

THE EFFECT OF DIGITAL MARKETING, DEMOGRAPHY, AND HUMAN RESOURCES COMPETENCY ON THE MARKETING PERFORMANCE OF THE UPPKS GROUP OF BERGAS SUB-DISTRICT IN THE TIME OF COVID-19 RECOVERY

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Abstract: The purpose of this research is to determine the impact of digital marketing, demographic factors, and human resource competencies on the marketing performance of UPPKS Bergas sub-district, Semarang district, during the COVID-19 recovery period. Ex post facto quantitative methods are used in the research design. Five UPPKS were used by the population, totaling 50 employees. A simple random sampling technique was used in this study. The research data is derived from primary data sources, such as questionnaires and observations, as well as secondary data sources, such as related documents. Digital marketing, demographic factors such as gender and age, HR competencies, and marketing performance are the research variables. The data was analyzed using classical assumption tests and hypothesis tests in the form of T tests and F tests, which were aided by the SPSS program. The outcomes of the analysis show that: (1) digital marketing has a significant effect on marketing performance with a significance value of 0.014 in the low category; (2) gender has a significant effect on marketing performance with a significance value of 0.015; (3) age has a significant effect on marketing performance; (4) HR competencies has a significant effect on marketing performance with a significance value of 0.038 in the low category; and (5) all variables combined have a significant effect on marketing performance.

Keywords: *Digital Marketing, Demographics, Gender, Age, Hr Competencies, Marketing Performance.*

1. Introduction

MSMEs are a form of effort by the Indonesian people in order to improve the economy. Data records from the Ministry of Cooperatives and SMEs show that until 2021 the total MSMEs will reach 64.2 million and have a share of GDP of 61.07%, play an active role in absorbing 97% of the workforce, collecting up to 60.4% of investment. MSMEs play a key role in improving the economy of their communities at the city and district levels. The main reason is that its role as a producer and consumer entity is large enough to circulate in the community by and through MSMEs themselves.

The COVID-19 pandemic situation that hit Indonesia has had an economic impact on Indonesia. The COVID-19 pandemic has forced many MSMEs to go out of business due to below-target marketing performance. Nearly half of Indonesia's MSMEs went bankrupt in

December 2020, according to data from the Organization for Economic Co-operation and Development. Small businesses that survive and grow sales during a pandemic are creative and good at seizing opportunities such as switching sales methods to the Internet or switching to manufacturing medical devices. The development of information technology and the active public response to technological advances are utilized in product marketing, which has an impact on the efficiency of a product reaching consumers.

MSMEs in the Bergas sub-district, Semarang district, especially those under the guidance of the BKKBN in the UPPKS program, are still experiencing problems with their marketing performance after the COVID-19 pandemic subsided. The initial assumption is that the productivity of UPPKS Bergas members is still low and it can be seen that consumers who buy products are still people around UPPKS. UPPKS is a family economic empowerment program developed through micro-economic efforts targeting families, especially in Pre-Prosperous and Prosperous Families I. Initial observation findings have shown that in its implementation, UPPKS in Bergas sub-district, Semarang district consists of people in the age group 40 up to 68 years. The COVID-19 pandemic that had hit, made the economy of the Bergas community in Semarang district experienced a traffic jam. The lack of buyers is one of the causes of the stalled business being run. In order to restore the economy back through the efforts of the UPPKS community, it is necessary to analyze various factors in order to improve the marketing performance of UPPKS so that it will increase the economic rate of the people of Bergas Sub-District.

