Determinants of Entrepreneurial Attractiveness of MSMEs Café and Coffee Stalls

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ABSTRACT
This study aims to explain and analyze the effect of facilities on attractiveness through purchase intention as a bridging gap. The population in this study were customers of MSMEs café and coffee shop entrepreneurs totaling 5,990 customer/consumer respondents of MSMES café and coffee shop entrepreneurs in Makassar city, including real café, losari beach café, akkarena beach café, zodiac café, boegiz café, warkop azzahra, warkop Dg sija, warkop dottoro, warkop kopitiam and warkop bundu. The sample used in this study was 215 respondents, using probability sampling techniques or by random sampling based on area (Cluster Random Sampling), one of the sampling methods used were the population does not consist of individuals, but consists of groups of individuals or clusters. The analytical technique used for hypothesis testing is structural equation modeling Structure Equation Modeling (SEM) Amos program. The results showed that facilities have a significant indirect effect on purchase intention. Facilities have a significant direct effect on attractiveness. Purchase interest has a significant direct effect on attractiveness. Some of the recommendations given are in terms of facilities by having to implement well the indicators that increase buying interest and attractiveness so that MSMEs café and coffee shop entrepreneurship can run sustainably. In terms of buying interest and attractiveness, it must be maintained and further improved in terms of indicators so that MSMEs café and coffee shop entrepreneurs in Makassar city can survive in the midst of the current global competition in the industry.

Keywords: *Facilities, Purchase Interest and Attractiveness*

I. INTRODUCTION

In modern times, in this era of business competition, all of which demand innovation, creativity and competitiveness in order to attract customers / consumers, it aims to achieve the attractiveness of a business. As explained by experts that visual appeal is an attraction produced primarily by visual stimuli. The type of "visual stimuli" and/or what makes someone attractive is usually seen, but not limited to, features depicted on the face (Ortony, 1988). Attractiveness also has a broad meaning such as having something that makes people customers/consumers to come, a breakthrough made by entrepreneurs in attracting new customers/consumers, as well as maintaining existing ones for the sustainability of an MSMEs entrepreneur. In supporting the attractiveness of MSMEs entrepreneurship, it requires an adequate facility for the smooth running of MSMEs entrepreneurship for the realization of facilities that make

Muhammad Rakib, et al, 2023, 8(6):1-17

MSMEs entrepreneurial visitors come back. As stated, that facilities are all things that can facilitate efforts and facilitate work in order to achieve a certain goal by (Atkin and Brown, 2009). The attractiveness of the business also cannot be separated from the buying interest of the customer/consumer community to what extent the achievement of entrepreneurial success is reflected in the buying interest of the customer/consumer community, this is said by experts to be "purchase intention means a subjective inclination consumers have towards a certain product, and has been proven to be a key factor to predict consumer behavior." According to Engel, Kollat, and Blackwell quoted from Fishbein and Ajsen (2011) Purchase Intention is "process used to evaluate consumer decision making". The following is the turnover (revenue) of sales of cafes and Warkop in Makassar City during 2022.

Chart 1. Sales Turnover Cafes and Warkop In Makassar City
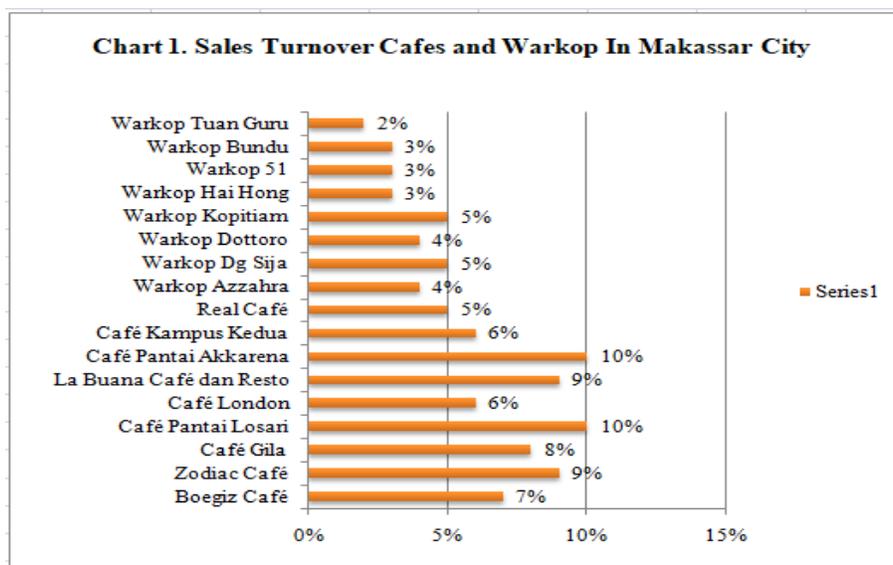
Source: *MSMES Cooperative and Trade Office, Makassar City, 2022*

