

## THE IMPACT OF ENTREPRENEURIAL NETWORKING AND DIGITAL MARKETING ON MSMEs' PERFORMANCE IN EAST KALIMANTAN'S MUSLIM ENTREPRENEURS' CULINARY SECTOR

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### Abstract

*Small and Medium Enterprises play a strategic and important role in supporting the economic growth of developing and developed countries. The number of MSMEs in Indonesia is very large to support national income and create jobs. The large number of MSMEs must be balanced with good performance in order to support the nation's economy with a contribution of almost one-third of national GDP. One factor that can improve the performance of MSMEs is entrepreneurial networking. Networking is a strategy for the development and expansion of new ideas and innovations. Through networking will open access and new business opportunities. Entrepreneurial networking or social networking usually serves as a means for MSMEs to overcome limited resources or capacity to go public. Entrepreneurial networking develops along with the development of information technology and the digital world which has an impact on marketing trends in the business world. Digital transformation will make MSMEs able to survive in the era of digital disruption and pandemic, so digital transformation for Indonesian MSME players is important. This research is descriptive research with a quantitative approach. Data collection techniques using questionnaires and documentation. The population in this study is Muslim entrepreneurs in the culinary sector in East Kalimantan. Using the Slovin formula, a sample of 99 people was found. The sample determination uses purposive sampling. Data analysis techniques using Multiple Linear Regression analysis. The results showed that partially and simultaneously entrepreneurial networking and digital marketing had a significant effect on the performance of MSMEs in the culinary sector of Muslim entrepreneurs in East Kalimantan. MSMEs need to build professional, business and social networks that play a role in opening access to resources, knowledge and skills needed for the development and exploitation of new business opportunities and there needs to be a strengthening of social capital from both SMEs and the government for business development. Digital marketing is an effective marketing strategy for MSMEs in the 5.0 era*

*Keywords: Entrepreneurial Networking, Digital Marketing, Performance, MSMEs, Culinary Sector*

### Abstrak

*Usaha Kecil Menengah memegang peranan yang strategis dan penting dalam mendukung pertumbuhan ekonomi negara berkembang maupun negara maju. Jumlah UMKM di Indonesia sangat besar untuk mendukung pendapatan nasional dan menciptakan lapangan pekerjaan. Besarnya jumlah UMKM tersebut harus diimbangi dengan kinerja yang baik agar dapat mendukung perekonomian bangsa dengan kontribusi hampir sepertiga dari PDB nasional. Salah satu faktor yang dapat meningkatkan kinerja UMKM adalah jejaring wirausaha. Jejaring merupakan strategi untuk pengembangan dan perluasan ide serta inovasi baru. Melalui jejaring akan terbuka akses dan peluang usaha baru. Jejaring wirausaha atau jejaring sosial biasanya menjadi sarana bagi UMKM untuk mengatasi keterbatasan sumber daya atau kapasitas untuk go public. Jejaring wirausaha berkembang seiring dengan perkembangan teknologi informasi dan dunia digital yang berdampak pada tren pemasaran di dunia usaha. Transformasi digital akan membuat UMKM mampu bertahan di era disrupsi digital dan pandemi, sehingga transformasi digital bagi pelaku UMKM Indonesia menjadi penting. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuesioner dan dokumentasi. Populasi dalam penelitian ini adalah para*

*pelaku usaha muslim sektor kuliner di Kalimantan Timur. Dengan menggunakan rumus Slovin diperoleh sampel sebanyak 99 orang. Penentuan sampel menggunakan purposive sampling. Teknik analisis data menggunakan analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa secara parsial dan simultan jejaring wirausaha dan pemasaran digital berpengaruh signifikan terhadap kinerja UMKM sektor kuliner pelaku usaha muslim di Kalimantan Timur. UMKM perlu membangun jejaring profesional, bisnis, dan sosial yang berperan dalam membuka akses terhadap sumber daya, pengetahuan, dan keterampilan yang dibutuhkan untuk pengembangan dan pemanfaatan peluang usaha baru serta perlu adanya penguatan modal sosial baik dari pelaku UKM maupun pemerintah untuk pengembangan usaha. Pemasaran digital merupakan strategi pemasaran yang efektif bagi UMKM di era 5.0.*

*Kata Kunci: Jejaring Wirausaha, Pemasaran Digital, Kinerja, UMKM, Sektor Kuliner*



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## INTRODUCTION

Small and Medium Enterprises play a strategic and important role in supporting the economic growth of developing and developed countries,<sup>1</sup> well as making a large contribution to the GDP growth of each country,<sup>2</sup> MSMEs play a role in creating jobs, increasing income and driving the community's economy. MSMEs play an important role in national economic development in Indonesia. MSMEs were able to survive and continue to thrive during the 1998 economic crisis and helped restore and save the country's economy.<sup>3</sup>

Currently, the number of MSMEs in Indonesia is 64.2 million and supports national income of 61.07% or worth 8,573.89 trillion rupiah. In addition, MSMEs are also able to absorb 97% of the total workforce in Indonesia and are able to gather investment of up to 60.4%. In addition to the large number of MSMEs, there are various challenges faced by MSMEs in Indonesia.<sup>4</sup>

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<sup>1</sup> Ana Venâncio and Inês Pinto, "Type of Entrepreneurial Activity and Sustainable Development Goals," *Sustainability (Switzerland)* 12, no. 22 (2020): 1–25, <https://doi.org/10.3390/su12229368>; Ida Ayu Komang Juniasih, Dr. I Wayan Widnyana, et al., "The Effects of Social Capital on Performance of Coffee-Based Agribusiness Smes in Tabanan Regency, Bali Province, Indonesia," *The International Journal of Social Sciences and Humanities Invention* 6, no. 6 (2019): 5513–20, <https://doi.org/10.18535/ijsshi/v6i6.05>; Abdel Fattah Al-azzam and Khaled Al-mizeed, "The Effect of Digital Marketing on Purchasing Decisions : A Case Study in Jordan," *The Journal of Asian Finance ...* 8, no. 5 (2021): 455–63, <https://doi.org/10.13106/jafeb.2021.vol8.no5.0455>; Olanrewaju Kareem, Adi Anuar bin Azmin, and Tunku Salha binti Tunku Ahmad, "The Influence of Islamic Work Ethics on the Magnitude of Organizational Culture's Effect on SME Performance in Nigeria: A Conceptual Framework," *International Journal of Academic Research in Business and Social Sciences* 8, no. 4 (2018): 11–23, <https://doi.org/10.6007/ijarbss/v8-i4/3994>.

