in the digital marketplace. Innovation in the use of financial applications and e-commerce platforms can strengthen MSMEs' financial literacy, which in turn helps them with better financial planning and management (Astari & Candraningrat, 2022). Within this framework, research findings (Yuwana, 2020) underscore the importance of revitalizing MSMEs through the use of digital technology not only for resilience in entering new markets but also for improving internal operational efficiency. This is positively correlated with MSME sustainability and performance, emphasizing the need for adequate education and training for MSMEs in Garut to provide market insights needed by consumers (Abdul et al., 2021).

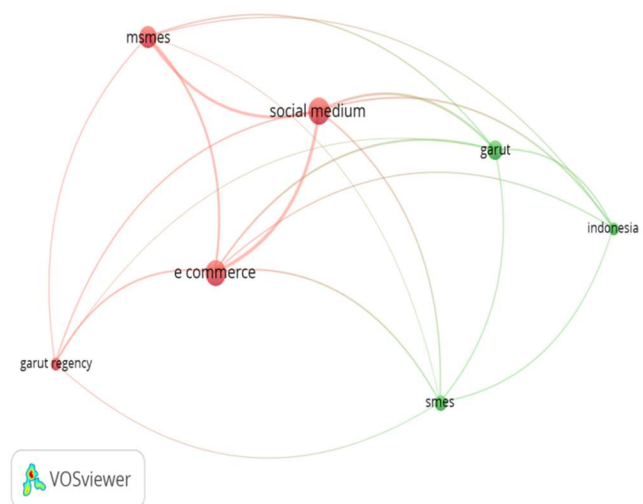


Figure 1. Analysis Vosviewer Novelty Data

Based on analysis vosviewwer above that point center main cluster is at on the keywords "e-commerce", "social medium", as reject measuring main in analyze novelty study that is seen from cluster small in Garut MSMEs. The adoption of e-commerce technology also faces challenges in terms of adequate infrastructure,

with many MSMEs requiring support in terms of training and technological accommodation. The relationship between information management and MSME digital readiness in facing changing market demands is crucial (Hamdani et al., 2023).

Thus, many MSMEs lack adequate systems to manage information and digitize their daily operations. While Garut's MSMEs have the potential to utilize e-commerce-based digital media, they still require support through training, access to technology, and better financing. Research and implementation of mentoring programs that improve understanding and use of digital media are expected to boost the performance of MSMEs in the region, enabling them to compete in this increasingly competitive market.

B. Materials and Methods

This study uses a descriptive and analytical approach. The descriptive element includes quantitative data collection to understand current practices and challenges faced by MSMEs in their engagement with digital media and e-commerce platforms. A structured questionnaire will be distributed to a sample of 30 MSMEs in the Garut region, covering various sectors such as food and beverages. And Crafts. This questionnaire will include questions related to the types of digital media used, the level of e-commerce adoption, and the perceived impact on business performance (Dhungana, 2024). As for hypothesis in study This is :

H1: Digital media e-commerce plays a role in increase skills management MSME performance.

H0: Digital e-commerce media does not play a role in increasing skills management MSME performance.

Statistical analysis will be conducted using the Ministep Rasch model software to analyze the survey data. Descriptive statistics will be used to summarize respondents' demographic data and their responses regarding digital media usage and perceptions of business performance. Correlational analysis will be used to determine the relationship between e-

commerce adoption and performance indicators such as sales growth and market reach. (Fathin & Indrawati, 2024). The sampling technique used was a combination of purposive sampling and snowball sampling. Purposive sampling aimed to ensure that the MSMEs involved already had a presence in digital media, while snowball sampling helped identify additional participants through referrals from initial respondents (Ferandi et al., 2020). This research covered topics such as digital content creation, social media management, and e-commerce platform utilization, using a participatory learning approach. (Hanum et al., 2021).

Technique data analysis using tool help ministep rasch model 56, in identify the data generated from respondents. As for results from test validity of the instrument data that has been implemented on MSME respondents in Garut, with results validity as many as 15 instrument items were declared valid and used For analysis furthermore even so with results reliability stated that the instrument reliable For used on Rasch model data analysis. This comprehensive method approach aims to reveal the role of e-commerce-based digital media in improving the operational performance of 30 MSMEs in Garut, as well as generating insights that can be followed up by stakeholders involved in supporting small business development.

