

BUSINESS SUSTAINABILITY BASED ON DIGITAL MARKETING, ENTREPRENEURIAL PASSION, AND SELF-EFFICACY IN MSMES AS COOPERATIVE MEMBERS

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Abstract

Many micro, small, and medium enterprises (MSMEs) remain conventional, hindering their business sustainability. A key strategy to achieve sustainability is digital marketing, which helps MSMEs adapt to digital transformation. Alongside this, entrepreneurial passion and self-efficacy are essential in improving competitiveness and performance. However, studies that examine the combined influence of digital marketing, entrepreneurial passion, and self-efficacy on MSMEs' sustainability—especially among cooperative members—are still limited. This study analyzes their influence on MSMEs in Cisarua and Cijeruk districts, Bogor Regency, using a quantitative approach with census sampling of 62 cooperative-member MSMEs. Data were analyzed using multiple linear regression with SPSS 19. The results show that digital marketing, entrepreneurial passion, and self-efficacy each significantly influence business sustainability, both partially and simultaneously. These findings offer insights for researchers, policymakers, and MSME actors, and encourage further studies across various sectors.

Keywords: Business Competition, Digital Transformation, Product, Promotion, Social Media

INTRODUCTION

The development of the era that is increasingly disruptive today, business competition is getting higher and cannot be avoided. Business actors must create strategies to face increasingly tight competition. In reality, business actors have not been able to keep up with the tight competition and high demands of information technology with the resources they have. The businesses they run are still traditional and conventional, requiring solutions to achieve business sustainability as expected.

Sustainability in business is the main thing for a company, where all activities aim to achieve sustainability and success. Business sustainability is an achievement that requires a process to achieve it because it cannot be obtained instantly (Noe et al., 2022). This is supported by several factors, namely the preparation of a business plan, periodic updating of the business plan, periodic competitor analysis, ease in starting a new business, and the absence of obstacles in taking measurable risks (Widayanti et al., 2017). Five dimensions can be used to measure business sustainability: sustainability from an economic aspect, sustainability from a social aspect, sustainability from an environmental aspect, sustainability from an institutional aspect, and sustainability from an entrepreneurial aspect of creative economic businesses (Ibrahim et al., 2013).

Regarding business and products, Indonesia is one of the countries with many micro, small, and medium enterprises (MSMEs) (Kemenkopukm, 2019). MSMEs are very important for society because they can provide employment (Kalil & Aenurohman, 2020). MSME sustainability is a crucial issue in today's business landscape (Afdal et al., 2021).

The right strategies, methods, and efforts are needed to achieve business sustainability. One of these strategies is the implementation of digitalization as a form of business or business adaptation to face the era of digital transformation (Pebrianggara, 2021). The implementation of digitalization includes: the internet, social media, online transaction applications, digital marketing, e-commerce, digital finance, and digital leadership (Awa et al., 2024b). Digital media is one of the product marketing efforts so that consumers are more familiar with the products produced by MSMEs (Rahayu et al., 2023).

Today's world is experiencing a shift in marketing trends from conventional (offline) to digital (online) (Purwana et al., 2017). Digital marketing is the use of the internet and related digital technologies through communication to achieve the intended marketing

(Chaffey & Ellis-Chadwick, 2016). Digital marketing includes several aspects: digitalization of marketing, online marketing, internet marketing, e-commerce, e-marketing, e-business, and e-purchasing (e-procurement) (Awa et al., 2024a).

The application of digital marketing consists of several dimensions, namely: website, search engine optimization (SEO), pay-per-click (PPC), affiliate marketing and strategic partnership, online PR, social network, email marketing, and customer relationship management (Ryan & Jones, 2009). Email marketing is increasingly adopted by companies that want their business to be known worldwide (Utami et al., 2024). Regarding the importance of digital marketing in achieving business sustainability, Rahayu et al. (2021) stated that digital marketing, product innovation, and self-efficacy are critical in business sustainability.

In addition to efforts through digital marketing, MSMEs must increase entrepreneurial passion and self-efficacy to face increasingly competitive business levels. Dhewanto et al. (2014) stated that competitive companies aim to create customer value and innovation. Business success, business continuity/sustainability, and business development/progress can be achieved through creativity and innovation (Awa & Palahudin, 2023), which include entrepreneurial passion and increasing self-efficacy.