<sup>2</sup> Enni Savitri et al., "How Supply Chain Moderates The Relationship of Entrepreneurial Orientation, Adaptability Strategy and Government Interference with Performance?," *International Journal of Supply Chain Management* 9, no. 4 (2020): 355–62.

<sup>3</sup> Ramadhilla Maghfira Utami and Donald Crestofel Lantu, "Development Competitiveness Model for Small-Medium Enterprises among the Creative Industry in Bandung," *Procedia - Social and Behavioral Sciences* 115, no. Icies 2013 (2014): 305–23, <https://doi.org/10.1016/j.sbspro.2014.02.438>.

<sup>4</sup> ekon.go.id, "Perkembangan UMKM Di Indonesia 2021 - Penelusuran Google," accessed August 18, 2021,

In order to strengthen micro, small and medium enterprises (MSMEs) in Indonesia, the creative industry is one of the sectors that has a very large opportunity to be developed and even become the backbone of the country's economy so that the government pays serious attention and implements various empowerment programs to maintain this creative economy sector.<sup>5</sup> Creative economy is able to change people's lives with creative ideas so as to produce economic value-added products that can improve people's welfare.

Data from the Ministry of Tourism and Creative Economy (Kemenparekraf) as conveyed by Minister Sandiaga Uno shows that the culinary sector contributes the largest to the Gross Domestic Product (GDP) of the creative economy and absorbs the most labor of 9.5 million workers, this also has an impact on all sectors of the Indonesian economy. Revenue from culinary reached IDR 455.44 trillion, which is 41 percent contributing to the total GDP of the creative economy of IDR 1,134 trillion in 2020. Even throughout 2020, as many as 3.7 million MSMEs have gone digital. This increases the number of MSMEs that have transformed digitally to 11.7 million MSMEs.

East Kalimantan Province is one of the provinces that pays great attention to the development of MSMEs and the creative economy. The potential of East Kalimantan MSMEs can be seen through the large number of MSME players reaching 307 thousand or the 2nd largest on the island of Kalimantan. This can be seen in the following table regarding the development of MSMEs in East Kalimantan.

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<https://www.google.com/search?q=perkembangan+umkm+di+indonesia+2021&oq=perkembangan+umkm+&aqs=chrome.4.69i57j69i59j0i51218.17299j0j15&sourceid=chrome&ie=UTF-8>.

<sup>5</sup> Maya Irjayanti, "Local Wisdom of Indonesian Female Entrepreneurs in Creative Industries" (Thesis, Curtin University, 2020), <https://espace.curtin.edu.au/handle/20.500.11937/81686>.

**Table 1**  
**East Kalimantan Province MSME Data by Sector in 2021**

NO	KABUPATEN/KOTA	INDUSTRI			DAGANG	JASA	TOTAL
		KULINER	INDUSTRI	KERAJINAN			
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	SAMARINDA	34.966	111	104	99.167	24.276	<b>158.624</b>
2	BALIKPAPAN	39.861	1.999	6	60.995	2.199	<b>105.060</b>
3	BONTANG	17.644	3.128	16	6.187	101	<b>27.076</b>
4	KUTAI KARTANEGARA	253	721	21	245	293	<b>1.533</b>
5	BERAU	308	955	49	375	119	<b>1.806</b>
6	PASER	248	2.391	25	439	562	<b>3.665</b>
7	KUTAI TIMUR	211	1.560	18	994	778	<b>3.561</b>
8	PPU	54	1.045	-	129	24	<b>1.252</b>
9	KUTAI BARAT	329	1.987	1.045	505	302	<b>4.168</b>
10	MAHULU	122	24	289	106	57	<b>598</b>
	<b>JUMLAH</b>	<b>93.996</b>	<b>13.921</b>	<b>1.573</b>	<b>169.142</b>	<b>28.711</b>	<b>307.343</b>

Source : Department of Industry, Trade, Cooperatives & SMEs of East Kalimantan Province and Online Data System of the Ministry of Cooperatives and SMEs of the Republic of Indonesia December 2022

The large number of MSMEs must be balanced with good performance in order to support the nation's economy with a contribution of almost one-third of national GDP. In this modern era, where everything is connected, we cannot judge the performance of MSMEs only on conventional products but also need to add other capabilities of an entrepreneur to be able to lead the company to growth and sustainability. According to Hussain et.al.,<sup>6</sup> in order to be able to face competition, every company must be able to improve its performance. Companies that are always innovating and achieving greater performance will be winners. One of the main determinants of company performance is technological innovation, where businesses with a high level of innovation will improve their performance faster than those without innovation. This is in line with Dzikrina, et. al., that the key factors for MSMEs to achieve superior performance, especially in Indonesia are innovation, marketing, digital technology and the ability to learn. The results of his research show that the variables of innovation, marketing, digital technology and the ability to learn have a significant effect on the performance of MSMEs in Indonesia.<sup>7</sup>

<sup>6</sup> Shah Rol Hussain, Fathyah Hashim, and Mohd Faizal Jamaludin, "The Moderating Effect of Directors' Network Towards Technological Innovation and Firms' Performance: A Conceptual Paper," *International Journal of Industrial Management* 7, no. 1 (2020): 42–51, <https://doi.org/10.15282/ijim.7.0.2020.5753>.

<sup>7</sup> Rara Dzikrina Istighfaroh and Shimaditya Nuraeni, "The 21ST Century Capabilities for Improving SME Performance," *KnE Social Sciences* 4, no. 6 (March 23, 2020): 105–25, <https://doi.org/10.18502/kss.v4i6.6591>.