C. Results and Discussion

Result

Based on results research that has been implemented on respondents as many as 30 MSMEs in Garut in identify skills managerial the performance of the MSMEs. Analysis skills reviewed performance from aspect utilization of digital media as an e-commerce platform in the era of development industry moment This. Results response data analysis from the MSME party interpreted as following :

NUMBER	SCORE	COUNT	MEASURE	S.E.	MSQ	ZSTD	MSQ	ZSTD	CORR.	EXP.	OBS%	EXP%	Item
7	4	32	1.15	.55	1.10	.38	1.06	.29	.11	.20	86.7	86.6	S7
8	4	32	1.15	.55	1.10	.38	1.06	.29	.11	.20	86.7	86.6	S8
14	4	32	1.15	.55	1.07	.38	1.50	1.02	.07	.20	86.7	86.6	S14
2	6	32	.64	.47	1.08	.38	.99	.08	.18	.24	80.0	79.9	S2
13	7	32	.43	.45	1.14	.66	1.05	.25	.15	.26	76.7	76.6	S13
10	9	32	.06	.41	.73	-1.70	.66	-1.51	.54	.29	86.7	70.6	S10
1	10	32	-.10	.40	1.08	.56	.98	-.02	.25	.30	50.0	68.6	S1
6	10	32	-.10	.40	.79	-1.47	.73	-1.35	.50	.30	83.3	68.6	S6
11	10	32	-.10	.40	1.38	2.33	1.48	2.06	-.07	.30	56.7	68.6	S11
3	12	32	-.42	.39	.73	-2.50	.69	-2.09	.58	.33	76.7	64.4	S3
9	12	32	-.42	.39	.80	-1.81	.75	-1.60	.52	.33	70.0	64.4	S9
4	14	32	-.71	.38	.83	-1.72	.80	-1.58	.51	.35	80.0	61.2	S4
15	14	32	-.71	.38	1.09	.90	1.10	.79	.27	.35	60.0	61.2	S15
5	16	32	-1.00	.38	1.04	.43	1.10	.76	.33	.38	50.0	61.9	S5
12	16	32	-1.00	.38	1.17	1.59	1.14	1.07	.24	.38	36.7	61.9	S12
MEAN			9.9	32.0	.00	.43	1.01	-.08	1.01	-.10	71.1	71.2	
P.SD			4.0	.0	.73	.06	.18	1.36	.25	1.19	15.8	9.3	

TABLE 13.3 APSKI ZOU640WS.TXT Jul 02 2025 02:34
INPUT: 32 Person 15 Item REPORTED: 32 Person 15 Item 2 CATS MINISTEP 5.6.0.0

Figure 1. Results Item Measures Analysis

Results item measures analysis in measure skills performance of the 30 MSMEs that became target main in study This with score the average response is 9.9, then the measures are 0.00. In addition That also , standard deviation from response the of 4.0, things the show that digital media- based e-commerce variables play a role in increase skills performance in MSMEs , especially in Garut . E-Commerce that utilizes digital media platforms encourages for MSME actors in manage and management skills performance his for increase Power competition managed business each.

Encouragement increases skills performance said, can influence Power competition And Power different selling between every focused MSME actors on skilled strategy in utilize e-commerce in its digital media. Item measures analysis also can show through picture the graph below This :

