



# Bisnis Indonesia: Journal of Economics, Management and Entrepreneurship

Journal Homepage:  
<https://journal.haqipub.com/index.php/bi>



## ANALYSIS OF THE IMPACT OF BUSINESS CONTINUITY WITH SOCIAL CAPITAL AS MODERATION ANALISIS DAMPAK KEBERLANJUTAN BISNIS DENGAN MODAL SOSIAL SEBAGAI PEMODERASI

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### **ABSTRAK**

*Meskipun wilayah operasinya terbatas, usaha mikro sangat penting agar perekonomian suatu negara dapat berfungsi dengan baik karena dapat menyerap tenaga kerja dan memiliki banyak ruang untuk pertumbuhan. Sekalipun memiliki cakupan mikro, UMKM mampu meningkatkan prospek kerja dan mampu menghasilkan pendapatan, terutama bagi masyarakat miskin, berkat kemampuannya tumbuh dan berkembang dalam skala kecil di seluruh wilayah. Jumlah pelaku usaha mikro di bidang jasa menjahit di desa pasar Sukadana Kabupaten Lampung Timur sebanyak 28 orang, sama dengan jumlah usaha mikro penjahit di sana. Survei dan pengamatan sederhana yang dilakukan oleh para peneliti mengungkapkan banyak tantangan. dihadapi oleh penjahit, antara lain banyaknya persaingan yang ketat dan tuntutan untuk selalu mengikuti gaya dan tren terkini.*

*Oleh karena itu, penulis prihatin dengan pertanyaan apakah ada hambatan sosial atau kreatif untuk keberhasilan operasi penjahit di Pasar Sukadana, Provinsi Lampung. Dengan tujuan untuk memahami dan menganalisis aspek sosial dan kreatif keberlanjutan usaha penjahit di Kecamatan Pasar Sukadana Provinsi Lampung.*

**Kata kunci : Keberlanjutan Bisnis, Modal Sosial, bisnis UMKM**

### **ABSTRACT**

*Even if their area of operation is limited, microbusinesses are crucial for a nation's economy to function properly since they can absorb labor and have a lot of room for growth. Even if they have a micro coverage, MSMEs are able to increase job prospects and are able to generate revenue, especially for the impoverished, thanks to their ability to grow and flourish on a tiny scale in all regions. There are a total of 28 microbusiness owners in the sewing services sector in the Sukadana market village, East Lampung Regency, similar to the number of tailoring microbusinesses there. Simple surveys and observations made by the researchers revealed numerous challenges. encountered by tailors, including the amount of fierce competition and the requirement to stay current with the newest styles and trends.*

*Due to this, the author is concerned about the question of whether there are any social or creative barriers to the success of the penjahit operation in Pasar Sukadana, Lampung Province. With the goal of understanding and analyzing the social and creative aspects of the keberlangsungan usaha penjahit in the Pasar Sukadana district of Lampung Province.*

**Keywords:** *Business Continuity, Social Capital, MSME business*

## **1. INTRODUCTION**

Even though the size at which they operate is relatively modest, micro firms play a significant role in the economy of a nation since they can absorb labor and have a lot of room for growth. Despite having a micro coverage, MSMEs are able to increase employment opportunities and generate income, especially for the underprivileged, thanks to their ability to expand and develop on a small scale in almost all regions.

Along with general economic expansion, SMEs face a number of challenges (Small and Medium Enterprises). such is a shortage of corporate capital, competition for manufacturing a high-quality product, and limited marketing opportunities. As a result, finding a solution to the issue and possibilities to establish high-caliber SMEs are necessary (Small and Medium Enterprises). Indonesia has the space to establish a company with rapid expansion. Finding out what is popular in Indonesia as a hobby or trend is the first step in setting and achieving the proper company objectives.

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Business continuity is impacted by numerous things. The social capital is one of the variables. The presence of a network of human cooperation is referred to as social capital. The network facilitates engagement and communication that boosts collaboration and builds trust. One of the enabling variables for an MSME's sustainability is social capital. A relational asset associated with cross-sectoral interpersonal connections is social capital. This is incredibly beneficial for each person's personal growth inside the organization's social group. For business owners, this social capital will be advantageous.