From chart 1 above, it is illustrated that the highest sales turnover (income) of MSMEs café and warkop entrepreneurs in the city of Makassar is the akkarena beach café with a total monthly income of around Rp 23,400,321, - or 10%, then the losari beach café of Rp 21,910,000, - or 10%, zodiac café of Rp 14,380,900, - or 9%, la buana café and restaurant of Rp 19,740,300, - or 9% crazy café of Rp 17. 350,880, - or 8%, boegiz café of Rp 15,750,010, - or 7%, second campus café of Rp 12,800,010, - or 6%, Real café of Rp 12,900,330, - or 5%, warkop dg sija Rp 10,932. 000, - warkop kopitiam of Rp 11,380,900, - 5% each, warkop azzahra, warkop dottoro by 4%, each warkop hai hong, warkop 51, warkop bundu by 3% and warkop tuan guru by 2%.

There are several studies that link facilities to purchase intention where this study aims to determine the effect of cause related marketing on consumer purchase intention of Arua Phinisi with brand image as a moderating variable and the results of this study obtained the following results: (1) cause related marketing has a positive and significant effect on purchase intention, the better the cause related marketing carried out by Arua Phinisi, the higher the consumer's purchase intention; (4) brand image can moderate the effect of cause related marketing on Arua Phinisi's consumer purchase intention, a strong brand image will strengthen the effect of cause related marketing on consumer purchase intention by (Tapaningtyas, et al, 2021). Furthermore, facilities on entrepreneurial attraction where this study aims to reflect on the impact of business incubator facilities on the creation of an entrepreneurial ecosystem with a focus on the main business incubator in Jordan; King Hussein Business Park; as they expand new land in a very important expansion plan through five phases with full occupancy and the results reveal a good influence for facilities on the creation of a supportive entrepreneurial climate. Infrastructure, government legal benefits, and services were found to be significant in the creation of an attractive business climate for entrepreneurs by (Al Shamaileh, et al, 2020). Then purchase intention on entrepreneurial attractiveness where this study is to investigate the entrepreneurial insights of purchase intention and co-evolving behavior of organic food consumption in Thailand during the COVID-19 pandemic. This study is unique because it considers the

management of changes in people's lifestyles and eating habits caused by increased global health awareness caused by the pandemic and the results show that corporate image and corporate social responsibility have a strong influence on consumer trust. Corporate image and corporate social responsibility also have a positive and significant influence on personal values. Consumer trust and personal values were found to significantly and positively influence purchase intention, while purchase intention positively influenced co-development behavior. Both consumer trust and personal values were found to positively mediate the relationship between corporate image, corporate social responsibility and purchase intention by (Khalid, 2021). And strengthened by the findings of researchers Entrepreneurship is one of the supporting factors that determine economic turmoil in Indonesia because in the field of entrepreneurship itself has the freedom to work and be independent (Rakib, et al, 2019). The results showed that (1) the level of entrepreneurship education in economic education students at the Faculty of Economics, Makassar State University is in the moderate category seen from the level of knowledge, attitudes, and entrepreneurial skills, (2) entrepreneurial intention in economic education students at the Faculty of Economics, Makassar State University is in the moderate category seen from the need for achievement, self-efficacy, and goal orientation, and (3) there is an effect of entrepreneurship education seen from the level of knowledge, attitudes, and entrepreneurial skills both partially and simultaneously on entrepreneurial intention in economic education students at the Faculty of Economics, Makassar State University by (Rakib, 2015).