The phenomenon of passion is often associated with entrepreneurship; passion is considered the main prerequisite for success in entrepreneurship because many successful entrepreneurs believe that success occurs because of passion (Stroe et al., 2019). Indicators of the concept of entrepreneurial passion include entrepreneurial passion (Baum & Locke, 2004; Vallerand et al., 2007; Cardon et al., 2013), obsessive passion (Vallerand et al., 2007; Birkeland et al., 2018), and harmonious passion (Vallerand et al., 2007; Birkeland et al., 2018).

The influence of entrepreneurial passion on business sustainability has been proven by many sustainable businesses created with passion. Previous research (Shrivastava, 2019) states that entrepreneurial passion is one of the most important determinants of managerial performance because people can be more focused and motivated with passion. The results of the study by Anjum et al. (2021) show a strong positive relationship between entrepreneurial passion and entrepreneurial intentions and their impact on business sustainability.

Self-efficacy is a person's belief in their ability to master a situation well. In addition, it is able to create positive and valuable things (King, 2010). Indicators of self-efficacy consist of the level of difficulty of the problem (magnitude), level of belief or hope (strength), and area of behavior (general) (Bandura, 1986; Ghufon & Risnawita, 2010).

The results of the research that has been conducted, such as a high level of self-efficacy, will survive in business in the long term (Jegadeeswari & Velmurugan, 2016). Self-efficacy and company growth (Eniola, 2020), entrepreneurial passion and self-efficacy (Ahmad & Arshad, 2021), and the relationship between entrepreneurial passion and growth success (Hu et al., 2022).

The problem of MSMEs is that there are still many MSMEs that are not yet able to carry out digital marketing (Mulyadi et al., 2024), and are still constrained by skilled and qualified workers in the production process (Apriliani & Widiyanto, 2018). Strong entrepreneurial behavior, a positive mental attitude towards entrepreneurship, and good entrepreneurial skills are required (Palahudin et al., 2024a), as well as improved business performance (Palahudin et al., 2024b).

Regarding MSMEs as cooperative members, based on data from the Bogor Regency Industry and Trade Service in 2020, cooperatives consist of producer, marketing, and consumer cooperatives. In the marketing cooperative, there are two cooperatives whose members are MSMEs, namely the “Koperasi UMKM Cisarua” and “Koperasi Forum UMKM Cijeruk”, Bogor Regency (Disperindag Kabupaten Bogor, 2020).

The selection of MSMEs research as a cooperative member has its uniqueness compared to other MSMEs that are not cooperative members. The problems found in MSMEs as cooperative members in Cisarua and Cijeruk districts, Bogor Regency, such as: (1) limited production according to customer orders; (2) there are still many MSMEs that have not implemented digital marketing; (3) there are many similar products on the market that are more varied and can compete with local products, so an increase in entrepreneurial passion is needed; and (4) there are many similar products on the market that are cheaper and have more variants, so an increase in self-efficacy is needed that can compete with other products, which is not only seen in terms of product price alone.

So, the marketing efforts of MSMEs' products have yet to fully implement digital marketing, where many are still conventional (offline). Entrepreneurial passion must be

increased to compete with similar products that are now emerging as "contemporary" or "Gen Z" products. Likewise, self-efficacy must be increased so that it is not limited to producing products for the local level but can be increased to national and regional production.

Based on the description above, this study analyzes digital marketing, entrepreneurial passion, and self-efficacy, as well as their influence on business sustainability. Research on the influence of digital marketing, entrepreneurial passion, and self-efficacy on business sustainability in MSMEs as cooperative members, comprehensively involving these variables, has never been done before.

RESEARCH METHOD

The research method used is a descriptive and verification method with a quantitative approach. Descriptive research through population and sample data. The verification method tests the truth of something in an existing field and is used to test hypotheses using statistical calculations (Hasan, 2018). In this study, the research objects involved were active MSMEs actors as members of cooperatives in Cisarua and Cijeruk districts, Bogor Regency.

Population and sample: The sampling technique is a non-probability sampling technique, namely, each member of the population is given a different opportunity to be a sample. This method, all members of the population as samples, is called saturated sampling (Sujarweni, 2019). This study used saturated sampling (census), namely all active MSMEs actors as cooperative members in the Cisarua and Cijeruk districts, Bogor Regency, as many as 62.