Creativity is the next element that has an impact on business continuity. The capacity to come up with novel ideas in a distinctive and original way is referred to as creativity. Therefore, if one continues to learn and perceive things with unusual perception, creativity can be produced. This creative element generates fresh concepts for advancing an existing firm or business. An entrepreneur's ability to adapt to diverse circumstances and the environment at the time allows for inventiveness.

A pre-survey of 10 tailors in the village of Pasar Sukadana by the researchers revealed a number of barriers to company continuity. The table below serves as a pre-survey for 10 tailors in the village of Pasar Sukadana.

Limiting Factor	Difficulty		
	Difficult	not difficult	Less challenging
Mengetahui model terbaru	6	1	3
Berkreasi sesuai dengan tren terbaru	7	-	3
Menemukan relasi bahan berkualitas dengan harga terjangkau	5	3	2
<i>Up to date</i> dalam memasarkan model terbaru	8	1	1
Memasarkan via media <i>online</i>	7	1	2
Total	33	6	11
Persentase (%)	66%	12%	22%

**Table 1. lists the restrictions and challenges for business continuity**

Pre-survey findings for November 2021 are the source.

It is clear from the summary above that the aim of this study was to investigate the impact of social capital on business continuity. In addition to examining how advertising affects business continuity, this study will look at how social capital and creativity also have an impact.

### Business Continuity

Business continuity, in the opinion of Rosyad and Wiguna (2017), is a type of consistency from the circumstances of a business, where this consistency is a process of ongoing good business including growth, development, strategies to maintain business continuity, and business development, where all of this results in business continuity and existence. Business continuity, as defined by Sari (2018), is a crucial idea when making judgments on how to prepare yearly reports about the continuity of operations of conventional accounting companies. Business continuity is an effort to make sure that whatever is needed may be done without sacrificing the potential of future generations, according to Jardine (2014) in his article titled Business sustainability: It is about time, and sustainability strives to provide equity across generations.

**Enterprise Creativity** According to Mc. Pherson in Hubeis (2012), creativity is the connecting and rearranging of knowledge in the human mind, enabling it to think more freely and produce novel ideas or thoughts that surprise others in order to produce things that are valuable. Another meaning of creativity is the combining of expertise from several fields to generate more insightful ideas. According to Suryana (2011), being creative is "thinking up something fresh. The capacity to generate fresh concepts and identify novel solutions to issues when presented with possibilities is referred to as creativity..

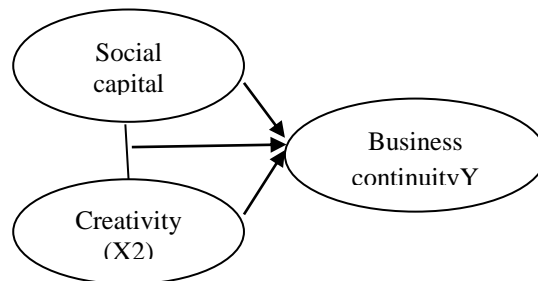
**Capital social** Social capital, according to Syahyuti (2018), is a society where there are connections between many types of behavior and beliefs that govern interpersonal interactions and support economic and social growth. Everyone in society is held together by social capital, according to Syahyuti (2018). Syahyuti (2018) defines social capital as a society where there are links between many types of behavior and attitudes that control interpersonal relationships and foster economic and social development. According to Syahyuti, social capital keeps society as a whole together (2018).

According to Mc. Pherson in Hubeis (2012), creativity is the connecting and rearranging of knowledge in the human mind, enabling it to think more freely and produce novel ideas or thoughts that surprise others in order to produce things that are valuable. Previous studies that looked at the impact of social capital found that it significantly increased trader solidarity (Ambarwati, 2018). Additionally, Rismaningtyas and Slamet's (2018) research indicated that solidarity can improve business continuity. Additionally, Subambang and Darmawan (2016)

discovered that talent, creativity, and innovation have an impact on the viability of small and medium-sized businesses.

The following hypotheses and research modes can be suggested based on a description of prior research.

- H1: Social capital has an impact on the viability of the sewing industry in the East Lampung Regency village of Pasar Sukadana.
- H2: The viability of the sewing industry in Pasar Sukadana Village, East Lampung Regency, is influenced by innovation.
- H3: Social capital and creativity have an impact on the viability of the sewing industry in Pasar Sukadana Village, East Lampung Regency.