II.   LITERATURE REVIEW
a. Facilities

According to Kotler (2009: 45), defining facilities is everything that is deliberately provided by service providers for use and enjoyment by consumers which aims to provide the maximum level of satisfaction. Atkin and Brooks (2021) Facilities are all things that can facilitate efforts and facilitate work in order to achieve a certain goal. This opinion emphasizes the existence of goals to be achieved by utilizing facilities, Farahani and Hekmatfar (2009), the definition of facilities is everything that is used to facilitate and expedite the implementation of any business. Not much different from the previous opinion that the facility is to provide convenience and smooth business. Finch (2011), The meaning of facilities is everything that can provide convenience and facilitate the implementation of an effort which can be in the form of objects or money. Suryo's opinion makes it clear that facilities can be in the form of money or goods that can be utilized. Barret and Baldry (2009), The definition of facilities is all the needs needed to complete the work in an effort of human cooperation. Slightly different from the previous opinion, Liang Gie's opinion refers to the needs in human cooperation so that the work done can be completed. Atkin and Brooks (2021), the definition of facilities is everything that can facilitate and facilitate the implementation of an effort, these facilities can be in the form of objects or money. Mulyarto in his article also explained that the existence of adequate equipment will greatly help smooth learning and at the same time will encourage students to be more diligent and more serious in learning.

b. Purchase Intention

The definition of Purchase Intention according to Fishbein and Ajsen (2011) is "purchase intention means a subjective inclination consumers have towards a certain product, and has been proven to be a key factor to predict consumer behavior." According to Engel, Kollat, and Blackwell quoted from Fishbein and Ajsen (2011) Purchase Intention is "a process used to evaluate consumer decision making". Meanwhile, according to Kotler, et al. (2000) the definition of Purchase Intention is "consumer behavior occurs when consumers are stimulated by external factors and come to purchase decisions based on their personal characteristics and decision-making process". Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future. An increase in this purchase intention means an increase in the likelihood of purchase (Schiffman and Kanuk, 2007). Researchers can also use purchase intentions as an important indicator to predict consumer behavior. When consumers already have a positive purchase intention, this is a form of commitment to a brand, that the brand is positive and good. This is what encourages purchases that will ultimately be made by consumers (Fishbein and Ajzen, 1980; Schiffman and Kanuk, 2007). Purchase intention or purchase interest according to Baily, et al. (2005) is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of probability of consumers making purchases. The definition of purchase intention according to P. Baily, et al. (2005) is something related to consumer plans to buy certain products and how many product units are needed in a certain period. It can be said that purchase intention is a mental statement from consumers that reflects a plan to purchase a number of products with a certain brand. This

Muhammad Rakib, et al, 2023, 8(6):1-17

is very much needed by marketers to find out consumer buying interest in a product, both marketers and economists use interest variables to predict consumer behavior in the future.

c. Attractiveness

Visual appeal is the appeal generated primarily by visual stimuli. The type of "visual stimuli" and/or what makes someone attractive is usually seen in, but not limited to, facial features. Physical attractiveness is the perception of the physical features of a person as being pleasing or beautiful. It can include various implications, such as sexual attractiveness, cuteness, interpersonal attractiveness and physical attractiveness (Aumeboonsuke, 2018). Assessments of the attractiveness of physical traits can be found in all human cultures, some of which depend on the culture or society or period, some of which are biological, and some of which are subjective and individual (Ortony, et al., 1989); (Johannes Hönekopp, 2006). Creative and Innovative This character is one of the most important characters in entrepreneurship. Because this attitude or character will determine the level of consumer attractiveness of the product or work produced by (Aron and Aron, 1986). Hard Work and Never Give Up This character needs to be applied if we fail in creating a product we can repeat and work hard to create a quality product by (Aron and Aron, 1986).

Hypothesis
Facilities Affect Purchase Interest

The results of the analysis in this study obtained the following results: (1) cause related marketing has a positive and significant effect on purchase intention, the better the cause related marketing carried out by Arua Phinisi, the higher the consumer's purchase intention; (4) brand image can moderate the effect of cause related marketing on consumer purchase intention of Arua Phinisi, a strong brand image will strengthen the effect of cause related marketing on consumer purchase intention by (Tapaningtyas, et al, 2021). Furthermore, our results show that the purchase price paid for these initiatives often results in a profit for the buyer below the price that should be in line with market conditions. Indeed, we found that only the facilities that achieved a production 23% higher than the number of man-hours considered in the base case provided profits that could compensate for the long-term financing costs. However, specialized investors can take advantage of the relatively low financing costs to pay prices up to 73% higher than the prices that classic investors can afford by (Vasques, et al, 2021).As well as the results of the study show that Application Readiness, trust, and E-Service Quality have a significant effect on Purchase Intention, E-Service Quality has the greatest and significant contribution to online Purchase Interest (Saputra and Mulia, 2020).

