

Towards economic stability: Analysis of Msme business sustainability in central Java province post the COVID-19 pandemic

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Abstract: The primary objective of this study is to determine, via empirical testing, which internal and external factors have the greatest impact on micro, small, and medium-sized enterprises (MSMEs). (b) Conduct an empirical study to determine are affected by external factors that influence their sustainability. c) Find out how much MSMEs really use information and digital technologies by conducting an empirical test. (d) To see how well businesses were able to keep running following the COVID-19 pandemic. The crux of the matter is to understand how the pandemic has affected MSMEs from the inside and out, including how income has dropped, how consumer behavior has changed, and how supply chains have changed, acknowledging the merits and demerits, adjusting business models to account for human resources availability, fostering collaboration and partnerships, enabling digital empowerment, regulating policies, and providing education and training. The analysis's findings can inform policy suggestions and strategy formulation to help micro, small, and MSMEs in Central Java Province weather the post-COVID-19 economic storm.

Keywords: *Business, Government support, MSMEs, Sustainability.*

1. Introduction

According to Lasmy et al. (2021), micro, small, and medium enterprises (MSME) play a significant role in the economy of any country, including Indonesia. The Republic of Indonesia's Coordinating Ministry for the Economy released a press release on May 5, 2021, revealing that MSMEs are the mainstay of the countries cheap. In 2020, there were 64,200,000 MSMEs, which accounted for 61.007% of GDP or, translated into IDR 8,573.89 trillion, a substantial amount. Absorbing labour at a rate of 97% and collecting investment at a rate of 60.4% are two more ways in which this sector contributes to the economy (Mukhlis & Simanjuntak, 2016).

Even during times of crisis, MSMEs have managed to stay afloat. As a matter of fact, during the 1998 economic crisis, many large businesses failed, but MSMEs proved to be resilient enough to weather the storm. Crisis struck again in 2008 as the US property market collapsed, but this time MSMEs were able to weather the storm. It is reasonable to say that micro, small, and medium-sized enterprises (MSMEs) are the support of Indonesia's cheap (Zainurossalamia et al., 2016).

Constant growth characterizes the proliferation of MSMEs in Indonesia. Everything else being equal, a significant decline occurred in 2020. The number of MSMEs experienced a decline from 52.4 million in 2010 to 64.7 million business units in 2019, before recovering to 34 million in 2020. This is consistent with and substantiated by the fact that the influence of MSMEs to the GDP in 2020 was significantly lower than in 2019, when it reached nearly 60%. In 2020, the influence of MSMEs to the

GDP decreased to 37.3%. In comparison to the previous decade, this is the lowest value ever recorded BPS, 2020.

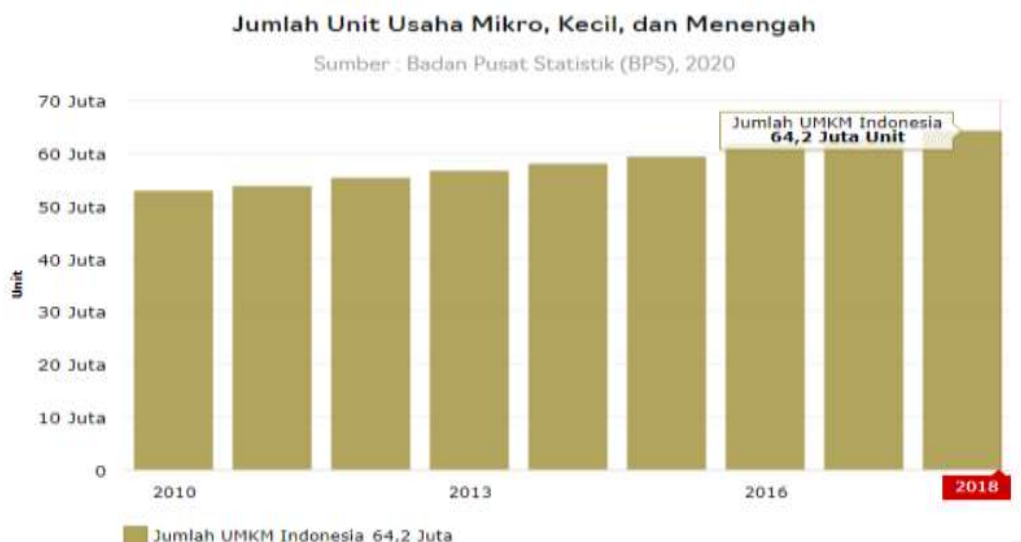


Figure 1.
Total Indonesian MSMEs 2010-2018.



Figure 2.
Contribution of MSMEs to GDP 2010-2020.

The significant expansion of business units is a positive development that, with proper management and preparation, could propel the Indonesian economy to new heights (Prasad et al., 2022). Nevertheless, if all relevant agencies do not treat the increase in the number of MSMEs seriously, it will

have a negative impact. It is claimed that the economic conditions were so bad in 2020 because of the COVID-19 epidemic, even though there was a significant fall in the contribution of MSMEs to GDP (Irjayanti & Azis, 2012). There has been a drop in production capacity and income for MSMEs as an effect of the COVID-19 epidemic (Vennila, 2022).

Many MSMEs went bankrupt after being unable to operate for weeks due to the large-scale social restrictions (PSBB) policy's implementation (Franco et al., 2021). Bank Indonesia's survey backs this up; it found that 87.5% of MSMEs felt the pinch, with 93.2% of those feeling it in sales. A mere 12.5 percent of micro, small, and medium-sized enterprises (MSMEs) managed to weather the pandemic unscathed. This occurs because various micro, small, and medium-sized enterprises (MSMEs) lack the capabilities necessary to innovate and adapt to the challenges posed by a pandemic. Only 370 (or 12.5%) of the 29,70 MSMEs polled actually made it. Most micro, small, and medium-sized enterprises (MSMEs) are able to stay in business by embracing digitalization.

MSMEs in Indonesia and around the world have been affected by the COVID-19 pandemic. Malaysian MSMEs also have operational (operational disruptions; supply chain disruptions; future business outlook) and financial (unbalanced cash flow; stimulus access; bankruptcy risk) issues. In addition, MSMEs in Bahrain have been greatly affected by this pandemic, and while some have benefited, they are worried about their future sustainability (Surya et al., 2021). Bahrain's GDP fell 8.9% in the second quarter of 2020 due to COVID-19, and the government implemented fiscal and monetary policies to support the economy (Zaky & Hamidi, 2022).

Pandemics necessitate diverse changes and innovation (Matiuk & Liobikienė, 2023). MSME penetration into the digital world is expected (Cruz & Da Cruz, 2023). The MSME go digital program proves this. The pandemic accelerated this program. MSMEs must market their products digitally to survive and grow. MSMEs may struggle to compete with new brands that prioritize digitalization in various regions if they cannot innovate digitally (Sindhvani et al., 2022).

The duration of the ongoing pandemic is uncertain; however, an examination of the data pertaining to newly diagnosed Covid-19 cases indicates that conditions are improving (Sinha & Swain, 2022). At 1161 individuals as of October 9, 2020, the average number of new cases had decreased significantly in comparison to the preceding months. Furthermore, the government is actively endorsing a range of policies and incentives to combat Covid-19, including an intensifying vaccination campaign that gains traction daily. Economic activity continues to expand due to the efficacy of the vaccination program and the decline in the average number of new cases.