At this time, MSMEs face the challenges of globalization and competition so they must increase creativity and innovation of products or services, develop human resources and mastery of technology and expand marketing areas. Marketing is very important for companies in order to introduce the products they offer. This needs to be done to increase the selling value of MSMEs so that they can compete and can maintain their business. Marketing performance is the company's achievement in marketing its products. Every company has an interest in knowing the market achievements of its products, as a reflection of its business success in business competition. Improving the company's performance externally is carried out by understanding a market-oriented culture, understanding the needs, wants and demands of the market. This effort is needed for optimal business performance.<sup>8</sup> MSME entrepreneurs who have good performance will develop better and can improve business capabilities to become sustainable businesses in the long run. According to Savitri, business success can be measured through its performance.<sup>9</sup>

One factor that can improve the performance of MSMEs is entrepreneurial networking. Networking is a strategy for the development and expansion of new ideas and innovations. Innovation is the key to the creation of a company's competitive advantage. Networking opens access to the resources, knowledge and skills necessary for the development and exploitation of new business opportunities. Business innovation and competitive advantage do not emerge separately from other companies.<sup>10</sup> Meanwhile, according to Jeong, entrepreneurial networking or social networks usually function as a means for MSMEs to overcome limited resources or capacity to go public.<sup>11</sup> According to Lesser cited by Juniasih et.al.,<sup>12</sup> social capital in small industry businesses is very important because it 1) facilitates access to information for community members, 2) as a means of sharing power, 3) develops solidarity, 4) allows mobilization of community resources, 5) allows mutual achievement, and 6) shapes organizational togetherness behavior. In addition, Juniasih's findings that social capital consisting of beliefs, norms, and networks has a

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<sup>8</sup> Marjam Desma Rahadhini, "The Effect of Digital Marketing and Financial Inclusion on Business Sustainability through Marketing Performance Culinary Msme's in Surakarta," *Journal of Economics, Finance And Management Studies* 04, no. 06 (2021): 716–23, <https://doi.org/10.47191/jefms/v4-i6-06>; Yera Ichsana, Hilda Monoarfa, and Fitranty Adirestuty, "Penerapan Etika Pemasaran Islam Dalam Penggunaan Digital Marketing Pada Usaha Kecil Menengah (Ukm)," *JURNAL SCHEMATA Pascasarjana UIN Mataram* 8, no. 2 (2019): 155–66, <https://doi.org/10.20414/schemata.v8i2.1202>.

<sup>9</sup> Savitri et al., "How Supply Chain Moderates The Relationship of Entrepreneurial Orientation, Adaptability Strategy and Government Interference with Performance?"

<sup>10</sup> Beatrice Ombaka, Francis K. Kariuki K. Kariuki, and Teresia Kyalo, "Moderating Effect of Social Media on Relationship between Entrepreneurial Networking and Performance of Youth Owned Agro-Processing SMEs in Kenya," *International Journal of Research in Business and Social Science* (2147- 4478) 9, no. 4 (2020): 41–50, <https://doi.org/10.20525/ijrbs.v9i4.705>.

<sup>11</sup> So Won Jeong, Byoungho Ellie Jin, and Sojin Jung, "The Temporal Effects of Social and Business Networks on International Performance of South Korean SMEs," *Asia Pacific Journal of Marketing and Logistics* 31, no. 4 (2019): 1042–57, <https://doi.org/10.1108/APJML-08-2018-0326>.

<sup>12</sup> Juniasih, Widnyana, et al., "The Effects of Social Capital on Performance of Coffee-Based Agribusiness Smes in Tabanan Regency, Bali Province, Indonesia."

positive and significant effect on the performance of coffee-based agribusiness MSMEs in Tabanan Regency. There needs to be a strengthening of social capital from both SMEs and government officials for business development with other capital to achieve business success.

The results of research by Ombaka et.al.,<sup>13</sup> show that entrepreneurial networking has a significant influence on the performance of Agro SMEs in Kenya. This is why management has joined professional organizations and encourages employees to also join professional organizations to increase networking. It was also found that agro-processing SMEs in Kenya are members of business networks that help them improve their performance. This is mainly because no SME can survive or grow on its own without engaging others to share ideas or obtain needed goods and services.

Najib et al.,<sup>14</sup> stated that collaborative networks are the main means for Small and Medium Enterprises in order to develop their innovations amid limited resources they have. Collaborative networks for Small and Medium Enterprises are a medium for learning, sharing knowledge and technology, and increasing organizational capacity in the context of developing sustainable innovation. Collaborative networks have great potential in illustrating the creation of competitiveness of Small and Medium Enterprises in Indonesia because the profile of Small and Medium Enterprises in Indonesia is limited to human resources, financial resources, and technology.

One of the entrepreneurial networking practices or social networks in this culinary business has been carried out by the Baking Lovers Community (BLC) Samarinda which was established in 2014, the average member has the same hobby of cooking snacks so that it has developed into a home-based culinary business. Through this community, BLC members can develop each other's hobbies, share knowledge about baking, develop product innovations, digital marketing, and get income from the culinary businesses they run and even support the sustainability of the culinary businesses run by their members.<sup>15</sup> In addition, there are also Instagram-based social media communities, namely smrfoodies, tgrfoodies and bpnfoodies. This community is active on social media to promote various culinary in East Kalimantan.

Entrepreneurial networking develops along with the development of information technology and the digital world which has an impact on marketing trends in the business world.

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<sup>13</sup> Ombaka, K. Kariuki, and Kyalo, "Moderating Effect of Social Media on Relationship between Entrepreneurial Networking and Performance of Youth Owned Agro-Processing SMEs in Kenya."

<sup>14</sup> Mukhamad Najib, Farida Ratna Dewi, and Hardiana Widyastuti, "Collaborative Networks as A Source of Innovation and Sustainable Competitiveness for Small and Medium Food Processing Enterprises in Indonesia," *International Journal of Business and Management* 9, no. 9 (2014): 147–60, <https://doi.org/10.5539/ijbm.v9n9p147>.

<sup>15</sup> Norvadewi and Akhmad Nur Zaroni, "Empowering Women through Home Culinary Business at Baking Lovers Community (BLC) Samarinda," *INOVASI: Jurnal Ekonomi* 18 (2022).