The development of technology and digital science is able to encourage increased productivity of Indonesian MSMEs so that they have a broad effect on improving people's welfare. In this case, digital marketing plays a very important role in individual buying interest and is used as one of the marketing strategies of business actors. Digital marketing will be optimal to do in order to improve marketing performance if it is accompanied by the knowledge of business actors who are qualified and always follow the current developments. With the mastery of digital science and technology, it is able to be a solution to solve community problems, so it is necessary to increase mastery, use of resource-based science and technology. This indicates that the competence of the resources owned will also affect the marketing performance of a business or MSME. The gender of business actors will affect the marketing performance of SMEs. Each individual when viewed demographically has different attitudes and characteristics in making a decision. Digital marketing, demographic factors (age, gender), as well as HR competencies owned by the UPPKS Bergas sub-district, Semarang district will affect marketing performance in the current COVID-19 recovery era.

Based on the initial findings and existing exposure, this study intends to determine the effect of digital marketing, demographics consisting of gender and age, and human resource competence on the marketing performance of the UPPKS group, Bergas Sub-District, Semarang district during the COVID-19 recovery period. The analysis carried out will help UPPKS business actors, Bergas sub-district, Semarang district in improving or improving marketing performance in their business so that they are able to attract the interest of more consumers who will further increase family income in the midst of economic difficulties due to COVID-19 that had hit.

2. Literature Review

2.1. UPPKS Bergas Sub-District

Bergas sub-district is located in Semarang districts with an area of 4,733.10 Ha or 4.98% of the total area of Semarang districts. This sub-district consists of paddy fields, fields,

plantations, hill areas and residential areas. Population Census data from BPS Semarang District states that the population of Bergas Sub-District until 2020 is 62,988 people. With the geographical conditions of the region and the existing population, most of the community's income comes from agricultural products and their processing. This opportunity was also used by BKKBN in developing a business group in the community called UPPKS.

The business group managed by residents under the guidance of the BKKBN is named the Business for Increasing Prosperous Family Income or UPPKS. The establishment of UPPKS Bergas is generally intended to address community economic problems, support efforts to reduce poverty and inequality, and access high-value agricultural products. Community empowerment efforts are efforts to build community strength by encouraging, increasing awareness and trying to develop their potential. Community perception to be involved in increasing productivity and developing local potential is one of the key factors influencing the success of community empowerment programs.

2.2. Digital Marketing

Marketing in its implementation continues to experience development and change. This is due to the development of technology and information. According to Kotler, marketing is a series of processes of creating, offering, and exchanging something of value with customers with the aim of satisfying customers. Communicating on a trademark requires media to reach the target. The purpose of marketing communication is to disseminate information, influence, educate, entertain and remind the target.

The results of previous research stated that most of the culinary cluster SMEs in Bogor use digital marketing in the form of social media marketing to sell their products and maintain relationships with influencers and customers, gain profits, management support, employee skills, competitive environment, customer pressure. Social media is very effective for marketing because there will be fast communication between business actors and consumers. The use of digital marketing today is very necessary because Indonesian people have high online activities on various platforms. Thus, digital marketing can be measured using indicators of social media marketing capability, e-commerce adoption, as well as instant messaging marketing orientation.

2.3. Demographics

Demographic factors are the study of traits and behavior. Demographic factors include age, gender, education and work experience. In this study, the demographic factors studied were age and gender. When someone gets older, they will most likely have a good level of thinking maturity in making decisions that are needed by business actors. Age is an important factor where children tend to have high levels of compliance compared to adolescents. This is in line with studies which state that demographics have a positive and significant effect on performance.

2.4. Human Resource Competence

In a marketing, the human factor is needed in marketing a product effectively and efficiently. Competence is an individual's ability to work covering aspects of knowledge, attitudes, and skills according to standard provisions. In other words, human resource competence combines skills, knowledge, and individual behavior in order to achieve success in achieving goals.

In entrepreneurship, competence is defined as the ability of economic actors to carry out or do work based on self-awareness, practical knowledge supported by work attitudes. If a business actor continues to improve his competence, he will be better in making decisions about problems in the middle of running a business. Overall high competence is included in the high category in terms of knowledge, skills, and attitudes.