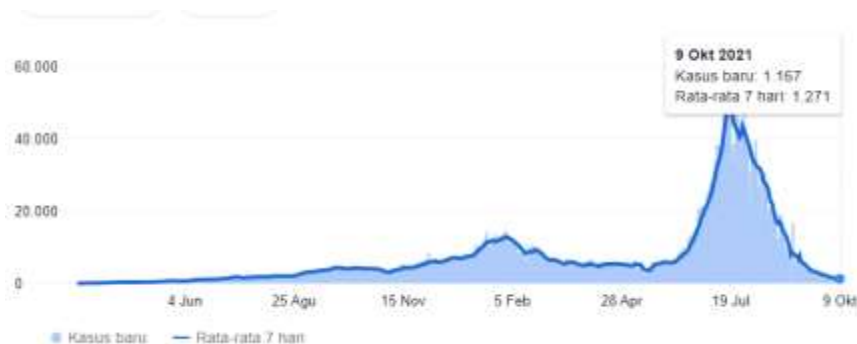


Figure 3.
Average New Covid Cases 19 June 2021- 9 October 2021.

Various possibilities may arise, and MSMEs must be ready for them. Among the many potential outcomes of the ongoing COVID-19 pandemic, one must be ready to deal with either the aftermath or, worse, the ongoing pandemic itself (Menne et al., 2024). With the support of different groups, MSMEs

must be ready to continue operations in the aftermath of the COVID-19 pandemic (Yehya et al., 2022). The following factors are important for a business's success or failure: 1) strategic intent; 2) good corporate governance, which is either followed or ignored; 3) financial willingness; 4) a well-defined business plan; 5) strong team collaboration among employees; 6) issues with leadership or execution; and 7) problems with timing (Mukherjee et al., 2020).

The ability of a firm or business to implement multiple innovations and generate a profit after investing its initial capital is known as business sustainability. The company's focus on developing and grabbing opportunities to engage in ongoing innovation is indicative of this situation (Purbaa et al., 2021). Put differently, business sustainability refers to a state of consistency in business conditions. It is a positive process that involves development, growth, and strategies to sustain business sustainability; ultimately, all of these factors will contribute to the business's continued existence and continuity (Hanaysha et al., 2021).

The characteristics of entrepreneurs, such as the owner's work experience and education, as well as social factors like customer orientation and human resources, and environmental factors, were found to be determining factors in the sustainability of MSME businesses, according to research by Pawełozek et al. (2023). In addition, the information uncovered by Singh et al. (2022) revealed that government policies, HR practices, and financing availability are highly relevant to the sustainability of MSMEs' businesses (Campa & Camacho-Miñano, 2015). These findings also indicated that the use of digital or information technology is a necessity during the pandemic and even after it has passed. This is one type of innovation that MSMEs engage in. This assertion is also supported by research by Akhtar et al. (2023), which shows that digital literacy and e-commerce had an effect on MSME businesses' ability to continue operating during the Covid-19 pandemic.

The number of MSMEs is highest in Central Java. Statistical evidence gathered from the Central Java Department of Small and Medium Enterprise Cooperatives website demonstrates a steady expansion of MSMEs in the region. There were 65,875 MSMEs in Central Java in 2009; by the first quarter of 2021, that number had nearly tripled to 170,186. For Indonesia as a whole and the province of Central Java in particular, this presents both a problem and an opportunity. The question then becomes how to guarantee the survival and growth of these already established MSMEs. Considering that the COVID-19 pandemic had a negative impact on up to 86.2% of MSMEs. Ignoring this condition could lead to the demise of micro, small, and medium-sized enterprises (MSMEs).

To better understand how small and medium-sized enterprises (SMEs) in Central Java fared during the pandemic and in the aftermath, this research will shed light on the variables that affected their ability to stay in business. With any luck, formulas and policies that help MSMEs stay in business for the long haul will be available to them in the future. A byproduct of this study will be recommendations for how the institution should allocate its community service funds, with a focus on how to best support MSMEs in their pursuit of growth.

2. Theoretical Framework

2.1. Influence of External Factors and Internal Factors MSMEs in Central Java during the COVID19 pandemic

Discussion of the ways in which the MCO has impacted the operational and financial operations of MSMEs is presented in the study by Tiwary et al. (2021). The findings of this study are substantial. Micro, small, and medium-sized enterprises (MSMEs) manage their financial strategies to keep their businesses running, specifically by limiting debt and making temporary changes to employee compensation plans. That aside, MSME players are also making other efforts, one of which is to maximize marketing through digital media like marketplaces and social media.

Investigations carried out by Gregurec et al., (2021) discusses of how COVID-19 will affect the long-term viability of MSMEs. Since many people prefer to do everything online due to the COVID-19 pandemic, the research shows that this has caused some businesses to shift their models towards digital transformation, or the use of digital technology to stay in business. Investigations carried out by

Gregurec. This study's findings suggest that MSMEs have felt the effects of the COVID-19 pandemic, most notably a drop in income due to a reduction in production capacity. People, particularly in this digital age, prefer to purchase online due to COVID-19. Reorienting towards consumers, re-evaluating the sector, and developing new digital strategies are ways that MSMEs can thrive in the modern digital world.

H1: External factors simultaneously have a positive effect on internal factors of MSMEs in Central Java during the Covid-19 pandemic.

2.2. Aspects of Government Support for Internal Factors of Msmes During the COVID19 Pandemic

According to the research results by Youssef et al., (2023) reveals a strong correlation exists between government policies, access to capital, and HR performs (including training and growth, rewards and recompence, and performance appraisal). Put another way, the stronger the government policies, financial access, and HR practices, the greater the sustainable growth of SMEs. Furthermore, Youssef confirm that identification, segment growth, investment choices, and specialization are the four pillars upon which the MSME food and beverage industry rests, according to the research's Internal Factor Matrix and External Factors. In order to stay afloat in the face of the fourth industrial revolution, micro food entrepreneurs will need to implement strategies to boost their income. Strength Opportunity (SO) is a strategy that was developed through the COVID-19 pandemic. It leverages strengths in instruction to take advantage of opportunities that come from outside sources.

H₁₀: Aspects of government support partially have a positive effect on internal factors of MSMEs during the Covid19 pandemic.

2.3. Social, Cultural and Economic Aspects of Internal Factors for Msmes During the COVID-19 Pandemic

The findings of a research by Sordi et al. (2022) "indicate that while external factors have a positive and significant impact on MSMEs' internal factors, they also have a positive and significant impact on MSMEs' performance." This indicates that MSMEs can affect MSME presentation and are influenced by a range of factors, both interior and outside to the MSMEs. Human capital and social capital both have an optimistic and important effect on the concert of MSMEs, rendering to research by Abane et al. (2024). These two variables are categories of external aspects of the MSME entity. MSMEs' performance is positively impacted by social capital and human capital, respectively, to a partially positive and significant extent (Behl et al., 2022). Subsequently, Singh et al. (2018), indicate that information technology, internal factors, and external factors do not significantly affect the performance of MSMEs; however, information technology is positively and significantly impacted by both internal and external factors, and internal factors are positively and significantly impacted by external factors.

H₁₁: Social, cultural and economic aspects partially have a positive influence on the internal factors of MSMEs during the Covid-19 pandemic.

2.4. Government Support for Internal Factors of MSMEs during the COVID19 pandemic

Agasty et al. (2023) performed the research. Social support, tax inducements, and praise restructuring were found to have an influence on the growth of MSMEs during the COVID-19 epidemic, according to his research. Blommerde-Winters (2022) performed the research. According to the findings, the National Economic Recovery (PEN) program is one way the government is helping small and medium-sized enterprises (SMEs) hit hard by the COVID-19 epidemic. The National Economic Recovery (PEN) program offers incentives to MSME as a means of helping them recover from challenges such as a lack of understanding of international markets, inconsistent quality, inadequate product capacity, certification requirements, and logistical hurdles.