The conventional marketing model (offline) began to switch to a digital marketing system (digital marketing / online). Digital marketing is becoming a more promising marketing strategy because customer orientation has shifted to purchasing products online. Every company, both large and small, is greatly helped by this digital marketing strategy. Today's modern marketing must keep up with modern technological trends through the era of cyberspace that connects people with various information and other people with technological devices such as social networks.

Digital transformation will make MSMEs able to survive in the era of digital disruption and pandemic, so digital transformation for Indonesian MSME players is important. World Bank data states that in the pandemic era, as many as 80% of digital MSMEs are able to survive well. Data from the Ministry of Cooperatives and SMEs, as of April 2022, there are 19 million MSMEs that have successfully onboarded digitally. This figure means that it has added 11 million MSMEs since the beginning of the pandemic or 29.5% of the total MSME population and a target of 30 million MSMEs onboarding to the digital ecosystem by 2024. By 2030, Indonesia's digital economy is projected to reach Rp4,531 trillion and make Indonesia's digital economy potential the largest in Southeast Asia. There is a need for mentoring strategies and developing digital technology for MSMEs in dealing with this. The government is also trying to increase MSMEs to go digital and the use of e-money such as QRIS to increase the turnover of MSMEs.<sup>16</sup>

Through digital marketing, product promotion and market search can be done online. Digital marketing will facilitate interaction between producers, market intermediaries and consumers so that it can help product marketing. Digital marketing is a very important business medium in market competition and an efficient tool to reach consumers in today's digital era.<sup>17</sup> Digital marketing provides convenience in business with various social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and various search engines so that business people can monitor and provide all the needs and desires of potential customers and consumers.

Lamidi & Rahadhini's<sup>18</sup> found that digital marketing affects the sustainability of the culinary business in Surakarta, where digital marketing helps MSMEs to promote and market their culinary products and be able to expand previously limited markets so that MSMEs can still survive the conditions of the Covid-19 pandemic and increase MSME market growth in the process of national economic recovery. Similarly, the results of research by Faizal et al., found that the spread

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<sup>16</sup> Iit Septyaningsih and Friska Yolandha, "Kemenkop: 15,3 Juta UMKM Tergabung Ke Ekosistem Digital," *Republik.co.id*, 2021, <https://ekonomi.republika.co.id/berita/qz7g37370/kemenkop-153-juta-umkm-tergabung-ke-ekosistem-digital?>

<sup>17</sup> Ichsana, Monoarfa, and Adirestuty, "Penerapan Etika Pemasaran Islam Dalam Penggunaan Digital Marketing Pada Usaha Kecil Menengah (Ukm)."

<sup>18</sup> Rahadhini, "The Effect of Digital Marketing and Financial Inclusion on Business Sustainability through Marketing Performance Culinary Msme's in Surakarta."

of Covid-19 and the implementation of restrictions on community activities in Malaysia have opened a new normal era for SME businesses and entrepreneurs. Digital marketing allows Muslimpreneurs to return and become stronger in upholding their business activities and spirit.<sup>19</sup>

The results of research by Purba et.al.,<sup>20</sup> show that digital marketing has a significant effect on the sustainability of MSME businesses in Banten. The pandemic has impacted all businesses so that they have experienced various declines. To anticipate this, it is necessary to make changes to the MSME business strategy. Digital marketing using social media is chosen by MSME players to increase the marketing reach of their products during the pandemic, besides the use of e-commerce (marketplace) is a new strategy in sales. The use of digital marketing that is integrated directly with the marketplace is a new strategy in maintaining the sustainability of MSME business during the pandemic.

Likewise, research by Halik et al.,<sup>21</sup> that the development of the marketing era which has now entered the Marketing 4.0 era is one of the things that entrepreneurs need to pay attention to, including SME owners, that digital marketing plays a more dominant role in improving the performance of SMEs in the city of Makassar. The results of Al-azzam & Al-mizeed's<sup>22</sup> research show that today, the internet has opened doors for companies to take advantage of tremendous digital marketing opportunities. By using various digital marketing channels, businesses can't just share their products and services online; They can also increase the number of their customers, attract them and can increase their Return On Investment (ROI). Srivastava's<sup>23</sup> research found that the world is moving in the digital age, digital marketing plays an important role in increasing sales of any company's products and services.

## RESEARCH METHODS

This research is a quantitative research using a causal associative approach to determine the relationship between each or more variables. While the relationship that wants to be known is a causal relationship, which is a relationship that is cause and effect. This study wants to analyze the

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<sup>19</sup> P. R.Mohd Faizal et al., "Applying Islamic Marketing Ethics in Marketing Digitalization during the COVID-19 MCO Period in Malaysia: A Guide to Small-Scale Muslimpreneurs," *AIP Conference Proceedings* 2347 (2021), <https://doi.org/10.1063/5.0052041>.

<sup>20</sup> Mas Intan Purba et al., "The Effect of Digital Marketing and E-Commerce on Financial Performance and Business Sustainability of MSMEs during COVID-19 Pandemic in Indonesia," *International Journal of Data and Network Science* 5 (2021): 275–82, <https://doi.org/10.5267/j.ijdns.2021.6.006>.

<sup>21</sup> Johannes Halik et al., "The Effect of Digital Marketing and Brand Awareness on the Performance of SMEs in Makassar City," 2021, <https://eudl.eu/doi/10.4108/eai.4-11-2020.2304613>.

<sup>22</sup> Al-azzam and Al-mizeed, "The Effect of Digital Marketing on Purchasing Decisions : A Case Study in Jordan."

<sup>23</sup> H Srivastava, "A Study of the Impact of Digital Marketing on Consumer Behaviour" 7, no. 4 (2019): 649–55.



influence of *entrepreneurial networking* and *digital marketing* on the performance of MSMEs in the culinary sector in East Kalimantan. The data collection techniques used are questionnaires, and documentation.

The population in this study is culinary sector entrepreneurs who have *entrepreneurial networking* and do digital marketing in East Kalimantan. The very large population size led to the need for a sample that would be representative of the entire population. The sample size constitutes a small portion of the population.