Research variables: The operational definition variables in this study consist of 2 variables, namely: (1) endogenous variables, which are variables that are not visible and are dependent variables whose theory is determined by factors in the model; (2) exogenous variables, which are variables that are not visible and are independent in the model (Hair Jr. et al., 2019). In this study, the dependent variable is Business Sustainability (Y), and the independent variables are Digital Marketing (X1), Entrepreneurial Passion (X2), and Self-Efficacy (X3).

Data collection technique: The data collection techniques used in this study were interviews, literature studies, observations, and questionnaires. The questionnaire is a list of

questions and statements related to the variable indicators to be studied and must be answered by respondents (Sugiyono, 2021).

This study used a questionnaire distributed to UMKM actors as cooperative members in Cisarua and Cijeruk districts, as many as 62. The weight of the questionnaire value used a Likert scale, namely using five alternative answers: very high (5), high (4), relatively high (3), less high (2), and not high (1). In filling out the questionnaire, respondents choose the option that is by the weight criteria.

Data analysis technique: Data analysis techniques are methods used to process and analyze data obtained in research to prove the proposed hypothesis. Methods or models of analysis techniques are used to test the relationship or opportunities between independent and dependent variables (Muhyiddin et al., 2018).

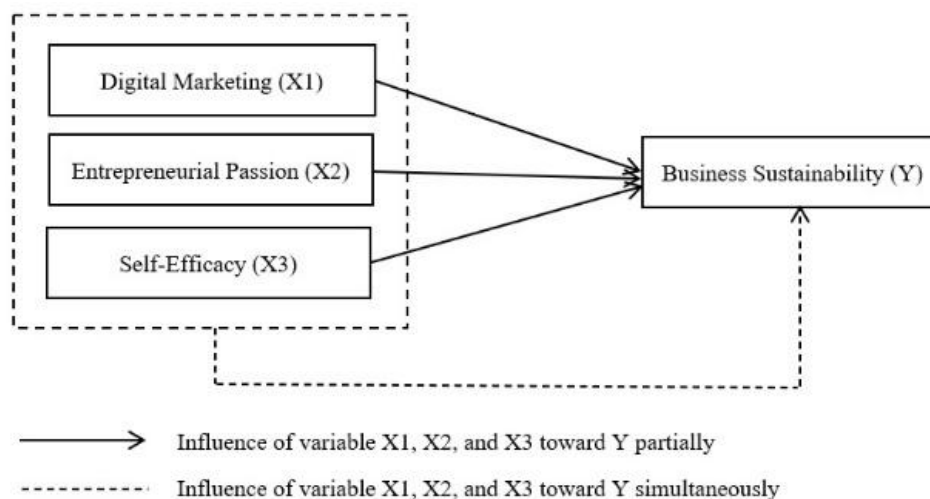
Data analysis using multiple linear regression. Multiple regression is one solution if the independent variable (predictor variable) is more than one (Ghozali, 2018). As if using bivariate regression (Retherford & Choe, 1993). Data analysis using multiple linear regression and data processing using the SPSS 19 program. The data from the questionnaire input were analyzed and summarized by reporting the results of the level of influence of each variable, namely the results of testing the hypothesis.

Data analysis is done by testing the authenticity/accuracy (test of validity) and the reliability test. To determine whether or not the measuring instrument or instrument is valid, the correlation calculation results with the critical price table and the r product moment should be consulted at a 95% confidence level or a 5% significance level. Suppose the correlation coefficient calculation (r count) results are more significant than the value in the r table. The instrument is declared valid (Arikunto, 2014).

Reliability is a measuring instrument that shows the consistency of measurement results if the same person uses the measuring instrument at different times or by different people at the same time or at different times (Sanusi, 2014). In this study, the Cronbach's Alpha formula is used to test reliability. The criteria for a reliable research instrument with this technique are the reliability of the instrument, r count > 0.7 .

Framework of thought: The following is the framework of thought used in this research:

Figure 1.
Framework of Thought



The influence of digital marketing on business sustainability: Digital marketing is essential in the business world, such as the use of social media, search engines, email, and so on. MSMEs that implement digital marketing in their business operations can compete and achieve business sustainability. If the implementation of digital marketing is high, it will increase business sustainability. This study is reinforced by previous research conducted by Lamidi & Rahadhini (2021), which stated that digital marketing affects the sustainability of culinary MSMEs in Surakarta. Purba et al. (2021) stated that digital marketing significantly affects business sustainability.