Srimulyani et al. (2023) assert that the Indonesian government has issued multiple policies pertaining to SMEs as a response to this pandemic. Micro- and SME policies abound. government

assistance, tax breaks for small and medium-sized enterprises, etc. The good news is that SMEs in Indonesia have a number of options when it comes to responding to the COVID-19 pandemic.

H₁: Aspects of Government Support Partially have a Positive Effect on Internal Factors of MSMEs during the COVID19 pandemic.

2.5. The Role of Related Institutions in the Internal Factors of MSMEs During the COVID19 Pandemic

The findings of a comprehensive works appraisal presented in the study conducted by Wu & Wu (2023) indicate that the adoption of e-commerce can be influenced by three distinct factors: organizational characteristics, environmental characteristics, and leadership characteristics. In order to assess the advantages and usability of electronic commerce, one may employ the Technology Acceptance Model (TAM) framework.

The investigation carried out by Su et al. (2023). The findings of this research designate that sharia financing offers the benefit of risk sharing as a means to mitigate the susceptibility of SMEs. The researcher is dealing with the circumstances and circumstances as per the findings of this research. Other concepts are formulated by researchers in response to current conditions. The researcher formulated the initial hypothesis as follows, in light of the findings of this survey.

H₁: Aspects of the role of related institutions partially have a positive influence on internal factors of MSMEs during the Covid19 pandemic

2.6. The Influence of Internal Factors on the Business Sustainability of Msmes During the COVID-19 Pandemic

According to study by Huang et al. (2023), MSMEs must preserve strong internal business factors during COVID-19, as well as the government's and external stakeholders' roles in establishing clear policies and guidelines. Results from COVID-19 that advance our knowledge of competitive advantage for business sustainability demonstrate that MSME actors' comprehension has a significant impact on business sustainability and that these actors also need to be aware of and assess the variables that affect competitive advantage for business sustainability.

Peñarroya-Farell and Miralles (2022) indicate that perceptions, the use of infrastructure and technology, the external environment, and the environment of MSME actors all have an impact on the sustainability of agribusiness MSMEs in Sukoharjo Regency. According to research by Ragoobur et al. (2023), improvements have no effect on how sustainable MSMEs' internal processes are. Moreover, the MSME profile and outside environmental support are unaffected by the improvement of internal processes. based on the circumstances and conditions under which the researcher is conducting this research. In light of the circumstances of the moment, researchers develop alternative theories. The researcher's first hypothesis was formed in light of the research findings.

H₂: Internal factors simultaneously have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic

2.7. The Influence of Entrepreneur Characteristics on Business Sustainability of MSMEs during the COVID-19 pandemic.

A straightforward linear regression analysis technique is used in the research by Casciani et al. (2022) to ascertain the impact of the self-governing mutable—financial literacy—on the reliant on mutable, which is business sustainability. The study's findings demonstrate the effect of monetary literateness and knowledge on the longstanding feasibility of businesses. Financial planning in business will be more structured and ensure smooth business continuity if MSMEs possess strong financial knowledge. According to the research, MSME actors in Jatisari Village have inadequate financial literacy, which leads to subpar welfare and income.

Studies carried out by Moliner-Tena et al. (2023) suggest that, in order to take advantage of opportunities and challenges, people should develop their entrepreneurial talent, interest, and

confidence by working really hard and persevering through them. In light of the circumstances of the moment, researchers develop alternative theories. The researcher's first hypothesis was formed in light of the study's findings.

H₂: The characteristics of entrepreneurs partially have a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

2.8. The Influence of the Use of Information and Digital Technology on the Business Sustainability of Msmes During the COVID-19 Pandemic

Vrontis et al. (2022) examined how MSMEs use digital marketing to maintain business continuity during the pandemic. This study found that digital strategies in distribution, supply chains, digital marketing, sales processes, and promotions help MSMEs survive the pandemic. Digitally savvy MSME competitors are more likely to survive than their offline counterparts. Bencsik et al. (2023) investigated. Based on an analysis of several articles, this research concludes that e-commerce helps MSMEs survive through internet technology. E-commerce can boost sales and help businesses compete. Researchers develop other ideas based on current conditions. Based on the survey results, the researcher developed the following hypothesis.

During the COVID-19 pandemic, MSMEs felt the positive impact of information technology (Prakasa, 2022). It is believed that future studies will focus on the MSME sector to investigate the function of IT. SMEs in the food, apparel, and related industries are one example. SMEs need to adjust their technology choices based on what their business does and what their budget allows. In the event of a COVID-19 pandemic, the government should do what it can to aid MSME actors in adapting, such as by funding training and ensuring that necessary technological infrastructure is in place. Based on the present state of affairs, researchers come up with alternative ideas. The following is the researcher's working hypothesis, based on the findings of this study.

H₃: The use of information and digital technology partially has a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic

2.9. The Influence of Technical, Operational, Market and Marketing Aspects on the Business Sustainability of Msmes During the COVID-19 Pandemic

Rousseau (2017) found that MSMEs' competitiveness is affected by factors like variable innovation and human resource quality. The competitiveness of MSMEs is affected by a significant variable: human resources. When it comes to improving MSMEs' competitiveness, human resources are more important than innovation, at least in theory. After that, Missimer et al. (2017) conducted the research. We have not yet moved on from the topic of cutting-edge marketing strategies employed by MSME players. According to the study's findings, digital marketing significantly impacts financial performance, e-commerce significantly impacts business continuity, and digital marketing significantly impacts brand awareness. But according to Woolthuis (2010), there is no correlation between e-commerce and financial performance, and no correlation between financial performance and business sustainability. Similarly, digital marketing does not significantly impact business sustainability via financial performance, and vice versa for e-commerce. The goal of digital marketing is to raise brand recognition among consumers. One new way that sales are being done is through the use of online marketplaces. In light of the present state of affairs, researchers develop alternative hypotheses. The following is the researcher's working hypothesis, based on the findings of this study.

H₄: Technical, operational, market and marketing aspects partially have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

2.10. *External Factors on the Continuity of MSME Businesses During the COVID-19 Pandemic*

Multiple linear regression analysis was utilized in the research conducted by Pickel III & Jhamb (2022). Among the many factors affecting a company's ability to stay in operation, this study found that entrepreneurial traits were the most important. Other factors included the external environment and the survival strategies employed by MSMEs. Independent variables, according to studies done by Ngibe and Lekhanya (2020). Both of these factors are equally influential. According to the study's findings, marketing and financial internal factors, along with significant government policies aimed at ensuring the long-term viability of MSMEs, impact these companies' performance. In light of the present state of affairs, researchers develop alternative hypotheses. The following is the researcher's working hypothesis, based on the findings of this study.

H_s: External factors simultaneously have a positive effect on the continuity of MSME businesses in Central Java during the Covid-19 pandemic.

2.11. *The influence of Social, Cultural and Economic Aspects on the Sustainability of MSMEs during the Covid-19 Pandemic*

Studies by Rukanova et al. (2023) and Shaharudin et al. (2022) demonstrate that business actors have benefited from the training and direction given by having a better understanding of digital media, a wider range of media that can be used, and improved skills in managing and using digital media for branding. The suggestion that can be made is that business actors should have access to a long-term coaching program in order to enable them to effectively implement and manage digital media.

The Covid19 pandemic has had a significant negative influence on MSMEs on the small island of Belitung, according to research by Wang et al. (2021). Product sales volume saw a sharp fall, several MSMEs were forced to permanently close their doors to the business community, and 47% of MSMEs made the decision to close their doors for the time being until things improved. The lack of visitors to the island and the challenge of acquiring raw materials for production have a significant impact on business income. MSMEs employ pivot and transformation strategies to digital platforms in order to maintain business continuity. MSMEs require the assistance of the public and private sectors, academics, financial institutions, and geopark managers in order to survive difficult times. Researchers develop additional theories in light of the circumstances at hand. The researcher's first hypothesis was formed in light of the study's findings.