The population in this study is culinary sector entrepreneurs in East Kalimantan. To determine the number of samples, the Slovin formula was used and a sample of 99 MSME entrepreneurs in the culinary sector was obtained. In order for the research objectives to be achieved, the sample determination must be in accordance with the expected criteria, so that the sample technique used is Purposive Sampling. Sugiyono defines purposive sampling as a sampling technique through predetermined criteria. The sample criteria in this study are:

1. Muslim entrepreneurs in the culinary sector in East Kalimantan.
2. Muslim entrepreneurs in the culinary sector who have been in business for at least 1 years.
3. Muslim entrepreneurs in the culinary sector who are members of *entrepreneurial networking* or social networks.
4. Muslim entrepreneurs in the culinary sector who do digital marketing.

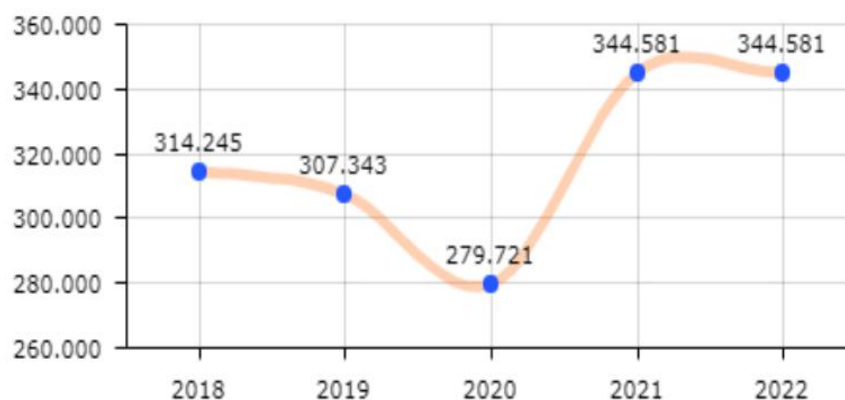
The data analysis used is an instrument test using a validity test using the Pearson Product Moment correlation test. Reliability Test using *Cronbach Alpha* test. If the *alpha value*  $> 0.6$  means reliable data, but if the *alpha value*  $< 0.6$  means it shows that the data studied is not reliable. The Multicollinearity Test aims to determine whether there is a correlation between independent variables in the regression model. To measure the existence of multicollinearity in this study is known through the magnitude of *tolerance* values and *Variance Inflation Factor* (VIF). The test criteria is that if the *tolerance value*  $> 0.1$ , and the *VIF value*  $< 10$ , there is no multicollinearity between independent variables, and vice versa. Linearity Test to find out whether two variables have a linear relationship or not. Linear testing in this study using the SPSS device by looking at the *Test for Linearity* value with a significance level of 0.05. Provided, if the significance value is more than 0.05, the variable has a linear relationship. Then Multiple Linear Regression Analysis is a regression analysis with two or more *independent variables*. This study used one dependent variable and two independent variables. The Coefficient of Determination ( $r^2$ ) test is used to determine the percentage of change in the non-free variable (Y) caused by the independent variable (X). If  $R^2$  is greater, then the percentage change in the non-free variable (Y) caused by the independent variable (X) is higher. If  $r^2$  is smaller, then the percentage change in the non-free variable (Y) caused by the independent variable (X) is lower. Partial Hypothesis Testing (t-Test) is

used to determine whether each independent variable exerts a meaningful influence on the dependent variable. The t-test is obtained through comparing the calculated value of each independent variable with the ttable value with an error degree of 5% in the sense ( $\alpha = 0.05$ ). Simultaneous Test (F-Test) is performed to test whether all independent variables simultaneously (simultaneously) have an effect on the dependent variable. The test was carried out by comparing the calculated F value with the F table at a 5% error degree in the sense ( $\alpha = 0.05$ ) (Basuki and Prawoto, 2017). It can be concluded that the independent variable (X) has a joint effect on the dependent variable (Y). Conversely, if the F value is calculated  $<$  the F value of the table, it can be concluded that the independent variable (X) has no effect together on the dependent variable (Y).

## RESULTS AND DISCUSSION

### Overview of MSMEs in East Kalimantan

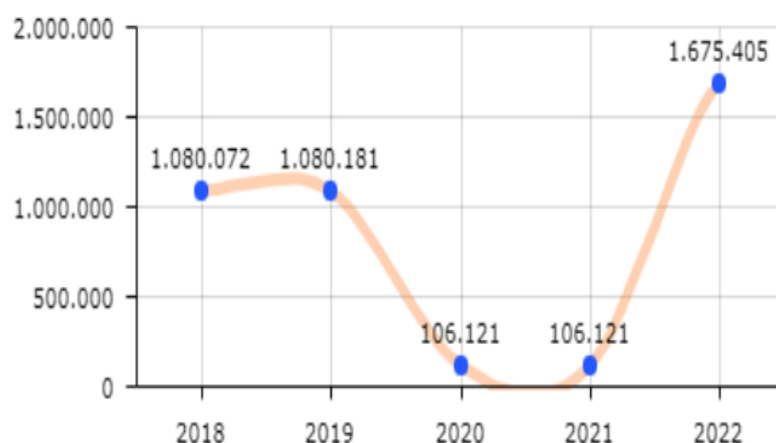
East Kalimantan Province is one of the regions in Indonesia that has quite a lot of MSME players. Based on data from the Office of Industry, Trade, Cooperatives and Small and Medium Enterprises of East Kalimantan Province, the number of MSMEs in East Kalimantan can be seen through the following graph:



Graphic 1: Total UMKM based on Unit Scale

(<https://sidata.kaltimprov.go.id/>, 05 August 2022)

Based on the data above, it can be seen that MSMEs in East Kalimantan experienced a significant increase from 2020 to 2021. This is due to the efforts made by the central and regional governments to carry out economic recovery after the Covid 19 pandemic by providing business capital assistance funds and so on to MSME business actors. Based on the data above, the number of MSMEs in East Kalimantan is 344,581, this is a potential that if developed will encourage MSMEs in East Kalimantan Province to be able to compete globally. The development of MSMEs is also important so that the existence of MSMEs becomes a forum to create jobs for people in East Kalimantan.



Graphic 2: UMKM Workforce Absorption (Per person)

(<https://sidata.kaltimprov.go.id/>, 05 August 2022)

The graph above shows that there are 1,675,405 people who get jobs from the MSME sector in East Kalimantan Province in 2022.