H₁: Digital marketing has a significant impact on business sustainability.

The influence of entrepreneurial passion on business sustainability: Entrepreneurial passion is essential in creating a start-up and can influence the results because it can foster creativity and the introduction of new information (Chebo & Kute, 2018; Biraglia & Kadile, 2016). This study is supported by previous research conducted by Nawir & Christiani (2019), which stated that entrepreneurial passion significantly affects business sustainability.

H₂: Entrepreneurial passion has a significant influence on business sustainability.

The influence of self-efficacy on business sustainability: Self-efficacy is one element of psychological capital, established as an important cognitive antecedent of entrepreneurial intentions (Liñán & Chen, 2009; Hsu et al., 2019; Renko et al., 2020). This study is supported by previous research conducted by Najib (2023), which stated that workforce and self-efficacy variables significantly influence business sustainability.

H₃: Self-efficacy has a significant influence on business sustainability.

RESULTS AND DISCUSSION

Validity Test

Validity testing is a testing method used to determine whether there are questionnaire questions that should be discarded or replaced because they are considered irrelevant. The testing is done statistically with the help of the Statistical Product and Service Solutions (SPSS) program. In processing this data, the SPSS 19 program was used.

From the results of the Digital Marketing validity test, the total value of Pearson Correlation and Sig. (2-tailed) was obtained. The total R Calculation value was compared with the R Table in the Pearson Correlation data. In the R Product Moment Table at Sig. 0.05 (Two Tail) with N = 62, the R Table value was obtained = 0.246. Based on the Pearson Correlation data, the variance of the total value of X1.1 to X1.25 = 0.385, 0.412, 0.426, 0.446, 0.577, 0.764, and 0.792. All questions (X1.1 to X1.25) have an R Calculation value > R Table. This means that all Digital Marketing variable data is declared valid. Likewise, based on the Sig. (2-tailed), total value variance X1.1 to X1.25 = 0.000; 0.001; and 0.002. All questions (X1.1 to X1.25) have a significance value < 0.05. This means that all Digital Marketing variable data is declared valid.

From the results of the Entrepreneurial Passion validity test, the total value was obtained on Pearson Correlation and Sig. (2-tailed). In the Pearson Correlation data, the total R Calculation value was compared with the R Table. In the R Product Moment Table at Sig. 0.05 (Two Tail) with N = 62, the R Table value was obtained = 0.246. Based on the Pearson Correlation data, the variance of the total value of X2.1 to X2.10 = 0.930 and 0.937. All questions (X2.1 to X2.10) have an R Calculation value > R Table. This means that all data on the Entrepreneurial Passion variable are declared valid. Likewise, based on the Sig. (2-tailed) data, the variance of the total value of X2.1 to X2.10 = 0.000 and 0.003. All questions (X2.1 to X2.10) have a significance value of < 0.05. This means that all data on the Entrepreneurial Passion variable are declared valid.

From the results of the Self-Efficacy validity test, the total value of Pearson Correlation and Sig. (2-tailed) was obtained. The total R Calculation value was compared with the R Table in the Pearson Correlation data. In the R Product Moment Table at Sig. 0.05

(Two Tail) with $N = 62$, the R Table value was obtained = 0.246. Based on the Pearson Correlation data, the variance of the total value of X3.1 to X3.8 = 0.301, 0.318, 0.358, and 0.396. All questions (X3.1 to X3.8) have an R Calculation value $>$ R Table. This means that all Self-Efficacy variable data are declared valid. Likewise, based on Sig. (2-tailed) data, the variance of total X3.1 to X3.8 values = 0.001; 0.004; 0.012; and 0.017. All questions (X3.1 to X3.8) have a significance value $<$ 0.05. This means that all Self-Efficacy variable data are declared valid.

From the results of the Business Sustainability validity test, the total value of Pearson Correlation and Sig. (2-tailed) were obtained. The total R Calculation value was compared with the R Table in the Pearson Correlation data. In the R Product Moment Table at Sig. 0.05 (Two Tail) with $N = 62$, the R Table value was obtained = 0.246. Based on the Pearson Correlation data, the variance of the total Y1 to Y15 values = 0.585; 0.587; 0.598; 0.659; 0.692, 0.773, and 0.842. All questions (Y1 to Y15) have an R Calculation value $>$ R Table. This means that all Business Sustainability variable data are declared valid. Likewise, based on the Sig. (2-tailed) data, the variance of the total Y1 to Y15 values = 0.000. All questions (Y1 to Y15) have a significance value $<$ 0.05. This means that all Business Sustainability variable data are declared valid.