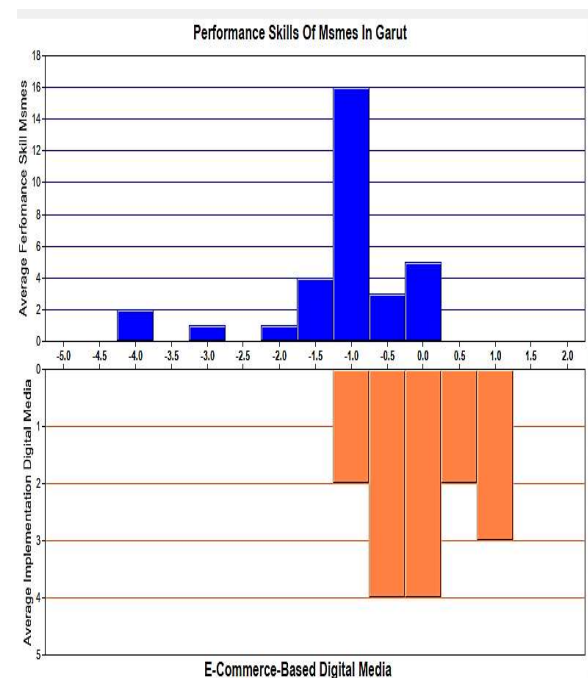


Figure 2. Test Measures for Score graph

Results analysis of test measures through chart mentioned, it can be seen clear improvement skills MSME performance is influenced by Utilization of digital media- based e-commerce. MSMEs that more actively utilize e-commerce features tend to have more structured business management. E-Commerce significantly contributes to improving the management skills of MSMEs in Garut , especially in digital marketing and data-based decision making.

Furthermore, can analyzed Also from correlation results between items variables the as following :

ENTRY NUMBER	TOTAL SCORE	TOTAL COUNT	JMLE MEASURE	MODEL S.E.	INFIT MNSQ	OUTFIT ZSTD	PTMEASUR-AL MNSQ	EXACT MATCH ZSTD	CORR.	EXP.	OBS%	EXP%	Item
11	10	32	-.10	.40	1.38	2.33	1.48	2.06	-.07	.30	56.7	68.6	S11
14	4	32	1.15	.55	1.07	.30	1.50	1.02	.07	.20	86.7	86.6	S14
7	4	32	1.15	.55	1.10	.38	1.06	.29	.11	.20	86.7	86.6	S7
8	4	32	1.15	.55	1.10	.38	1.06	.29	.11	.20	86.7	86.6	S8
13	7	32	.43	.45	1.14	.66	1.05	.25	.15	.26	76.7	76.6	S13
2	6	32	.64	.47	1.08	.38	.99	.08	.18	.24	80.0	79.9	S2
12	16	32	-1.00	.38	1.17	1.59	1.14	1.07	.24	.38	36.7	61.9	S12
1	10	32	-.10	.40	1.08	.56	.98	-.02	.25	.30	50.0	68.6	S1
15	14	32	-.71	.38	1.09	.90	1.10	.79	.27	.35	60.0	61.2	S15
5	16	32	-1.00	.38	1.04	.43	1.10	.76	.33	.38	50.0	61.9	S5
6	10	32	-1.00	.40	.79	-1.47	.73	-1.35	.50	.30	83.3	68.6	S6
4	14	32	-.71	.38	.83	-1.72	.80	-1.58	.51	.35	80.0	61.2	S4
9	12	32	-.42	.39	.80	-1.81	.75	-1.60	.52	.33	70.0	64.4	S9
10	9	32	.06	.41	.73	-1.70	.66	-1.51	.54	.29	86.7	70.6	S10
3	12	32	-.42	.39	.73	-2.50	.69	-2.09	.58	.33	76.7	64.4	S3

MEAN	9.9	32.0	.00	.43	1.01	-.00	1.01	-.10			71.1	71.2	
P.S.D	4.0	.0	.73	.06	.18	1.36	.25	1.19			15.8	9.3	

TABLE 26.3 APSKI ZOU64QNS.TXT Jul 02 2025 02:34
INPUT: 32 Person 15 Item REPORTED: 32 Person 15 Item 2 CATS MINISTEP 5.6.0.0

Figure 3. Results Item Correlation Analysis

Results item correlation data analysis is interpreted with correlated value of 0.43 Enough significant between the role of digital- based e-commerce in skills MSME performance in Garut This means that HI is accepted. Next can analyzed through mark infin plot between response to the questionnaire given , as following :