Rhodes dalam Sugihartono, dkk (2017:23)

## 2. RESEARCH METHODOLOGY

**Research of this kind is quantitative.** With the aid of analysis, quantitative research offers an explanation. Sugiyono (2013) asserts that the idea of a research technique is a scientific approach to gathering data with clear objectives and applications. Data, data sources, and tools for data analysis. The data utilized in this study were gathered using the multiple linear regression data analysis technique. Multiple linear regression analysis, according to Sugiyono (2013), aims to forecast how the condition (rise and fall) of the dependent variable would change if two or more independent variables are changed (the value is increased or decreased).

**Sample size, population, and sampling methodology.** Objects or people with certain features and attributes chosen by researchers to be researched and from which inferences are then drawn constitute the population, which is a generalized area. Sugiyono (2013). (2013). The total number of tailor service firms served as the basis for choosing the study's population. The sample is then, as defined by Arikunto (2012), a portion or representative of the population being investigated. In this study, samples of the entire population, or a subset of all employees, were chosen at random. Researchers employed saturated sampling in this investigation. Sugiyono (2013: 45) defines saturated sampling as a sampling method in which the entire population is sampled.

## 3. RESULTS AND DISCUSSION

The researcher proceeded the study of validity and reliability tests using the SPSS 16.0 program, and the following results were obtained based on the results of the acquisition of the distribution of the questionnaire trials described above:

Table 3 shows the findings of the Social Capital Item trial questionnaire's distribution

NO RESP	item 1	item 2	item 3	item 4	item 5	item 6	item 7	item 8	item 9	item 10	skor total
1	2	3	3	2	3	4	3	3	4	2	29
2	1	3	5	4	5	3	3	5	3	4	36
3	4	4	4	2	4	2	4	4	4	3	35
4	2	3	2	4	3	3	3	3	4	3	30
5	2	4	5	3	4	3	4	4	3	4	36
6	3	3	3	4	3	2	4	5	3	2	32
7	2	2	2	1	2	5	3	2	2	2	23
8	4	4	4	3	5	4	4	4	3	4	39
9	2	5	4	3	3	3	5	3	2	4	34
10	4	3	3	4	3	4	3	3	5	3	35

Results of survey distribution as a source (data has been processed)

Table. 4: Analysis Results Verify the accuracy of the social capital components.

No Item	r count	R critical	Information
1	0.551	0.3	Valid
2	0.937	0.3	Valid
3	0.751	0.3	Valid
4	0.411	0.3	Valid
5	0.937	0.3	Valid
6	0.419	0.3	Valid
7	0.618	0.3	Valid
8	0.937	0.3	Valid
9	0.401	0.3	Valid
10	0.599	0.3	Valid

The table above shows that all of the social capital items are considered to be legitimate.

Table 5 shows the findings from an analysis of social capital factors' reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.752	10

Based on the analysis's findings, it is understood that the social capital variable item's Cronboach alpha scores ( $0.752 > 0.6$ ) show that it is dependable.

Table 6 shows the distribution of the questionnaire's creativity item test findings.

NO RESP	item 1	item 2	item 3	item 4	item 5	item 6	item 7	item 8	item 9	item 10	skor total
1	5	3	5	4	3	5	3	4	2	3	36
2	3	3	3	3	3	1	3	3	4	1	27
3	2	4	4	4	4	4	4	2	2	4	34
4	3	3	3	4	3	2	3	4	4	3	32
5	3	4	5	5	4	2	5	3	3	2	36
6	2	4	3	3	3	3	3	3	2	2	28
7	5	3	5	2	2	5	2	2	1	2	28
8	4	4	4	3	4	4	4	4	3	3	37
9	3	3	3	2	3	2	3	4	3	4	30
10	4	3	3	3	3	4	3	3	4	2	32

The researcher proceeded the study of validity and reliability tests using the SPSS 16.0 program, and the following results were obtained based on the results of the acquisition of the distribution of the questionnaire trials described above:

Table. 7: Analysis's Findings Check the accuracy of the creativity pieces.