H_s: Social, cultural and economic aspects partially have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

2.12. *Government Support in Business Sustainability for Msmes During the COVID-19 Pandemic*

Implementing innovative financing and integrating technological adaptation positively increases the sustainability of SMEs, according to research conducted by Hrivnák et al. (2021). Conversely, indirect evaluations also help the government establish its mediation role. According to the research, online financial services, business transaction completion, and integrating IT advances in operations should be the starting points for policy formulation and implementation.

Product innovation was determined to be the most important factor affecting the long-term viability of micro, small, and medium-sized enterprises (MSMEs) by Wang et al. (2018). Businesses are more likely to be around in the long run if they adhere to muamalah principles, which manifest as halal product certification, honesty and transparency in dealings with customers, and zakat payments on sales. At the same time, there is no correlation between the variables related to sales methods, technological mastery, and increasing market share and the longevity of a company. At the same time, there is a 30.40 percent influence of the independent variables on the dependent variable, and all of the independent variables significantly impact the sustainability of the company.

The goal of this study is to find ways for MSMEs in Bireuen Regency to deal with their problems with sustainability. One problem with the study is that it only uses MSME data from the industry

department, even though there are a lot of Micro, Small, and Medium-sized Businesses in the field that aren't registered and don't have business permits. Researchers come up with new ideas based on what they know now. Based on the findings of this study, the researcher came up with the following first hypothesis:

H₁: Partial government support has a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

2.13. What is the role of Institutions in the Business Sustainability of MSMEs during the Covid-19 pandemic?

Research conducted by Gosal and Kamase (2021). The results recommend that MSMEs sell their products through e-commerce and display them as a digital marketing strategy. In addition, MSMEs must optimize marketing relationships to create loyal customers. Loyal customers have the ability to repeat purchases and recommend products to other potential consumers. With the implementation of this strategy, MSMEs are expected to survive and have a positive social and economic impact.

Research conducted Latifah et al. (2022). The research results explain For MSME entrepreneurs, the business management strategy 19 can improve and develop good business sustainability, strengthening the management of the marketing sectors and the human, financial and operational resources sectors as a strategic step for the creation of an effective and efficient business existence the conclusion. This research states that small and medium-sized enterprises must have good management capacity and knowledge absorption to improve business performance. In addition, it is expected that more sources and references will be analyzed for future research, i.e., by joining and analyzing variables of greater depth, to obtain more complete research results, using the mixture of quantitative and qualitative methods. (Darma et al., 2020). Researcher formulate other concepts according to current conditions. Based on the results of this research, the researcher made the first hypothesis as follows

H₂: Does the role of institutions partially have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic?

3. Methodology

3.1. Research Design

This study incorporates quantitative study, which is distinct as an examination that employs statistical or numeric data for analysis and concludes with numerical methods (Garson, 2018). In that location This study was conducted on MSMEs in the province of Central Java. This study was conducted between October and November of 2023. This study investigates the impact of internal and external factors on the sustainability and continuity of MSMEs in the province of Central Java. Entrepreneurial characteristics, the application of information technology, and technical, operational, market, and marketing aspects are the internal factors analyzed. In the interim, sociocultural and economic aspects, government support, and the function of relevant institutions are examined as external factors.

3.2. Population and sample

The study's population consists of 170,186 MSME units located in Central Java. Given that this study measures variables using about 80 lists of questions, the sample size was 230 MSME actors. The sample size is calculated by multiplying the number of indicators by five (Hair, 2010). Stratified random sampling is the method used to calculate the number of samples.

3.3. Instrument

The study assigns 320 MSME actors in Central Java and employs a questionnaire featuring a 1–5 Likert scale that has undergone validity and reliability testing (Ferdinand, 2014). The statements are addressed using short answers (Yes/No).

Table 1.
Validity test results.

Variable	Question items	Significance	r table	Results		Information
				Sig.	r count	
Technical, operational, market and marketing aspects (X3)	1	0.05	0.1294	0,000	0.648	Valid
	2	0.05	0.1294	0,000	0.536	Valid
	3	0.05	0.1294	0,000	0.696	Valid
	4	0.05	0.1294	0,000	0.665	Valid
	5	0.05	0.1294	0,000	0.490	Valid
	6	0.05	0.1294	0,000	0.679	Valid
	7	0.05	0.1294	0,000	0.820	Valid
	8	0.05	0.1294	0,000	0.707	Valid
	9	0.05	0.1294	0,000	0.591	Valid
	10	0.05	0.1294	0,000	0.700	Valid
	11	0.05	0.1294	0,000	0.700	Valid
	12	0.05	0.1294	0,000	0.543	Valid
Social, cultural and economic aspects (X4)	1	0.05	0.1294	0,000	0.364	Valid
	2	0.05	0.1294	0,000	0.424	Valid
	3	0.05	0.1294	0,000	0.440	Valid
	4	0.05	0.1294	0,000	0.364	Valid
	5	0.05	0.1294	0,000	0.540	Valid
	6	0.05	0.1294	0,000	0.364	Valid
	7	0.05	0.1294	0,000	0.386	Valid
Government support (X5)	1	0.05	0.1294	0,000	0.790	Valid
	2	0.05	0.1294	0,000	0.863	Valid
	3	0.05	0.1294	0,000	0.780	Valid
	4	0.05	0.1294	0,000	0.790	Valid
Business sustainability (Y)	1	0.05	0.1294	0,000	0.423	Valid
	2	0.05	0.1294	0,000	0.435	Valid
	3	0.05	0.1294	0,000	0.423	Valid
	4	0.05	0.1294	0,000	0.365	Valid
	5	0.05	0.1294	0,000	0.380	Valid
	6	0.05	0.1294	0,000	0.447	Valid
	7	0.05	0.1294	0,000	0.410	Valid
	8	0.05	0.1294	0,000	0.367	Valid
	9	0.05	0.1294	0,000	0.377	Valid
	10	0.05	0.1294	0,000	0.376	Valid
	11	0.05	0.1294	0,000	0.443	Valid
	12	0.05	0.1294	0,000	0.380	Valid

Source: Results of processed SPSS questionnaire data version 20

Based on Table 1 all study gadget items are lawful and container be used for information group at the study position.

Table 2.
Reliability test results.

Reliability statistics	
Cronbach's alpha	N of items
0.742	13

Source: Results of processed SPSS questionnaire data version 20

Based on Table 2, it is known that the Cronbach alpha value is $0.742 > 0.60$. So that the survey is professed dependable or reliable (Ali & Asrorzi, 2014).

3.4. Data Analysis

To process the first data obtained through questionnaires, the researcher used data analysis techniques, including various statistical tests. Classical validity and distribution tests are used in these tests, such as familiarity test, multicollinearity test, one-dimensionality test and manifold reversion theory test, partial t-test, and multiple correlation F-test (Ghozali & Latan, 2017).

4. Results

4.1. Respondent Description

Characteristics of Respondents Based on Type of Business Managed.

Table 3.
Characteristics of respondents based on type of business managed.

Type	Amount	%
Typical food and specialty drinks	107	47%
HandyCraft	26	11%
Farm	18	8%
Convection	28	12%
Batik	18	8%
Etc	16	7%
UD	17	7%
Amount	230	100%

As can be seen in Table 3, Central Java is home to a diverse range of MSMEs. A total of 107 MSMEs have businesses that are typical of food and specialty drinks, 26 MSMEs (11%) have businesses that are handicrafts, 18 MSMEs (8%) have businesses that are livestock, 28 (12%) respondents have businesses that are convection, 18 MSMEs (8%) have a batik business, 16 respondents (7%) have other businesses, and 17 respondents (7%) have a trading business (UD).