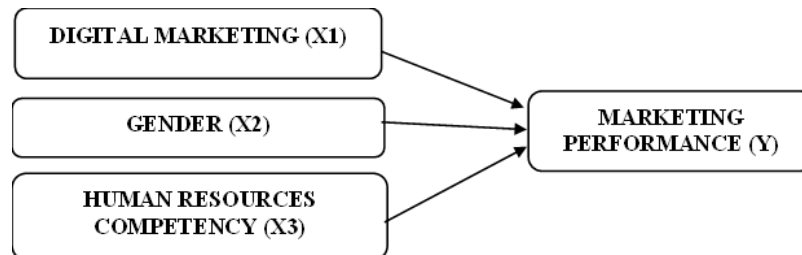
2.4. Marketing Performance

Marketing performance is the company's ability to generate the maximum return on its sales efforts in the context of overall marketing for a given marketing period. In order to find out the marketing strategy used is appropriate and carried out optimally, it can see the resulting marketing performance. The goal of a company to stay established, earn profits, and develop is achieved if an industry has good performance or performance.

Previous research stated that two factors that affect performance are external factors or knowledge sharing and internal factors, namely individual demographic factors. In this study, marketing performance is measured using indicators of sales volume development, customer growth, and operating profit.

3. Research Method

Rancangan penelitian menggunakan kuantitatif *expost facto*. Penelitian ini merupakan survey yang dilakukan guna menyelidiki peristiwa yang telah terjadi serta menganalisis faktor-faktor yang menyebabkan terjadinya peristiwa tersebut [24]. The research framework is as follows :



Picture 1. Research Framework

The population is taken, namely people who work in the UPPKS Bergas Sub-District, Semarang District with a sampling technique that is simple random sampling so that the sample used in this study amounted to 50 people. Primary sources were collected by collecting data directly from sources using questionnaires, interviews. Secondary sources are collected using data or documents related to research such as BPS data and articles related to this research variable.

Table 1. List of UPPKS in Bergas Sub-District

UPPKS Name	Address	Types of products	Product Details
UPPKS SEQUOIA	Rowosari, 3rd neighbourhood, 6th hamlet, Karangjati Village	Snack	Pastel Abon, Pineapple Pastel, Peyek "Spinach", Peyek "Green Beans", Kuping Gajah Snack.
UPPKS DAWUH SIMBOX	Munding, 4th neighbourhood, 1st hamlet, Munding Village	Drink	Wedang Uwuh, Wedang Rempah, Wedang "Ginger", Wedang "Rosalia Flower Tea", Wedang "Lemongrass Tea"
UPPKS	Lili 2, 2nd neighbourhood,	Processed Food	Tempe, Meatball Tofu

NASTITI	3th hamlet, Bergas Kidul Village		
UPPKS DELIMA	Begajah, 2rd neighbourhood, 3th hamlet, Jatijajar Village	Food	Salted Egg, Rice Crust
UPPKS SUGIHARTO	Gembong, 8rd neighbourhood, 4th hamlet, Karangjati Village	Used cloth	Patchwork Wallet, Cloth Mask, Mat

Source : Processed data 2022

4. Results and Discussion

4.1. Descriptive Analysis

Based on the data that has been obtained, the respondents in this study amounted to 50 employees spread across various UPPKS in Bergas sub-district, Semarang District.

Table 2. Respondents by Gender

No.	Gender	Number of Respondents	Percentage
1	Male	8	16%
2	Female	42	84%
	Total	50	100%

Source : Processed data 2022

Table 3. Respondents by Age

No.	Age	Number of Respondents	Percentage
1	40 – 54 years	15	30%
2	55 – 68 years	35	70%
	Total	50	100%

Source : Processed data 2022

Based on the data obtained, there are 84% female respondents and 16% male respondents. The age range of the respondents or employees of the Bergas Sub-district UPPKS is in the age range of 40-68 years. The highest age range is in the age range of 55-68 years as much as 70%.