No Item	r count	R critical	Information
1	0.533	0.3	Valid
2	0.459	0.3	Valid
3	0.856	0.3	Valid
4	0.547	0.3	Valid
5	0.856	0.3	Valid
6	0.567	0.3	Valid
7	0.856	0.3	Valid
8	0.472	0.3	Valid
9	0.435	0.3	Valid
10	0.480	0.3	Valid

The table above demonstrates that all of the suggested creativity items are admissible.

Table. 8 Results of Reliability Test Analysis of Creativity Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.721	10

Based on the results of the analysis, it is known that the results of alpha cronboach (0.721  $\geq$  0.6) means that the variable item of Tax Sanctions can be said to be reliable.

The researcher proceeded the study of validity and reliability tests using the SPSS 16.0 program, and the following results were obtained based on the results of the acquisition of the distribution of the questionnaire trials described above:

Table. 10 Results of Analysis Test the validity of Business Continuity items

No Item	r count	R critical	Information
1	0.419	0.3	Valid
2	0.618	0.3	Valid
3	0.419	0.3	Valid
4	0.721	0.3	Valid
5	0.453	0.3	Valid
6	0.591	0.3	Valid
7	0.856	0.3	Valid
8	0.572	0.3	Valid
9	0.495	0.3	Valid
10	0.38	0.3	Valid

The chart above demonstrates that all suggested business continuity components are considered to be legitimate.

The social capital and creativity variables have sig values of 0.017 and 0.019, respectively, according to the coefficients table above, which implies it is less than 0.05, so:

Accepted for Ha1: "There is a relationship between social capital and the sustainability of the sewing industry in Pasar Sukadana, East Lampung Regency."

Ho1 was rejected because it said that "there is no effect of social capital on the sustainability of the sewing business in the village of Pasar Sukadana, East Lampung Regency."

This indicates that social capital has a limited or distinct substantial impact on the viability of the sewing industry in the village of Pasar Sukadana, East Lampung Regency.

Accepted for Ha2: "There is a relationship between creativity and the sustainability of the sewing industry in Pasar Sukadana Village, East Lampung Regency."

It was decided against Ho2: "There is no influence of creativity on the viability of the sewing industry in Pasar Sukadana Village, East Lampung Regency."

Based on the data above, a significance result of 0.003 is obtained, which is smaller than 0.05, which means:

Accepted for Ha3: "There is a relationship between social capital and creativity on the sustainability of the sewing industry in Pasar Sukadana, East Lampung Regency."

Rejected hypothesis number three: "There is no connection between social capital and creativity on the survival of the sewing business in Pasar Sukadana village, East Lampung Regency." This indicates that social capital and creativity have a substantial impact on the viability of the sewing industry in the village of Pasar Sukadana, East Lampung Regency.

#### 4. CONCLUSION

Based on the findings of the analysis and discussion of the impact of social capital and creativity on company continuity presented in the preceding chapters:

1. According to the coefficients table's calculations for the t test, the significant values for the variables X1 and X2 are 0.017 and 0.019, respectively.

1. Ha1 is acknowledged, indicating that social capital has an impact on the viability of the garment industry in Pasar Sukadana village, East Lampung Regency. " is recognized.

- 1) Ha2 is acknowledged, indicating that the sewing industry in Pasar Sukadana Village, East Lampung Regency, is influenced by innovation.

- 2) At the same time, the ANOVA table shows that the significance result is 0.003, which is less than 0.05, indicating that Ha3 accepts that social capital and creativity have a substantial impact on the sustainability of the sewing industry in Pasar Sukadana Village, East Lampung Regency.

The regression equation  $Y = 3.542 + 0.451 X1 + 0.381 X2$ , with a R count of 0.611, is based on the results of multiple regression analysis performed with the spss.16.0 program. This indicates that the relationship between social capital (X1), creativity (X2), and business continuity (Y) is sufficiently strong. Although the R square is 0.373, the R square can also be referred to as the coefficient of determination in this situation, meaning that the Y variable can be predicted using the regression model method, meaning that social capital and creativity affect business continuity 37.3% of the time, with other factors having the remaining influence. A small recommendation that business players involved in the provision of sewing services and products could build their social capital in order to connect with a

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