Table 4.
Characteristics of respondents based on products exported.

Marketing	Amount	%
Export	35	15%
Not Export	195	85%
Amount	230	100%

According to Table 4, fifteen percent of the MSMEs in Central Java Province have exported their products, while thirty-five percent of the same businesses have not. Of the 195 respondents, or 85%,

were involved in exports. It is evident that there is a pressing need to enhance the quantity and quality of MSME products in order to boost their export marketing.

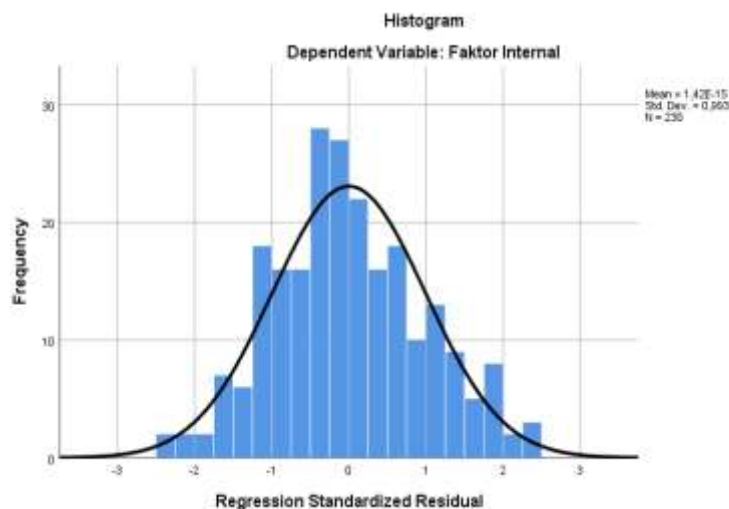


Figure 4.
Normality test.

4.2. Classic Assumption Test

Regression standardized residual curves and the dependent variable combine to form an image that resembles a bell, as seen by the histogram display. Regression analysis can therefore be used because the data is normally distributed, according to the results of the normality test.

Table 5.
Multicollinearity test results.

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
		B	Std. error	Beta			Tolerance	VIF
1	(Constant)	42.522	4.034		100.541	0.000		
	Social, cultural and economic aspects	0.019	0.135	0.009	0.139	0.889	0.991	1.009
	Government support	-0.231	0.255	-0.060	-0.905	0.366	1.000	1.000
	Role of related institutions	0.050	0.202	0.016	0.247	0.805	0.991	1.009

Note: a. Dependent variable: Internal factors.

Based on Table 5, the VIF values < 10 and TOL (Tolerance) > 0.1 in all variables, so it can be said that the manifold lined reversion model prepares not show indications of multicollinearity or that here is not a robust association among self-governing variable star, so it can be used in this study.

Table 6.

Heteroscedasticity test results.

Coefficients^a

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. error	Beta		
1	(Constant)	1.607	2.418		0.665	0.507
	Social, cultural and economic aspects	0.047	0.081	0.038	0.576	0.565
	Government support	-0.042	0.153	-0.018	-0.277	0.782
	Role of related institutions	0.099	0.121	0.054	0.815	0.416

Note: a. Dependent variable: ABRESID

Table 6 states that each mutable has a meaning of > 0.05 , namely the Social, Cultural and Economic Aspects (X1) variable of 0.565, Government Support (X2) of 0.782 and the Role of Related Institutions (X3) of 0.416. So, it can be decided that there is no heteroscedasticity problematic in the reversion perfect used.

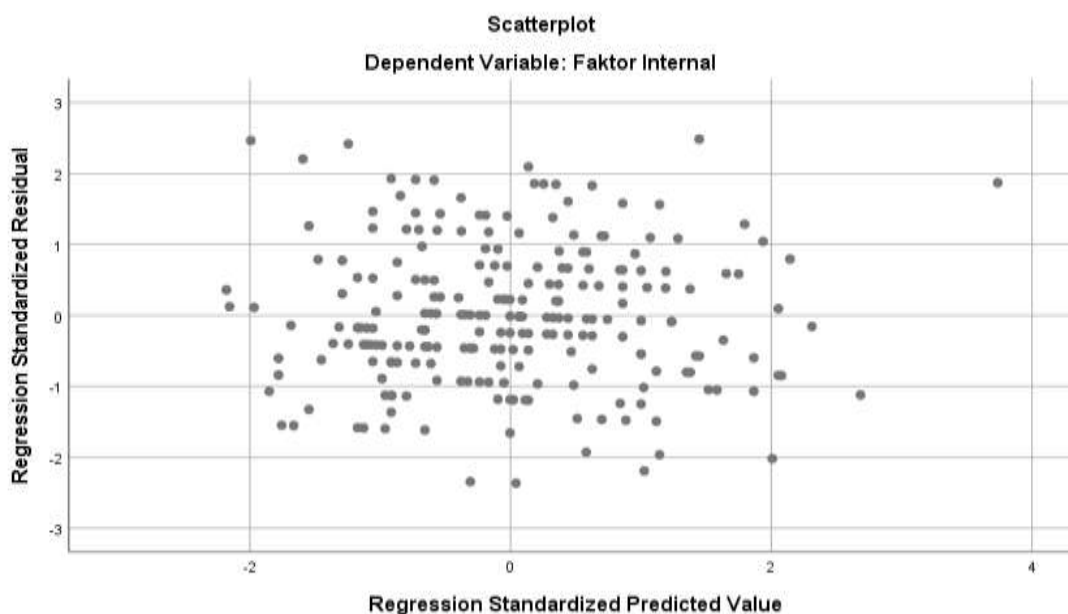


Figure 5.
Linearity test results.

Source: Linearity test based on primary data 2024

From In as can be seen in the image of the graphical scatter above, the graph is randomly extended, both overhead and underneath zero, on the axis of the consistent remaining reversion. Consequently, the retroactive model of the linearity test, using the method of graphical analysis, is linear.

Table 7.
F test output

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	378.061	3	126.020	53.107	0,000 ^a
	Residual	142.376	227	2.373		
	Total	520.437	230			

Note: a. Predictors: (Constant), Social and cultural affairs, government support, role of related institutions

b. Dependent variable: Internal factors.

4.3. Hypothesis Testing

Social, cultural, and economic aspect variables, as well as government support and the role of related institutions, all have a positive effect on internal factor variables, according to Table 7's ANOVA output results. This is supported by a significance value of 0.000, which is smaller than the significance value of 0.05. The first hypothesis (H1) is thus accepted according to the hypothetical decision-making criteria. *H₁: External factors simultaneously have a positive effect on internal factors of MSMEs in Central Java during the Covid-19 pandemic.*

H_{1a}: Social, cultural and economic aspects have a positive effect on internal factors of MSMEs during the Covid-19 pandemic.

Based on the study findings, the variables related to social, cultural, and economic aspects have a computed t value of 6.774 > t table (α , nk) of 1.651 and a significance of 0.000, meaning that the value of significance is less than the beginning of 0.05. The receipt of the second theory (H1a) can be inferred from the hypothesis decision making criteria. This indicates that internal factor variables (entrepreneur characteristics, IT use, and technical, operational, market, and marketing aspects) are positively impacted by social, cultural, and economic aspect variables.

H_{1b}: Aspects of management provision have a positive outcome on internal factors of MSMEs during the Covid-19 pandemic.