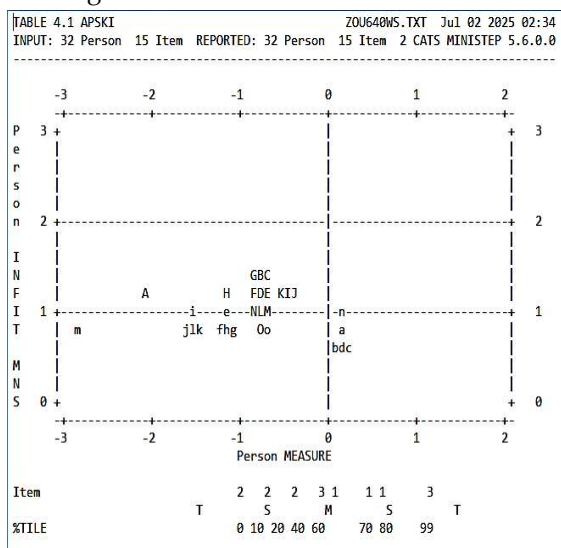


Figure 4. Results Analysis Infin Plot

Based on results analysis infin plot that plays a role in analyze the suitability between the responses given observation with expected responses based on the Rasch model. In -fit analysis focuses on the information most relevant to the respondent's ability and item difficulty. Mark infit categorized in accordance the image above is 0.00-1.00 which is interpreted with category accepted , meaning results obtained reflect heterogeneous respondents And give suitability to variables tied .

Effort analyze quality answer from every respondents who can assess whether respondents provide consistent answers to items of similar difficulty level. Consistency results measurement to answer respondents who can analyzed in ministep Rasch model through item score test table every respondents following This :

TABLE 11.1 APSKI ZOU64QNS.TXT Jul 02 2025 02:34													
INPUT: 32 Person 15 Item REPORTED: 32 Person 15 Item 2 CATS MINISTEP 5.6.0.0													

TABLE OF POORLY FITTING Item (Person IN ENTRY ORDER)													
NUMBER - NAME ----- MEASURE - INFIT (MNSQ) OUTFIT													

14 S14 1.15 1.1 A 1.5													
OBSERVED: 1: 0 0 0 1 1 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0													
Z-RESIDUAL: X 2 X 2													
OBSERVED: 21: 0 0 1 0 0 0 0 0 0 0 0 0 0 0													
Z-RESIDUAL: 4													
11 S11 -.10 1.4 B 1.5													
OBSERVED: 1: 0 0 1 1 0 0 0 0 0 1 1 0 0 0 0 0 1 1 0 0													
Z-RESIDUAL: X 2 X 2													
OBSERVED: 21: 0 0 0 1 0 0 1 0 0 1 1 0													
Z-RESIDUAL: 2 2													

Figure 4. Results Response Item Analysis

Results analysis of the response items above in interpret every answer as results measurement quality questionnaire and respondents. Based on matter said, the value from the resulting respondents provided consistent answers to items of similar difficulty level. Every generated value give interpretation good answer with difference mark actual 0-2 and mark prediction between 0-1.5. This gives response that Based on results analysis of the data above , that indicator main

measurement skills management business for MSMEs have become more skilled at digitally marketing their products, including creating promotional content, managing product catalogs, determining pricing strategies, and reaching a wider market beyond Garut. They have also begun to understand the importance of branding and online customer service.

Business owners are starting to leverage sales data, customer reviews, and online store visitor statistics to make more informed decisions about products, promotions, and business planning. Furthermore, that the use of e-commerce encourages MSMEs to increase efficiency in stock management, packaging, and shipping. They are also encouraged to speed up production processes and maintain product quality to remain competitive in the online marketplace.

With thus, from results ministep data analysis Rasch model against measurement variables bound to play a significant role and increase. E-commerce based digital media plays a role in helping increase skills management performance on samples of MSMEs in Garut.

Discussion

Based on research findings, e-commerce is recognized as a potential tool for opening new market opportunities and increasing revenue for MSMEs. By utilizing digital platforms, MSMEs can reach a wider consumer base without geographical limitations, which is highly relevant in today's digital era. Digital capabilities and innovation strategies are closely related to MSME performance (Haryanti, 2021).