Reliability Test

In reliability testing, the method is used to determine whether a questionnaire instrument can be used more than once; at least the same respondents will produce consistent data. The technique used is the calculation using the SPSS 19 program. From Cronbach's Alpha if Item Deleted reliability test results, the variance of the values X1.1 to X1.25 = 0.701; 0.728; 0.745; 0.746; 0.747; 0.755; and 0.759 were obtained. The variance of the values X2.1 to X2.10 = 0.947; 0.948; 0.976; and 0.979. The variance of the values X3.1 to X3.8 = 0.753, 0.754, and 0.755. The variance of the values Y1 to Y15 = 0.930; 0.933; 0.937; 0.938; 0.939; and 0.940.

The value of Cronbach's Alpha can be compared with the provision that the minimum Cronbach's Alpha value, so that data is declared reliable, is 0.7. Based on Cronbach's Alpha data, all 58 questions (X1.1 to Y15) have a value $>$ 0.7. This means that all data on the variables Digital Marketing, Entrepreneurial Passion, Self-Efficacy, and Business Sustainability are declared reliable.

This study aims to analyze the influence of Digital Marketing (X1), Entrepreneurial Passion (X2), and Self-Efficacy (X3) on Business Sustainability (Y). Data analysis using multiple linear regression, which determines the influence of independent variables (X) and dependent variables (Y), where variable X is Digital Marketing, Entrepreneurial Passion, and Self-Efficacy, and variable Y is Business Sustainability. Analysis will be done by tabulating respondents' answers to the questionnaire that has been run. Therefore, calculations are carried out using the SPSS 19 program, as presented in the following table:

Table 1.
Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	14.578	3.914	
Digital Marketing	.668	.114	.459
Entrepreneurial Passion	-.186	.077	-.341
Self-Efficacy	.761	.129	.842

Source: SPSS 19 (2024)

Based on the data processing results in Table 1 above, the equation model $Y = 14.578 + 0.668X_1 - 0.186X_2 + 0.761X_3$ is obtained. It means that there is an influence between the variables Digital Marketing (X1), Entrepreneurial Passion (X2), and Self-Efficacy (X3) on the Business Sustainability (Y) variable in MSMEs as members of cooperatives in Bogor Regency.

From the regression equation above, it can be interpreted as follows: The Business Sustainability (Y) coefficient is 14.578, meaning that if Digital Marketing (X1), Entrepreneurial Passion (X2), and Self-Efficacy (X3) = 0 or *ceteris paribus*, then Business Sustainability (Y) will be worth 14.578. The Digital Marketing (X1) coefficient is 0.668, meaning that if Digital Marketing increases by one unit, then Business Sustainability (Y) will increase by 0.668, or Business Sustainability will be more optimal.

The coefficient of Entrepreneurial Passion (X2) is -0.186, meaning that if Entrepreneurial Passion increases by one unit, then Business Sustainability (Y) can decrease, or vice versa. The coefficient of Self-Efficacy (X3) is 0.761, meaning that if Self-Efficacy increases by one unit, then Business Sustainability (Y) will increase by 0.761, or Business Sustainability will be more optimal.

For the correlation coefficient (R) and determination coefficient (R²), the correlation coefficient (R) is used to determine the magnitude of the influence between the independent variable and the dependent variable. The greater the R value, the more appropriate the regression model is to use, because the total variation can explain the dependent variable. The determination coefficient (R²) is used to predict how much the influence of the Digital Marketing (X1), Entrepreneurial Passion (X2), and Self-Efficacy (X3) variables have on Business Sustainability (Y), provided that the F test results in the regression analysis are significant.

The results of the determination coefficient and correlation can be seen as presented in the following table:

Table 2.
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825a	.680	.664	2.925

Source: SPSS 19 (2024)

In the R column, there is a number 0.825. The R-value is a symbol of the correlation coefficient value. This value is the correlation coefficient number or the strength of the relationship between the dependent and independent variables. The value of 0.825 is included in the powerful category. This means that the variables Digital Marketing, Entrepreneurial Passion, and Self-Efficacy together have a very strong relationship strength towards Business Sustainability.