The government support aspect variable has a calculated t value of 5.232, which is smaller than the significance value of 0.05, and a significance of 0.000, according to the research results. The t table value is 1.651. The third hypothesis (H1b) is accepted according to the criteria for making decisions based on hypotheses. This indicates that the internal factor variables (entrepreneurial traits, IT utilization, and operational, marketing, technical, and market factors) are positively impacted by the government support variable.

a. H_{1c}: Aspects of the role of related institutions have a positive effect on internal factors of MSMEs during the Covid-19 pandemic.

With a significance level of 0.000, the variable part of the role of the relevant institution has a t value of 5.219, which is higher than the t table (α , nk) value of 1.651. This is also less than the significance level of 0.05. Based on the criteria for making hypothesis decisions, we can say that the fourth hypothesis (H1c) is true. In other words, the part of the institution's role that can change has a good impact on the internal factor variable.

b. H₂: Internal factors simultaneously have a positive influence on the sustainability of MSME businesses during the Covid-19 pandemic.

Table 8.
Model 2 F test output results.

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	463.715	3	66.245	65.401	0.000a
	Residual	56.723	227	1.013		
	Total	520.437	230			

Note: a. Predictors: (Constant), Entrepreneur characteristics, use of information technology, technical aspects of marketing market operations
b. Dependent variable: Business sustainability.

Table 8 shows that the ANOVA table above has an Fcount value of 65.401, which is higher than the Ftable value ($df_1 = k-1$, $df_2 = nk$) of 2.644, and a significance value of 0.000, which is lower than the significance value of 0.05. This means that the factors of entrepreneur traits, IT use, and technical, operational, market, and marketing aspects all have a positive effect on business sustainability at the same time. Based on the hypothetical criteria for making decisions, this means that the fifth hypothesis (H2) is true.

H_{2a}: Entrepreneur characteristics have a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

The calculated t value for the entrepreneur characteristic variable is 4.390, which is greater than the critical t value of 1.651 from the t table (α , nk). Additionally, this value has a significance level of 0.000, which is below the predetermined threshold of 0.05. By applying the criteria for hypothesis decision making, it is possible to reach the conclusion that the sixth hypothesis (H2a) is supported. This indicates that the variable representing entrepreneur characteristics positively influences the variable representing business sustainability.

H_{2b}: The use of information and digital technology has a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

According to the study findings, the variable "use of information technology" has a computed t value of 4.897 > t table (α , nk) of 1.651 and a significance level of 0.000, meaning that it is less significant than the threshold of 0.05. The seventh hypothesis (H2b) is deemed acceptable based on the criteria used for making hypothesis decisions. This indicates that the business continuity variable is positively impacted by the variable use of information technology.

H_{2c}: Technical, operational, market and marketing aspects have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

Based on the research findings, the variables related to technical, operational, market, and marketing aspects have a computed t value of 2.059 > t table (α , nk) of 1.651 and a significance of 0.044, meaning that this value is less significant than the threshold of 0.05. It is possible to conclude that the eighth hypothesis (H2c) is accepted based on the criteria used for making hypothesis decisions. This indicates that business sustainability variables are positively impacted by technical, operational, market, and marketing aspect variables.

H₃: External factors have a positive effect simultaneously on the continuity of MSME businesses in Central Java during the Covid-19 pandemic.

Table 9.
Anova test.

Model	Sum of squares	df	Mean square	F	Sig.
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1	Regression	1212.018	3	242.404	81.090	0.000b
	Residual	523.131	227	2.989		
	Total	1735.149	230			

Note: a. Dependent variable: Business sustainability
b. Predictors: (Constant), social and cultural affairs, government support, role of related institutions

The analysis of variance (ANOVA) table 9 presents the output results. It is evident that the Fcount value of 81.090 is greater than the Ftable value of 2.644 ($df_1 = k-1$, $df_2 = nk$), with a significance level of 0.000. This value is found to be less than the predetermined significance level of 0.05. Thus, it can be concluded that the business sustainability variables are positively influenced by government support, social, cultural, and economic aspects, and the role of related institutions. Therefore, the ninth hypothesis (H3) is accepted in accordance with the hypothetical decision making criteria.

H₃: Social, cultural and economic aspects have a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

The social, cultural, and economic aspect variables have a calculated t value of 3.048 > t table (α , nk) of 1.651 and a significance of 0.003, where this value is less than the significance threshold of 0.05, according to the research findings. The tenth hypothesis (H3a) is deemed acceptable based on the criteria used for making hypothesis decisions. This indicates that business sustainability variables are positively impacted by social, cultural, and economic factors.

H_{3a}: Government support has a positive effect on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

The research shows that the government support variable has a t value of 2.255, which is higher than the t table (α , nk) value of 1.651. It also has a significance value of 0.025, which is lower than the significance value of 0.05. Based on the criteria for making hypothesis decisions, we can say that the eleventh hypothesis (H3b) is true. This means that the variable for government support makes the variable for business sustainability better.

H_{3b}: The role of related institutions has a positive influence on the Business Sustainability of Central Java MSMEs during the Covid-19 pandemic.

According to the findings of the research, the variable role of the relevant institution has a calculated t value of 7.989, which is greater than the t table (α , nk) value of 1.651. Additionally, the significance value of 0.000 is calculated, which indicates that this significance value is lower than the significance value of 0.05. Taking into consideration the criteria for making decisions regarding hypotheses, it is possible to reach the conclusion that the twelfth hypothesis (H3c) is accepted. Based on this, it can be concluded that the variable role of the relevant institution has a positive impact on the variable that pertains to business continuity.

5. Discussion

5.1. The Influence of External Factors on Internal Factors of Central Java Msmes During the COVID 19 Pandemic

In order to make sure the business can last, the company will take into account external factors like social, cultural, and economic aspects. The presence of the business or company has an impact in many areas, including the social, cultural, and economic ones (Mardi & Siregar, 2021). Economic, social, and cultural considerations all call for additional research into the potential monetary and non-monetary gains that the numerous interested parties stand to gain from this venture or project.

In addition, the government must play a significant role in controlling economic activity to ensure the stability of the economy and the welfare of its citizens, with the hope of lowering poverty and unemployment rates. When it comes to helping SMEs grow, the government can play three different

roles: regulator, catalyst, and facilitator. Government support for MSMEs is expected to facilitate their growth (Mondal et al., 2023).

The analysis of variance (ANOVA) table presents the results. It is evident that the Fcount value of 53.107 is greater than the Ftable value (2.644) for social, cultural, and economic aspects, government support, and the role of related institutions concurrently have a positive impact on internal factor variables ($df_1 = k-1$, $df_2 = nk$). This is statistically significant.

These findings are consistent with the research of Badoc-Gonzales et al. (2021), which indicates that external factors significantly affect the internal factors of MSMEs. It has been demonstrated that external factors, including social, cultural, and economic aspects, as well as government support and support from related institutions, have a positive and substantial impact on the internal factors of MSMEs. As a result, it is imperative that various sectors pay close attention to the external factors of MSMEs. This necessitates that the government and diverse stakeholders give considerable thought to the external factors that influence MSMEs, including social, cultural, and economic dimensions, government support mechanisms, and the involvement of relevant institutions.

5.2. The Influence of Social, Cultural and Economic Aspects on Internal Factors of Msmes During the COVID-19 Pandemic

External factors such as social, cultural, and economic conditions will undoubtedly be taken into account by the company in order to guarantee the sustainability of the enterprise. This facet illustrates the impact that the presence of the organization or business has, particularly in the domains of society, culture, and economy (Khomah et al., 2022). It is imperative to conduct additional research in order to ascertain whether this enterprise or undertaking will yield socio-cultural or economic advantages for the diverse stakeholders (Alfarizi & Widiastuti, 2023).