Table 4. Variable Descriptive Analysis

No.	Variabel	Min	Max	Mean	Median	Modus	Std. Deviasi
1.	Pemasaran Digital	11	25	17,14	17	20	3,844
2.	Jenis Kelamin	1	2	1,84	2	2	0,370
3.	Usia	1	2	1,70	2	2	0,463
4.	Kompetensi SDM	14	28	20,14	20	18	3,143
5.	Kinerja Pemasaran	6	13	8,86	9	8	1,591

Source : Processed data 2022

Based on table 4, it can be seen that the minimum questionnaire results on digital marketing variables are 11, maximum 25, with a mean of 17.14, a median of 17, a mode of 20, and a standard deviation of 3.844. The minimum result for the demographic variable for gender is 1 and the maximum is 2, with a mean of 1.84 and a standard deviation of 0.370. The demographic variable of age has a minimum value of 1 and a maximum of 2 with a mean of 1.70 and a standard deviation of 0.463. The minimum results of the HR competency

variable are 14 and a maximum of 28 with a mean of 20.14, median of 20, mode of 18, and standard deviation of 3.143. The marketing performance variable has a minimum value of 6 and a maximum of 13, with a mean value of 8.86, median of 9, mode 8, and standard deviation of 1.591.

4.2. Classic Assumption Test

In this study, the classical assumption test used included normality test, multicollinearity test, and heteroscedasticity test. Research normality test using Kolmogorov Smirnov. The results of the normality test that have been carried out show a large Asymp value. Sig. (2-tailed) of 0.200. These results have a value greater than 0.05 and are proven to meet the requirements, it means that the research variables are normally distributed. Multicollinearity testing is useful to find out each independent variable has a relationship or not. In doing this test, use the SPSS program and see the Tolerance value and the VIF value. The results of the multicollinearity test in this study can be seen in Table 5.

Table 5. Multicollinearity Test

No.	Variable	Tolerance	VIF	Conclusion
1.	Digital Marketing	0,691	1,447	Multicollinearity does not occur
2.	Gender	0,985	1,016	Multicollinearity does not occur
3.	Age	0,661	1,513	Multicollinearity does not occur
4.	HR Competence	0,942	1,061	Multicollinearity does not occur

Source : Processed data 2022

Based on Table 5, it can be seen that the VIF for digital marketing variables, gender, age, and HR competence is less than 10 and has a Tolerance value of more than 0.1. This indicates that the research variables do not occur multicollinearity.

Table 6. Heteroscedasticity Test

No.	Variable	Sig	Conclusion
1.	Digital Marketing	0,375	Heteroscedasticity does not occur
2.	Gender	0,243	Heteroscedasticity does not occur
3.	Age	0,254	Heteroscedasticity does not occur
4.	HR Competence	0,105	Heteroscedasticity does not occur

Source : Processed data 2022

Based on Table 6, it can be concluded that the significance value of each variable is greater than 0.05. In other words, the data that has been collected and analyzed does not have heteroscedasticity problems.

4.3. Hypothesis Testing

Hypothesis testing in this study was conducted using t-test and f-test. The t-test was conducted to determine the effect of each independent variable on the dependent variable. In this study, testing was carried out using the t-test to answer questions about the effect of each independent variable on the dependent variable. The results of the research T test analysis can be seen in Table 7.

Table 7. t-Test Results

No.	Variable	Sig.	Taraf Sig.	Kesimpulan
1.	Digital Marketing	.014	0,05	H0 ditolak
2.	Gender	.015	0,05	H0 ditolak
3.	Age	.017	0,05	H0 ditolak
4.	HR Competence	.038	0,05	H0 ditolak

Source : Processed data 2022

Based on the table above, the probability value of the digital marketing variable of 0.014 is less than the 0.05 significance level. This shows that digital marketing partially has a significant influence on marketing performance. The gender variable has a probability value of 0.015, so the gender variable has a significant and positive influence on marketing performance partially. The age variable has a probability value of 0.017 less than 0.05, which means that the age variable has a significant and positive influence on marketing performance partially. The HR competency variable has a probability value of 0.038 less than 0.05 so that the HR competency variable has a significant and positive influence on marketing performance partially. Testing the independent variables simultaneously using the F test. In data analysis using the F test, the coefficient of determination will also be generated as follows :