Technical skills in managing e-commerce and digital marketing are crucial for MSMEs to compete with larger, more established competitors. These skills include understanding the use of social media as a marketing tool, search engine optimization (SEO), and customer data analysis. Factors such as perceived benefits, technological readiness, and innovation from business owners significantly influence MSMEs' decisions to utilize e-commerce platforms (R. Rahayu & Day, 2015) , (Abdul et al., 2023) . This requires a crucial role

in not only training technical skills but also facilitating a mindset change among MSME owners to encourage them to embrace new technologies.

Expanding knowledge about e-commerce practices and their benefits is crucial to encourage more MSMEs in Garut to adopt this technology. Jauhari et al. showed that the external environment, including support from the government and institutions, also plays a significant role in shaping MSMEs' perceptions of e-commerce adoption (Jauhari et al., 2022) . Support such as access to training and information can help reduce the fear and doubt that often hinder the adoption of new technologies. While the potential of e-commerce is enormous, its implementation in the field often faces challenges, particularly in the context of MSMEs in Garut. Despite the benefits of e-commerce adoption, many MSMEs still struggle to implement effective digital marketing strategies and manage the logistics associated with product delivery to consumers (Pangesti & Adyaksana, 2021). This suggests that more comprehensive training and management support are needed to help MSMEs overcome these barriers.

The development of digital transformation, with many MSMEs required to adapt rapidly to shifting consumption behavior toward digital. Lestari et al. highlighted how the pandemic has changed the operational landscape of MSMEs, pushing many of them to shift to e-commerce for their survival (Lestari et al., 2022) . In this context, MSMEs in Garut need to be encouraged to utilize e-commerce not only as a sales channel but also as an integral part of their business strategy.

The application of digital media within an educational framework has been highlighted as important in shaping management skills. (P. Rahayu et al., 2022) . Digital marketing strategies have a significant impact on business performance, particularly in the MSME sector. For example, a study conducted (Ilhami, 2023) , (Lone & Baba, 2024) which states that structured training in digital marketing resulted in positive feedback from participants who stated an

increase in their understanding and application of online business strategies.

This is in line with the statement from (Islamic & Fitria, 2019) that Digital marketing training is very important to improve soft skills and hard skills in marketing among vocational school students, thus creating a workforce that is skilled in e-commerce. (W. Wang et al., 2022) . Practical applications such as developing digital literacy skills through training programs are essential. Management digital media literacy-based education can empower students and local business operators to manage their online presence effectively and combat misinformation, which is crucial for building credibility and trust in the digital marketplace (Nanda & Budimansyah, 2020) .

Strategy in To maximize the potential of digital media, it is crucial for MSMEs in Garut to adopt a focused approach to improving skills related to digital content management and online marketing strategies. (HY Wang et al., 2024) . Utilizing digital media through e-commerce initiatives can substantially improve the performance management skills of MSMEs in Garut. This involves a comprehensive approach that includes training, the implementation of innovative educational methods, and a focus on improving digital literacy, which collectively foster strong skills to navigate the complexities of modern commerce .

With Thus, in promoting MSME performance skills through training and mentoring programs aimed at improving the digital skills of MSMEs in Garut. These programs should include skills development in digital media usage, online marketing strategies, and e-commerce and logistics management. This activity can be carried out through collaboration between local governments, educational institutions, and the private sector to create a supportive environment for MSMEs to be more competitive in the digital era.

D. Conclusion

Integrated use of digital media with e-commerce has role important in increase ability management performance for MSME actors in Garut. Digital platforms do not only make things easier expansion market and increase efficiency operational but also push perpetrator business for strengthen aspect managerial like planning, organizing, implementing, and evaluation activity business. Through e-commerce, MSMEs can access information in a way directly, using feature data analysis, and designing more strategies responsive to dynamics market. By Because that, digital transformation through e-commerce becomes element supporters Power competition and continuity MSME businesses in the middle development digital economy.

Study This Also provide advice on MSME actors to can utilizing digital media based on e-commerce as effort For improve management processes skills performance special his for MSME actors in Garut . Furthermore, regarding researchers advanced Hopefully can analyze in a way deep about driving factors skills management performance MSME actors .

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