The calculated t value for the social, cultural, and economic aspect variables is 6.774, which is greater than the critical t value of 1.651 from the t table (α , nk). Additionally, these variables have a significance level of 0.000, which is below the predetermined threshold of 0.05. This indicates that internal factor variables (entrepreneur characteristics, use of information technology, and technical, operational, market, and marketing aspects) are positively impacted by social, cultural, and economic aspect variables.

5.3. The Influence of Aspects of Government Support on Internal Factors for Msmes During the Covid-19 Pandemic

To keep the economy stable and ensure people's welfare in order to lower poverty and unemployment rates, the government must regulate economic activities. When it comes to helping small and medium-sized enterprises (SMEs) grow, the government can play three different roles: regulator, catalyst, and facilitator. The government's involvement with micro, small, and medium-sized enterprises (MSMEs) is expected to facilitate their business growth (Yanto et al., 2022). With the right amount of funding, the government should take this seriously. According to Pawełszek, this backing can manifest as rules or policies enacted by the government.

Social assistance for business actors, tax incentives, credit relaxation and restructuring, working capital financing expansion, BUMN ministries and regional governments supporting MSME products, and e-learning training are all examples of government stimulus programs (Tarihoran et al., 2023). Reducing operational costs is expected to help the economy survive the COVID-19 pandemic through the program that distributes social assistance through MSME partnerships and provides tax incentives for MSMEs.

The government support aspect variable has a calculated t value of 5.232, which is greater than the critical t value of 1.651 from the t table (α , nk). Additionally, this value has a significance of 0.000, which is below the predetermined threshold of 0.05. Drawing upon the criteria for hypothesis decision making,

it is possible to reach the conclusion that the third hypothesis (H1b) is validated. This indicates that internal factor variables (entrepreneur characteristics, use of information technology, and technical, operational, market, and marketing aspects) are positively impacted by the government support variable.

5.4. Influence of Aspects of the Role of Related Institutions on Internal Factors of Msmes During the COVID-19 Pandemic

Any third party with a vested interest in ensuring the survival of a company's operations is considered an external company. The government and associated institutions are the outside parties at issue here. When micro, small, and medium-sized enterprises (MSMEs) face capital constraints, one of the associated institutions can be a financial institution that provides assistance (Gatto & Sadik-Zada, 2022; Weber & Ahmad, 2014). It is certain that providing what MSMEs need will aid in their business sustainability and continuity if all parties involved work together (Atahau et al., 2021; Sulemana et al., 2023).

The relevant institution's variable aspect has a calculated t value of 5.219, which is smaller than the significance value of 0.05, and a significance level of 0.000, according to the research results. The t table value is 1.651. The criteria for making decisions based on hypotheses indicate that H1c, the fourth hypothesis, is accepted. This indicates that the internal factor variable is positively affected by the variable component of the relevant institution's role.

5.6. The Influence of Internal Factors on the Sustainability of MSME Businesses during the COVID-19 Pandemic

Being highly enthusiastic, wanting to come up with new ideas, always taking responsibility in the best way possible, and being willing to take risks are all examples of entrepreneurial traits that can affect the success of a business. It's important for entrepreneurs to always be positive, think creatively, and be hopeful because the business world is always changing (Ayub et al., 2020). Entrepreneurs must have a strong desire to start their own business, as well as business knowledge, imagination, practical knowledge, creativity, farsightedness, the ability to calculate, and the ability to communicate.

People think that small and medium-sized businesses (MSMEs) need to use information and digital technology to stay competitive in this highly competitive globalization era (Krndzija & Pilav-Velic, 2022). Also, the pandemic conditions came on so quickly that different lines had to change quickly. Lifestyle changes are one of the most obvious changes. Things that used to be done by hand are now done with a system or even online. Alfarizi say that this will have an effect on MSMEs. MSME players have to be creative, use social media, and market their products through e-commerce platforms in order to compete for opportunities. If MSMEs don't say anything and don't want to change, they will definitely lose their business.

Apart from sound financial management, adaptation strategies are an undeniable factor in micro, small, and medium-sized enterprises' (MSMEs') capacity to weather the pandemic. In order to raise awareness, MSME players have adapted by using digital marketing tools. Here, social media is the digital marketing tool of choice. Everything from sales processes and promotions to distribution and supply chains is shifting to the digital realm (Boateng et al., 2021).

Careful planning is essential for every endeavor or enterprise. In addition to the initial planning that is required at the time of a new company's establishment, ongoing planning analysis is also essential (Rahmawati et al., 2023). Notes that a company or enterprise must implement and regularly update its business plan in order to ensure continuity of operations. According to Akhtar, this business plan must take into account technical, operational, marketing, and market factors.

The ANOVA table shows that there is a positive effect of entrepreneur characteristics, IT use, and technical, operational, marketing, and market variables on company sustainability at the same time

($F_{\text{count}} = 65.401 > F_{\text{table}} = 2.644$; $df_1 = k-1$, $df_2 = nk$). This influence is smaller than the significance level of 0.05, and the result is a significance level of 0.000.

5.7. The Influence of Entrepreneur Characteristics on Business Sustainability of Central Java Msmes During the COVID-19 Pandemic

Entrepreneurial attributes are intrinsic factors that can impact the success of a business. These attributes include a strong drive for innovation, a willingness to assume accountability to the greatest extent feasible, and a willingness to undertake calculated risks (Altinay & Okumus, 2008). Entrepreneurial attributes prioritize the soul and enthusiasm, which are subsequently implemented in every facet of existence. Entrepreneurial temperament necessitates the possession of certain qualities: business acumen, ingenuity, practical expertise, inventiveness, foresight, computational prowess, and effective communication skills (Jena, 2020).

The calculated t value for the entrepreneur characteristic variable is 4.390, which is greater than the critical t value of 1.651 from the t table (α , nk). Additionally, this value has a significance level of 0.000, which is below the predetermined threshold of 0.05. By applying the criteria for hypothesis decision making, it is possible to reach the conclusion that the sixth hypothesis (H2a) is supported. This indicates that the variable representing entrepreneur characteristics positively influences the variable representing business sustainability. The findings of this study are consistent with those of Dreyer and Stojanová (2023) and Martínez-Cañas et al. (2023), which suggest that the attributes of entrepreneurs positively impact the long-term viability of MSMEs during the Covid-19 pandemic period.

5.8. The Influence of the Use of Information and Digital Technology on the Business Sustainability of Central Java Msmes During the COVID-19 Pandemic

Many people think that in order for small and medium-sized enterprises (SMEs) to stay competitive in this age of globalization, they must use information and digital technologies. Not to mention how fast the pandemic conditions arrived, requiring different lines to adjust. The shift from doing things by hand to relying on systems or going online is one of the most striking examples of adaptation. Among the groups this will have an impact on are MSMEs. Opportunities will be created by MSME players who compete creatively, use social media, and sell their products on e-commerce platforms. The survival of micro, small, and medium-sized enterprises (MSMEs) is in jeopardy if they do nothing and refuse to change.

Apart from sound financial management, adaptation strategies are an undeniable factor in micro, small, and medium-sized enterprises' (MSMEs') capacity to weather the pandemic. In order to raise awareness, MSME players have adapted by using digital marketing tools. Here, social media is the digital marketing tool of choice. Everything from sales processes and promotions to distribution and supply chains is shifting to the digital sphere (Handayani & Er, 2019).

The calculated t value for the variable "use of information technology" is 4.897, which is greater than the critical t value of 1.651 from the t table (α , nk). Additionally, this value has a significance level of 0.000, which is below the predetermined threshold of 0.05. By applying the criteria for hypothesis decision making, it is possible to reach the conclusion that the seventh hypothesis (H2b) is supported. This indicates that the business continuity variable is positively impacted by the information technology use variable. The results of this research are reliable with those of Aracil-Jordá et al. (2023), which indicate that the performance of MSMEs is enhanced through the partial and concurrent implementation of information technology.