### Respondent Identity

The following is the gender data of MSMEs who were respondents in this study:

Table 5

Gender	Number of Responden
Female	95
Male	4
Sum	99

Source: Processed Questionnaire Data

Table 6

Culinary MSME Business Time

Length of Business	Number of Respondents	Percentage
1 year	22	22,2
2 years	13	13,3
3 years	32	32,3
>3 years	22	22,2
Sum	99	100

Source: Processed Questionnaire Data

### Uji Instrumen

The results of the Validity Test can be seen that the independent variable (Entrepreneurial Networking and Digital Marketing) and the dependent variable (MSME Performance in the culinary

sector) have an r-count value greater than the r-table 0.196 ( $>0.196$ ). Then it can be concluded that the question item is considered valid. Reliability Test can be seen through the table below:

Table 7  
Reliability Test Results

No	Variable	Items	r calculate	Information
1	Entrepreneurial Networking	X1	0,900	Reliable
2	Digital Marketing	X2	0,970	Reliable
3	Performance of MSMEs in the Culinary Sector	Y	0,941	Reliable

Source : Processed Primary Data, 2023

Based on the table above, it can be seen that Cronbach's Alpha value for each variable is greater than 0.6. As a result, it can be concluded that the items in each variable are reliable or consistent.

The Classic Assumption Test is a Normality Test based on the table below:

Tabel 8  
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		99
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.48500313
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.064
Kolmogorov-Smirnov Z		.665
Asymp. Sig. (2-tailed)		.769

a. Test distribution is Normal.

b. Calculated from data.

Source : Primary Data processed with SPSS Ver.21

Based on the table above, that significant value is 0.769. So it can be concluded that  $0.769 > 0.05$ . So in accordance with the basis of decision making in the normality test, the conclusion can be drawn is that the data obtained in this study is normally distributed.

Multicollinearity tests are usually used to test whether in regression models there is a relationship between independent factors. If the tolerance value is not less than 0.1 and the Variance Inflation Factor (VIF) value is not greater than 10, this test uses the value. So get said to be free from multicollinearity, the results of the analysis of the tolerance and VIF values of the regression equation as follows:

Tabel 9  
Multicollinearity Test Results

Model		Coefficients <sup>a</sup>			T	Sig.	Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients				Tolerance	VIF
	(Constant)	2.688	.820		3.279	.001		
1	Entrepreneurial Networking	.260	.085	.259	3.051	.003	.220	4.548
	Digital Marketing	.600	.075	.683	8.037	.000	.220	4.548

a. Dependent Variable: Performance of MSMEs in the Culinary Sector

Source : Primary Data processed with SPSS Ver.21

Based on the table above, information can be obtained that the tolerance value in this research model shows numbers 0.220,  $0.220 > 0.1$  and VIF is not more than 10. So it can be concluded that there is no multicollinearity between independent variables in processed data. The Autocorrelation Test can be seen in the table below:

Table 10  
Autocorrelation Test Results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.921 <sup>a</sup>	.847	.844	2.51076	2.086

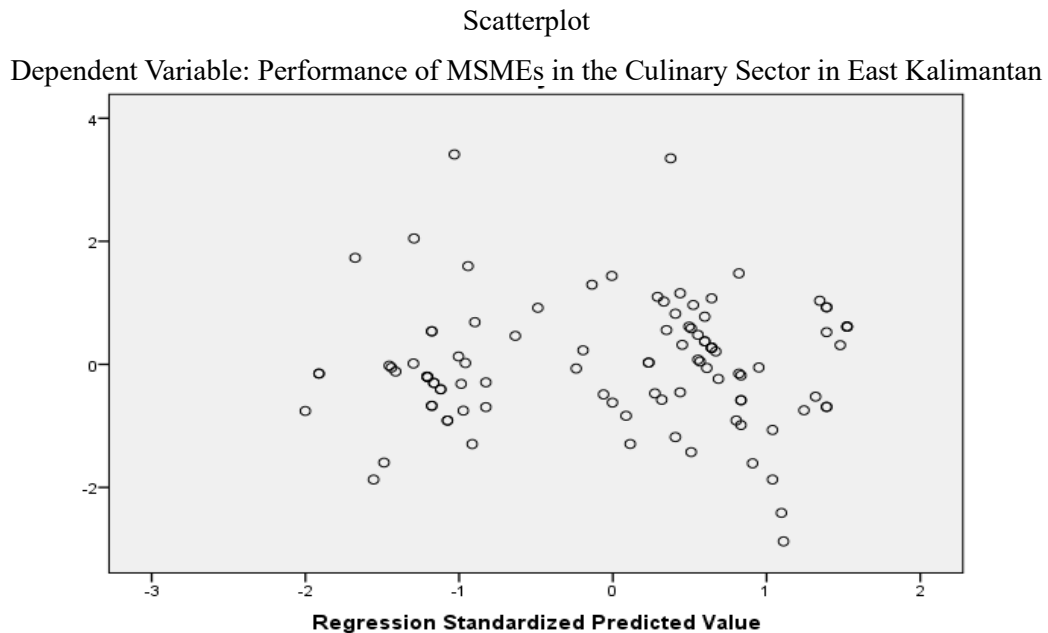
a. Predictors: (Constant), Entrepreneurial Networking, Digital Marketing

b. Dependent Variable: Performance of MSMEs in the Culinary Sector

Source : Primary Data processed with SPSS Ver.21

Based on the table above, that the summary model regarding the results of the Durbin-Watson number autocorrelation test of 2.086, which is above +2, means that there is a negative autocorrelation. Heteroscedasticity Test The heteroscedasticity test can be determined by looking at the scatterplot graph in the SPSS output. Regression that heteroscedasticity does not occur if the data points are spread above or below or around 0. Here are the results of heteroscedasticity.

**Figure 5**  
**Heteroscedasticity Test Results**



Source : Primary Data processed with SPSS Ver.21

Based on the figure above, it can be concluded that the points are below or above or around the number 0 and do not form a clear pattern, so heteroscedasticity does not occur.