Table 8. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520a	.270	.206	1.418

a. Predictors: (Constant), HR Competence, Gender, Digital Marketing, Age

Based on Table 8, the correlation coefficient (R) is 0.520, which means that the combination of digital marketing, gender, age, and HR competence has a positive correlation with marketing performance. If digital marketing, gender, age, HR competence is high, then marketing performance will be high as well. If digital marketing, gender, age, HR competencies are of low value, then marketing performance will be low as well.

The coefficient of determination is 0.270. This means that digital marketing variables, gender, age, HR competence have an influence on marketing performance by 27% together while the remaining 73% are other variables outside the research variables set. Meanwhile, the test results using the F test also show results in the form of an F value and a significance value.

Table 9. F-Test Analysis Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.532	4	8.383	4.169
	Residual	90.488	45	2.011	
	Total	124.020	49		

Source : Processed data 2022

Based on Table 9 above, it can be seen that the F value is 4.169 with a probability value of 0.006 which is less than 0.05. Because of this, H0 is rejected where digital marketing, gender, age, HR competence together have a significant influence on marketing performance.

4.4. The Effect of Digital Marketing on Marketing Performance

Digital Marketing has a significant effect on marketing performance. After being implemented, the results obtained a significance of 0.014 so that H_0 is rejected. This is similar to previous research which showed that digital marketing had an effect on the sales performance of Asti Gauri's MSME products in Bantarsari sub-district, Cilacap district [13]. Improving the marketing performance of tourism MSMEs in Toba Prefecture has an impact on digital marketing, and the impact of this management is used as an alternative policy to improve the marketing performance of tourism MSMEs in Toba Prefecture by using digital marketing media.

In this study, which was conducted in Bergas sub-district, Semarang district, it showed that the majority of research respondents had a perception related to digital marketing that was still in the low category, which was 62% of the total 50 respondents. This percentage indicates that the people who work in the UPPKS of Bergas sub-district still do not understand or understand digital marketing. This is supported by the statement on the questionnaire which states that respondents who understand digital marketing procedures get the most responses that do not agree, namely a number of 29 respondents and strongly disagree with a total of 8 respondents.

The results of the questionnaire data analysis showed that the respondents' perceptions of the three research indicators, the majority were in the low category on each statement item. This indicates that the people who work in the UPPKS of Bergas District have digital marketing skills and low use of social media. The low understanding of digital media makes people still use offline marketing as the main marketing medium. It was noted that out of 5 UPPKS in Bergas District, only Dawuh Simbox UPPKS were actively implementing digital marketing.

4.5. The Effect of Demographics on Marketing Performance

In this study, demographic variables were measured using gender and age factors. Taking these two factors into account from the initial observation that the majority of the people who work in the Bergas District UPPKS are women and are of old age. Data analysis conducted revealed that gender and age of employees have a significant influence on marketing performance. These results are in line with research which shows that demographic factors affect employee performance at PT Bank Sumut Medan Syariah Branch. Furthermore, other research shows that gender has a positive and significant effect on the performance of MSMEs. In addition to gender, age also has a positive and significant influence on the performance of employees of PT Glofin Kebakkramat, Karanganyar district who undergo the day shift.

Bergas District agricultural products, the processing that is carried out relies more on women so that the results of existing products and marketing will be more optimal. In addition to gender, the age of the working employees will also affect marketing performance with a significance value of 0.017.

4.6. The Influence of HR Competence on Marketing Performance

The output shows a significant and positive influence of HR competence on marketing performance with a significance value of 0.038. These results are in line with other studies which show a significant and positive effect between the performance of PT Bio Farma's marketing unit and employee performance. If you want to improve performance, competence

must also be improved and developed. In this study, the HR competency variable obtained the results of a questionnaire of 74% of respondents having a low perception of their competence related to product marketing.