5.9. The Influence of Technical, Operational, Market And Marketing Aspects on the Business Sustainability of Central Java Msmes During the COVID-19 Pandemic.

A thorough strategy is necessary for the success of any enterprise (Thomas & Subhashree, 2020). According to Vittengl (2024), a business or enterprise must execute and update its business plan in order to maintain business continuity. This planning is not only required at the outset, when the new firm is being established, but also throughout the life of the enterprise. The technical, operational, market, and marketing aspects must be taken into account in this business plan (Molina-García et al., 2023; Sundarasan et al., 2023).

A calculated t value of $2.059 > t_{table}(\alpha, nk)$ of 1.651 and a significance of 0.044, where this value is slighter than the meaning threshold of 0.05, indicate that the technical, operational, market, and marketing aspect variables are significant according to the research results. This leads us to accept Hypothesis 2c, the eighth hypothesis, according to our criteria for making such decisions. That is to say, factors pertaining to the technical, operational, market, and marketing aspects of a company all contribute to its long-term viability.

5.10. The Influence of External Factors on the Sustainability of MSME Businesses in Central Java During the COVID-19 Pandemic

External factors such as social, cultural, and financial circumstances will undoubtedly be occupied into explanation by the corporation in order to guarantee the sustainability of the enterprise. This particular facet demonstrates the impact that the presence of the enterprise or organization has, particularly in the domains of society, culture, and economy (Suminah et al., 2022). It is essential, from an economic, social, and cultural standpoint, to conduct additional research to determine whether this enterprise or undertaking will yield socio-cultural or economic advantages for the diverse stakeholders involved.

In addition to this, the government plays a crucial role in overseeing economic operations to ensure stability in the economy and safeguard the well-being of the populace, thereby mitigating levels of unemployment and poverty (Kannan et al., 2022). Theoretically, the function of government is to ensure the public's prosperity through the performance of its duties as a public servant through the actions of a government agency or institution. The involvement of the government in the development of micro, small, and medium enterprises (MSMEs) encompasses three key functions: regulatory oversight, facilitation, and catalyst support. The potential outcome of the government's involvement in MSMEs is a facilitation of their business development (Hung, 2023).

The results of the ANOVA table show that variables related to social, cultural, and economic aspects, as well as government support and the role of related institutions, all have a positive effect on business sustainability. This is supported by a significance level of 0.000, which is smaller than the threshold of 0.05, and an Fcount value of 81.090, which is superior than the Ftable value ($df_1 = k-1$, $df_2 = nk$) of 2.644. Therefore, the third hypothesis (H3) is accepted according to the hypothetical decision-making criteria.

5.11. The Influence of Social, Cultural and Economic Aspects on the Business Sustainability of Central Java Msmes During the Covid-19 Pandemic

For the sake of the company's long-term viability, it will take into account external factors such as social, cultural, and economic considerations (Dash, 2023). According to Khurana et al. (2019), this facet reveals the impact that the company's presence has on various domains, including social, cultural, and economic ones. Financial, social, and cultural considerations all call for additional research into the potential monetary and non-monetary gains that the numerous interested parties stand to gain from this enterprise or undertaking (Singh et al., 2021).

The social, cultural, and economic aspect variables were found to have a calculated t value of 3.048, which is greater than the t table value of 1.651 and a significance level of 0.003. This value is lower than the significance level of 0.05, according to the research results. The tenth hypothesis (H3a) is accepted

according to the criteria for making such decisions. This indicates that factors related to economic, social, and cultural aspects positively affect factors related to the sustainability of businesses.

5.12. The Influence of Government Support on the Business Sustainability of Central Java Msmes During the COVID-19 Pandemic

To keep the economy stable and ensure people's welfare in order to lower poverty and unemployment rates, the government must regulate economic activities. According to Tarihoran, the role of government is an agency or institution fulfilling its public servant obligations in order to achieve prosperity for itself. When it comes to helping small and medium-sized enterprises (SMEs) grow, the government can play three different roles: regulator, catalyst, and facilitator. Small and medium-sized enterprises (SMEs) are expected to benefit from the government's support in order to facilitate their business growth (Budyastuti, 2021).

The government support variable has a calculated t value of 2.255, which is greater than the t table value of 1.651 and a significance level of 0.025, which is lower than the significance level of 0.05, according to the research results. The criteria for making decisions based on hypotheses lead us to accept the eleventh hypothesis (H3b). This indicates that there is a positive relationship between the government support variable and the sustainability of businesses.

5.13. The Influence of the Role of Relevant Institutions on the Business Sustainability of Central Java Msmes During the COVID-19 Pandemic

Any third party with a vested interest in ensuring the survival of a company's operations is considered an external company. According to Surya, the relevant external parties include relevant government agencies and related institutions. When problems arise, external parties play a crucial role for MSME actors. It is anticipated that relevant institutions will offer facilities to support the continuity of MSME businesses. In times of financial stress, a related institution can provide assistance to micro, small, and medium-sized enterprises (MSMEs) (Modgil et al., 2022).

Multiple parties must work together to ensure the long-term viability of micro, small, and medium-sized enterprises (MSME). Micro, small, and medium-sized enterprise (MSME)-affiliated institutions are one of them. The long-standing feasibility of microcomputer, minor, and medium-sized enterprises (MSMEs) depends on everyone pitching in to meet their needs (Mitra, 2022).

Based on the findings of the research, the relevant institution's variable role has a t-value of 7.989, which is greater than the t-table value of 1.651 and a implication level of 0.000, which is lower than the threshold of 0.05. The acceptance of the twelfth hypothesis (H3c) is warranted according to the criteria for making such decisions. So, the relevant institution's role is positively influencing the business continuity variable (Moore & Manring, 2009).

6. Conclusions, Limitations and Recommendations

The indicators for all latent variables tested were found to be valid and reliable for use in measuring each latent variable, according to the findings of the empirical testing of the research model. It is known that the Fcount value is > the Ftable value ($df_1 = k-1$, $df_2 = nk$) and the implication is 0.000, where this significance value is slighter than the meaning value of 0.05, based on the output results in the ANOVA table for each variable. The testing of the twelve hypotheses produced results that indicated a strong influence on direct and indirect influences.

Numerous research limitations were discovered based on the findings of observations made throughout the researcher's investigation. The first limitation is the small number of respondents (only 230), which was considered insufficient to accurately describe the situation even though it met the minimum sample criteria because it was still relatively small in comparison to the current population. The second limitation is the small number of indicators given the short research period. It is hoped that

additional indicators can be used in future studies to capture more empirical phenomena in the field and increase the strength of the generalization of the results.

Several recommendations are put out by the researcher in light of the aforementioned research's limitations and conclusions. These include: First The best case scenario is that micro, small, and medium-sized enterprises (MSMEs) are always ready to deal with future uncertainties. The success of micro, small, and medium-sized enterprises (MSME) in Central Java depends on enhancing both internal and external factors. Due to the fact that both digital literacy and information technology mastery are still exceptionally low, these areas also require the utmost attention. Each Side

It is the responsibility of the government, as the highest authority, to provide micro, small, and medium-sized enterprises (MSMEs) with the necessary training and innovations to ensure their continued success. It is difficult for MSMEs to participate in training because, according to them, training is not distributed evenly and information is frequently obtained late. The federal government and state and local governments can work together through relevant agencies to accomplish this goal, expanding their reach in the process. All three of these related entities—heterospace, academia, and practitioners—need to be ready and able to dive headfirst into the field for it to flourish. Considering the current state of affairs and meeting the training needs of MSMEs, particularly in the area of information and digital technology, which is believed to be really lacking among MSME players.

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