Then multiple linear regression analysis was carried out to determine the direction of the relationship between variables of each positive and negative content. Here are the results of some linear regression analysis using SPSS, which can be seen in the following table:

Table 11  
Multiple Linear Regression Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.688	.820		3.279	.001
1 Entrepreneurial Networking	.260	.085	.259	3.051	.003
1 Digital Marketing	.600	.075	.683	8.037	.000

a. Dependent Variable: Kinerja UMKM Sektor Kuliner

Source : Primary Data processed with SPSS Ver.21

Based on the table above, it can be seen that the Unstandardized Coefficients column in the value of B shows a simultab result of 2.688. And it can be known that the results of multiple linear regression tests produce the mathematical values of regression tests as follows:

$$Y = (2,688) + 0,260X_1 + 0,600X_2 + e$$

Information:

Y = Performance of MSMEs in the Culinary Sector

a = Constant

X<sub>1</sub> = Entrepereneurial Networking

X<sub>2</sub> = Digital Marketing

E = Error

1. The constant value of 2.688 states that the magnitude of the performance of MSMEs in the culinary sector in East Kalimantan is 2.688 if the variables of Entrepereneurial Networking and Digital Marketing are zero.
2. Based on the regression coefficient of Entrepereneurial Networking (X<sub>1</sub>) of 0.260, it shows that every change in the Entrepereneurial Networking (X<sub>1</sub>) variable will have a positive effect on the performance of MSMEs in the culinary sector in East Kalimantan of 0.260 assuming the Digital Marketing variable is constant or fixed.
3. Based on the regression coefficient of the Digital Marketing variable (X<sub>2</sub>) of 0.600, it shows that any change in the Digital Marketing variable (X<sub>2</sub>) will have a positive effect on the performance of MSMEs in the culinary sector in East Kalimantan of 0.600 assuming the Entrepereneurial Networking variable is constant or fixed.

The final part is carried out Hypothesis Test (Test t) and coefficient of determination test (Test F). The t-test is used to determine whether the independent variable and the dependent variable have a partial significant effect or not. The significance level used is 0.05. In this sub-test, researchers examine the influence of entrepreneurial networking and digital marketing on the performance of MSMEs in the culinary sector in East Kalimantan. See the table below for more information:

Tabel 12  
Partial Test Results (T-Test)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.688	.820		3.279	.001
1 Entrepreneurial Networking	.260	.085	.259	3.051	.003
Digital Marketing	.600	.075	.683	8.037	.000

a. Dependent Variable: Kinerja UMKM Sektor Kuliner

Source : Primary Data processed with SPSS Ver.21

Based on the table above, it can be seen that the entrepreneurial networking variable has a significance value of 0.03. Because the degree of significance  $t$  is less than 0.05. So it can be concluded that partially the entrepreneurial networking variable has a significant effect on the performance of MSMEs in the culinary sector in East Kalimantan. The digital marketing variable is known to have a significance value of 0.000. Because the significant degree  $t$  is smaller than 0.05, it can be concluded that there is a significant influence of digital marketing on the performance of MSMEs in East Kalimantan.

Next, Test F (Simultaneous) to find out the equation used to find out how much influence the independent variables together have on non-free variables. In this study, the independent variables tested were entrepreneurial networking and digital marketing on the performance of MSMEs in the culinary sector in East Kalimantan. For more details can be seen in the table below:

Tabel 13  
Simultaneous Test Results (Test F)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3361.150	2	1680.575	266.593	.000 <sup>b</sup>
Residual	605.174	96	6.304		
Total	3966.323	98			

a. Dependent Variable: Kinerja UMKM sektor kuliner di Kalimantan Timur

b. Predictors: (Constant), Entrepreneurial Networking, Digital Marketing

Source: Primary Data processed with SPSS

Based on the table above, it can be concluded that simultaneously entrepreneurial networking and digital marketing variables significantly affect the performance variables of MSMEs in the culinary sector in East Kalimantan. It is known that the value of the  $f$  test shows that the significant value is 0.000 because the significant value of  $f$  is smaller than 0.05, it can be concluded simultaneously that entrepreneurial networking and digital marketing variables significantly affect the performance variables of MSMEs in the culinary sector in East Kalimantan.

The last is the  $R^2$  Coefficient of Determination Test (R-squared test) to test the magnitude of the influence of the independent variable on the dependent variable. R square has a greater impact on the independent variable than the dependent variable when approaching 1. Alternately, assuming that the independent variable is close to 0, it cannot affect the dependent variable.



Table 14  
Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 <sup>a</sup>	.847	.844	2.51076

a. Predictors: (Constant), Entrepreneurial Networking, Digital Marketing

Source: Primary Data processed with SPSS Ver.21

The value of R square (R<sup>2</sup>) as shown in the table above is 0.847 or 84.7%. This shows that the relationship between the independent variable (X) and the bound variable (Y) is 84.7%. This means that the variables of Entrepreneurial Networking and Digital Marketing simultaneously affect the performance of MSMEs in the culinary sector in East Kalimantan by 84.7% while 12.6% are influenced by other factors outside this study.

#### 1. The Influence of Entrepreneurial Networking on the Performance of MSMEs in the Culinary Sector of Muslim Entrepreneurs in East Kalimantan

It can be seen that the entrepreneurial networking variable has a significance value of 0.03. Because the degree of significance *t* is less than 0.05. So it can be concluded that partially the entrepreneurial networking variable has a significant effect on the performance of MSMEs in the culinary sector of Muslim Entrepreneurs in East Kalimantan. The results of this study are in line with the research of Wang et al.,<sup>24</sup> which shows that entrepreneurial orientation (EO) and social networks have a significant positive impact on resource acquisition and company performance.

Likewise, Juniasih et al.,<sup>25</sup> research shows that social capital consisting of beliefs, norms, and networks has a positive and significant effect on the performance of coffee-based agribusiness MSMEs in Tabanan Regency. There needs to be a strengthening of social capital from both SMEs and government officials for business development with other capital to achieve business success.

<sup>24</sup> Xiyu Wang, Sunhae Lee, and Sae Woon Park, "The Effect of Entrepreneurial Orientation, Social Network, and Resource Acquisition on Firm Performance in Chinese SMEs: The Mediating Effect of Resource Acquisition," *Global Business and Finance Review* 25, no. 3 (2020): 1–18, <https://doi.org/10.17549/gbfr.2020.25.3.1>.