Column R Square (coefficient of determination), which is the percentage contribution of the influence of the independent variable to the dependent variable, the unit is in a percentage. The coefficient of determination (R Square) = $R^2 \times 100 = 0.825 \times 100 = 0.680 \times 100 = 68.0\%$. This means that the percentage contribution of the influence of Digital Marketing, Entrepreneurial Passion, and Self-Efficacy to Business Sustainability together is 68.0%, while the remaining 32.0% is influenced by other variables not discussed in this study. The coefficient of determination (R Square) > 50%, so this value can be said to be good, because it means that the variables in the study are important variables that have a large influence. The Adjusted R Square value is used as a substitute for the R Square value if the independent variables are more than 2. This study uses 3 independent variables, with an adjusted R Square value of 0.680.

Model Accuracy Test (F Test)

The F test shows whether all independent or free variables entered in the model simultaneously influence the dependent variable, as seen from the level of significance <0.05 .

To find out the value of F using SPSS 19 as follow:

Table 3.
Estimated F Values

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1056.610	3	352.203	41.171	.000 ^a
	Residual	496.165	58	8.555		
	Total	1552.774	61			

Source: SPSS 19 (2024)

The feasibility test is carried out with the F Test as a simultaneous test to identify the regression model. Feasible is a model estimated to be feasible to explain the influence of independent variables on dependent variables. The criteria or basis for making decisions for the F Test using the significance level value, the provisions are as follows:

If the significance value of $F < 0.05$, then H_0 is rejected and H_1 is accepted. This means that all independent variables together have a significant effect on the dependent variable. If the significant value of $F > 0.05$, then H_0 is accepted, and H_1 is rejected. This means that all independent variables together do not have a significant effect on the dependent variable.

The results of the F Test can be seen in Table 3 above. The F probability value is seen in the last column (Sig.). The Sig. value is 0.000. $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. This means that all independent variables together (simultaneously) have a significant influence on the dependent variable, namely, the variables Digital Marketing, Entrepreneurial Passion, and Self-Efficacy together have a significant influence on the Business Sustainability variable. It can be concluded that the estimated linear regression model is feasible to be used to explain the influence of Digital Marketing, Entrepreneurial Passion, and Self-Efficacy on Business Sustainability.

t Test (Partial Test)

This test is done partially to determine whether the hypothesis is accepted or rejected. Hypothesis testing determines whether the variables Digital Marketing, Entrepreneurial Passion, and Self-Efficacy tested affect Business Sustainability. If the significance is < 0.05 , H_0 is rejected, and H_a is accepted.

Table 4.
Estimated t-Values

	Model	t	Sig.
1	(Constant)	3.725	.000
	Digital Marketing	5.833	.000
	Entrepreneurial Passion	-2.406	.019
	Self-Efficacy	5.897	.000

Source: SPSS 19 (2024)

The basis for the decision in the t-test using the significance value is as follows: If the significance > 0.05 , then H_0 is accepted, meaning that variable X does not have a significant effect on variable Y. If the significance < 0.05 , then H_0 is rejected, meaning that variable X has a significant effect on variable Y.

In Table 4, the significant value for the Digital Marketing variable is 0.000, the Entrepreneurial Passion variable is 0.019, and the Self-Efficacy variable is 0.000. All three variables have a significance value < 0.05 . This means that H_0 is rejected or H_a is accepted. Conclusion: Digital Marketing, Entrepreneurial Passion, and Self-Efficacy each have a significant influence on Business Sustainability.

The Influence of Digital Marketing on Business Sustainability

Digital marketing is an effort to achieve marketing goals through the application of digital technology and media (Piñeiro-Otero & Martínez-Rolán, 2016). Through the application of digital marketing, there is an increase in brand awareness, increased sales, introducing product innovations, expanding market access, and strengthening brand identity which is expected to be able to survive and develop in the long term through the application of digital marketing technology and strategies (Awa et al., 2024d). Digital marketing can influence the success of a business in MSMEs (Awa et al., 2024c). The role, impact, effect, or influence of digital marketing, including: business success; business development/improvement; and increased income (Damanik et al., 2024). Including sharia principles, including: expanding targets/market share, increasing income/sales, business sustainability and success, and developing MSMEs through cooperatives (Awa et al., 2024e).