Competence consists of knowledge, skills and attitudes. These indicators in practice will affect performance. In this study, the results of the analysis show that the majority of respondents have a low category perception on each statement of the HR competency variable questionnaire, except for the statement which states that the respondent does the work as much as possible and the statement of the respondent always does the job quickly and on time. Both statements are statements of attitude indicators with 38 and 37 respondents agreeing responses. The employees of UPPKS Kecamatan Bergas still have not thoroughly mastered the knowledge and skills required which are evidenced by the low category questionnaire statements. Lack of knowledge and skills in implementing product marketing causes low marketing performance.

4.7. The Influence of Digital Marketing, Demographics, and HR Competencies on Marketing Performance

The research output shows digital marketing, gender, age, and HR competence have a significant effect on marketing performance together with a significance value of 0.006. The coefficient of determination shows a value of 0.270 which means that digital marketing, gender, age, and HR competence have a contribution of 27% to marketing performance. The low level of contribution is due to the majority of people in UPPKS, Bergas Sub-District, Semarang District, who still have difficulty in applying digital marketing and are no longer young. The age range of the majority of the people in UPPKS, Bergas Sub-District, Semarang District is between 40 and 68 years. This age range does not follow the latest trends in product marketing. Today, after the outbreak of COVID-19, the wider community has begun to look at digital marketing because it is considered more efficient and effective in marketing products without having to meet or come into direct contact with many people. However, in its implementation in Bergas Sub-District, UPPKS still has not thoroughly applied digital marketing to promote the products it sells. In fact, it was noted that there were still many UPPKS people who were less proficient in using digital media in their daily life from the results of the questionnaires distributed.

The public's lack of understanding of digital marketing, the age that is no longer considered young, as well as the gender of the majority, namely women who have multiple roles in the family, and the low competence of human resources at UPPKS, Bergas Sub-District, resulted in low marketing performance during the COVID-19 recovery period. If the people who work in the UPPKS, Bergas Sub-District, Semarang District still want to maintain existing sources of income, then there needs to be a bigger and stronger desire and effort in implementing digital marketing and actively participating in existing digital media trainings.

5. Conclusion and Suggestion

5.1. Conclusion

Reflecting on the exposure and existing research findings, the conclusions that can be drawn are :

1. Digital marketing has a significant influence on the marketing performance of UPPKS Bergas Sub-District, Semarang District with a significance value of 0.014. Digital

marketing in UPPKS Bergas Sub-District is in the low category supported by 62% of respondents.

2. Gender has a significant effect on the marketing performance of UPPKS Bergas Sub-District, Semarang District with a significance value of 0.015.
3. Age has a significant influence on the marketing performance of UPPKS Bergas Sub-District, Semarang District with a significance value of 0.017.
4. HR competence has a significant effect on the marketing performance of UPPKS Bergas Sub-District, Semarang District with a significance value of 0.038. HR competence in UPPKS District is in the low category supported by 74% of respondents.
5. Digital marketing, gender, age, and HR competence have a significant effect on the marketing performance of UPPKS Bergas Sub-District, Semarang District with a significance value of 0.006 and a large influence of 27%.

5.2. Suggestion

Based on the results of the analysis that has been carried out and the presentation, suggestions that can be used as input related to research are :

1. For the UPPKS Bergas Sub-district, Semarang District, it is better to hold training, socialization in terms of digital marketing in order to reach more customers from various regions and increase the family income of the Bergas Sub-District UPPKS community. In addition, there is a need for additional UPPKS members who come from among the youth to carry out further innovations related to business products and marketing strategies so as not to lose competition with similar businesses.
2. For further researchers if they want to do similar research, it is better to use more independent variables which can affect marketing performance, such as culture in the place of business, financial management, and can also use different populations or samples from this research so that the results received are more optimal.

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