<sup>25</sup> Ida Ayu Komang Juniasih, I. Wayan Windia, et al., "The Effects of Social Capital on Performance of Coffee-Based Agribusiness Smes in Tabanan Regency, Bali Province, Indonesia," *International Journal of Social Sciences and Humanities Invention* 6, no. 6 (June 28, 2019): 5513–20, <https://doi.org/10.18535/ijsshi/v6i6.05>.

Research by Analia et al.,<sup>26</sup> shows that social capital can increase the performance of small micro snack businesses in the city of Padang. This shows that social capital is one of the important aspects in improving the performance of micro small enterprises (MSEs) in terms of production output, internal processes and resource capabilities. In line with Jaafar & Alwazni<sup>27</sup> on the orientation and social networks of women entrepreneurs in Malaysia. The results revealed that: (a) small business performance is significantly influenced by future orientation level and social capital level (b) innovation has a positive effect on small business performance and plays an intermediate role between future orientation, social capital and small business performance; (c) access to loans affects business performance positively moderating the relationship between innovation and business performance. The results of this study provide theoretical implications, especially for women's entrepreneurship. The results of research by Ombaka et al.,<sup>28</sup> show that entrepreneurial networking has a significant influence on the performance of Agro SMEs in Kenya. This is why management has joined professional organizations and encourages employees to also join professional organizations to improve the network. So Najib et al.,<sup>29</sup> found that collaborative networks are an important means for Small and Medium Enterprises to develop their innovations amidst their limited resources. Collaborative networks provide opportunities to Small and Medium Enterprises to carry out the learning process, transfer knowledge and technology, and increase organizational capacity as prerequisites for the development of continuous innovation. Collaborative networks have great potential in illustrating the creation of competitiveness of Small and Medium Enterprises in Indonesia because the profile of Small and Medium Enterprises in Indonesia is limited to human resources, financial resources, and technology.

## 2. The Influence of Digital Marketing on the Performance of MSMEs in the Culinary Sector of Muslim Entrepreneurs in East Kalimantan

The digital marketing variable is known to have a significance value of 0.000. Because the significant degree  $t$  is smaller than 0.05, it can be concluded that there is a significant influence of digital marketing on the performance of MSMEs in the culinary sector of Muslim entrepreneurs in East Kalimantan. Halik<sup>30</sup> found that Digital marketing (X1) and Brand

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<sup>26</sup> Devi Analia et al., "The Impact of Social Capital on the Performance of Small Micro Enterprises," *Jurnal Ekonomi Malaysia* 54, no. 1 (2020): 81–96, <https://doi.org/10.17576/JEM-2020-5401-6>.

<sup>27</sup> Najlah Jabbar Jaafar and Jaafar Sadeq Mohsin Alwazni, "Social Networks and Future Orientation of Females Entrepreneurs in Malaysia: The Mediate Effect of Innovation and The Moderate Effect of Access to Loan," *Opcion* 35, no. Special Issue 19 (2019): 2899–2921.

<sup>28</sup> Ombaka, K. Kariuki, and Kyalo, "Moderating Effect of Social Media on Relationship between Entrepreneurial Networking and Performance of Youth Owned Agro-Processing SMEs in Kenya."

<sup>29</sup> Najib, Dewi, and Widyastuti, "Collaborative Networks as A Source of Innovation and Sustainable Competitiveness for Small and Medium Food Processing Enterprises in Indonesia."

<sup>30</sup> Halik et al., "The Effect of Digital Marketing and Brand Awareness on the Performance of SMEs in Makassar City."

Awareness (X2) together affect the performance of SMEs in Makassar City (Y). Therefore, it is necessary to review the components that play an important role in the performance of SMEs, especially in terms of digital marketing which plays a more important role. Purba et al.,<sup>(31)</sup> analyzed the effects of digital marketing (DM), e-commerce (EC), business sustainability (BS) and financial performance (FP) of Micro, Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic in Indonesia. The results showed that digital marketing has a significant effect on business sustainability, e-commerce has a significant effect on business sustainability, digital marketing has a significant effect on financial performance. The use of digital marketing has been done to increase consumer awareness. Marketplace as a manifestation of e-commerce is used as an innovation or change in sales methods.

### 3. The Influence of Entrepreneurial Networking and Digital Marketing on the Performance of MSMEs in the Culinary Sector of Muslim Entrepreneurs in East Kalimantan

Simultaneously, entrepreneurial networking and digital marketing variables significantly affect the performance variables of MSMEs in the culinary sector in East Kalimantan. It is known that the value of the f test shows that the significant value is 0.000 because the significant value of f is smaller than 0.05, it can be concluded simultaneously that entrepreneurial networking and digital marketing variables significantly affect the performance variables of MSMEs in the culinary sector in East Kalimantan. The value of R square (R<sup>2</sup>) is 0.847 or 84.7%. This shows that the relationship between the independent variable (X) and the bound variable (Y) is 84.7%. This means that the variables of Entrepreneurial Networking and Digital Marketing simultaneously affect the performance of MSMEs in the culinary sector in East Kalimantan by 84.7% while 12.6% are influenced by other factors outside this study.

## CONCLUSION

The results showed that partial entrepreneurial networking and digital marketing had a significant effect on the performance of MSMEs in the culinary sector of Muslim entrepreneurs in East Kalimantan. Likewise, simultaneously entrepreneurial networking and digital marketing simultaneously affect the performance of MSMEs in the culinary sector of Muslim entrepreneurs in East Kalimantan with a large influence of 84.7% while 12.6% is influenced by other factors outside this study. MSMEs need to build professional, business and social networking because they each play a role in the business world to open access to resources, knowledge and skills needed for the development and exploitation of new business opportunities and there needs to be a

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<sup>31</sup> Purba et al., "The Effect of Digital Marketing and E-Commerce on Financial Performance and Business Sustainability of MSMEs during COVID-19 Pandemic in Indonesia."

strengthening of social capital from both SMEs and the government for business development. Digital marketing is an effective marketing strategy for MSMEs in the 5.0 era.

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