Based on the results of the analysis that has been carried out show a significant influence of digital marketing on business sustainability in MSMEs as members of cooperatives in Bogor Regency. The description of digital marketing as having a significant

influence on business sustainability is in line with the results of research conducted by Rahayu et al. (2021), which states that digital marketing has a vital role in the sustainability of the Rengginang industrial center. Kaban et al. (2024) stated that digital marketing influences the sustainability of MSMEs.

Digital marketing has a positive influence on business sustainability, both directly and indirectly (Dewi, 2023), having a more significant influence on the sustainability of MSME businesses fostered by the Bandung City Chamber of Commerce and Industry compared to collaboration and social media (Dora et al., 2024). Digital marketing has a positive effect on the sustainability of MSME activities (Novita & Malik, 2021), has a higher positive effect than business capabilities on business sustainability (Hardiansyah et al., 2023), and has a significant effect on business sustainability (Purba et al., 2021).

The Influence of Entrepreneurial Passion on Business Sustainability

Entrepreneurial passion refers to: strong positive feelings, involvement in meaningful entrepreneurial activities, entrepreneurial self-identity (Cardon et al., 2009), motivation in identifying new opportunities, and establishing new ventures with innovative solutions (Cardon et al., 2017). Entrepreneurial passion is an attitude that includes various kinds of activities and thought processes, a holistic sense of individual existence (not centered on one particular task or market) (Ratten & Miragaia, 2020).

The results of the analysis show that entrepreneurial passion significantly influences business sustainability in MSMEs as members of cooperatives in Bogor Regency. This finding is in line with research conducted by Putri (2022), which states that entrepreneurial passion has a positive and significant effect on business sustainability in MSMEs.

Merieska & Meiyanto (2017) stated that the dynamics of entrepreneurial passion contribute significantly to three entrepreneurial activities: creativity and product development, business establishment, and business sustainability. Nawir & Christiani (2019) stated that entrepreneurial passion significantly affects business sustainability.

The Influence of Self-Efficacy on Business Sustainability

Efficacy is an attribution of one's competence and personal control in a particular situation (Krueger Jr. & Brazeal, 1994). Self-efficacy is an individual's belief in his or her ability to start a business successfully (McGee et al., 2009), and requires success in completing tasks related to starting and building a new business activity (Hsu et al., 2017).

The results of the research data analysis show that there is a significant influence of self-efficacy and business sustainability in MSME cooperative members in Bogor Regency. This finding is in line with research conducted by Rahayu et al. (2021), which states that self-efficacy has a very important role in the sustainability of the Rengginang Industrial Center business. Ibanga & Okidi (2023) stated that self-efficacy is positively and significantly related to company growth and partially mediates the relationship between entrepreneurial passion and company growth. Najib (2023) stated that workforce and self-efficacy variables significantly influence business sustainability.

CONCLUSION

Based on the results and discussions presented, the multiple linear regression analysis results show a significant influence of digital marketing, entrepreneurial passion, and self-efficacy on business sustainability in MSMEs as members of cooperatives in Bogor Regency. Based on the results of the partial test analysis, digital marketing has a significant effect on business sustainability. Entrepreneurial passion has a significant effect on business sustainability. Self-efficacy has a significant effect on business sustainability. Through simultaneous testing, digital marketing, entrepreneurial passion, and self-efficacy significantly affect business sustainability in MSMEs as members of cooperatives in Bogor Regency.

The correlation coefficient analysis shows a robust relationship between digital marketing, entrepreneurial passion, and self-efficacy with business sustainability. The coefficient of determination value shows whether or not business sustainability in MSMEs as cooperative members in Bogor Regency is determined by changes in digital marketing, entrepreneurial passion, and self-efficacy. At the same time, the rest is influenced by other factors not discussed in this study.

This research can be used as a reference for researchers, stakeholders, and business actors, and it is hoped that other research can be conducted in various sectors. The researcher would like to express his deepest gratitude to the Chancellor (Chairman of the Foundation's Board of Trustees), Rector, and LPPM of Universitas Djuanda, Bogor, who have provided internal grant funds from Universitas Djuanda, Bogor, so that this research can be carried out properly.

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