H.1 : Facilities Affect and Significant to Purchase Interest

Facilities Affect Attractiveness

The findings of this study indicate that countries with few facilities face many problems in creating an attractive and supportive ecosystem for entrepreneurial activities, and they must improve their business environment for entrepreneurial development. Government policies and reforms also play an important role in making projects and businesses simpler by (Al Shamaileh, et al, 2020). Furthermore, the results showed that entrepreneurial marketing affects marketing performance due to the role of competitive advantage as a mediation of marketing performance. This indicates a very close relationship between the variables studied by (Hidayatullah, et al, 2019). As well as a comparison between experience Georgia Tech and the university's role in several catch-up regions in the southern United States highlight the importance of network approaches, capacity building, technology-based entrepreneurship development, and local innovation system leadership. Insights into the transformation of universities and the challenges of promoting similar transformations in regional economies are also offered by (Youtie and Shapira, 2008).

H.2 : Facilities Have a Significant Effect on Attractiveness

Purchase Intention Affects Attractiveness

The research findings show that corporate image and corporate social responsibility have a strong influence on consumer trust. Corporate image and corporate social responsibility also have a positive and significant influence on personal values. Consumer trust and personal values were found to significantly and positively influence purchase intention, while purchase intention positively influenced co-development behavior. Both consumer trust and personal values were found to positively mediate the relationship between corporate image, corporate social responsibility and purchase intention by (Khalid, 2021). Furthermore, all hypotheses proved to be supported except for source credibility. The mediating effect of consumer

Muhammad Rakib, et al, 2023, 8(6):1-17

attitudes was also determined by (Lim, et al, 2017). As well as The results show that consumer inertia and satisfaction positively affect repeat purchase intention, and that consumer inertia is more influential than satisfaction; in addition, word of mouth positively moderates negatively the relationship between consumer inertia and repeat purchase intention, but positively moderates the relationship between satisfaction and repeat purchase intention; finally, alternative attractiveness does not significantly moderate the above relationships by (Hu Kuo and Yan, 2013).

### H.3 : Purchase Intention Has a Significant Effect on Attractiveness
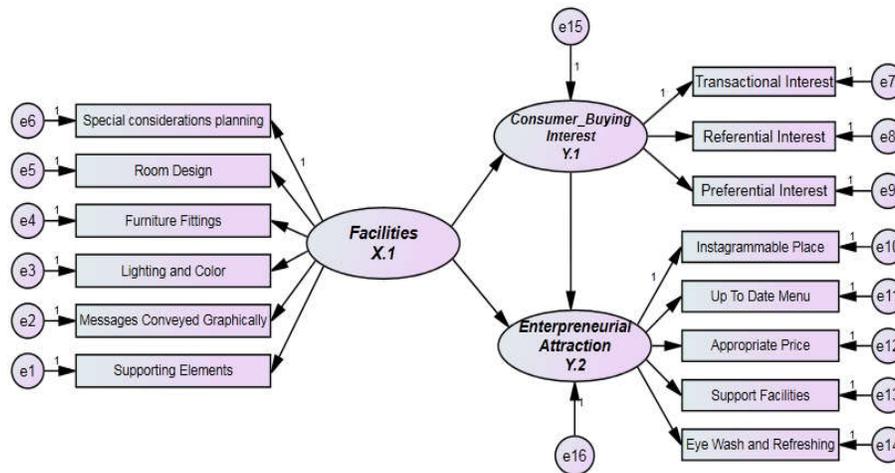
Source: *Data processed (SEM) Amos Program, 2023*

Figure 1. Conceptual Framework of Relationship Between Variables and Indicators

III.   RESEARCH METHOD

This research was conducted at MSMES café and coffee shop entrepreneurs in Makassar city. This location was chosen because MSMES café and coffee shop entrepreneurs in Makassar city are growing rapidly and are full of competition between cafes and coffee shops to attract consumers/customers to come on an ongoing basis. The object of research in this study is the consumer / customer community of cafes and coffee shops in Makassar city, which is precisely located in 10 well-known cafes and coffee shops that have the most recognition and consumer visitors in Makassar City, including real café, losari beach café, akkarena beach café, zodiac café, boegiz café, azzahra warkop, Dg sija warkop, dottoro warkop, kopitiam warkop and bundu warkop. with a focus on entrepreneurial attractiveness, purchase interest and facilities. The population in this study is the total number of customers / consumers of cafes and coffee shops in 10 well-known cafes and coffee shops that have the most recognition and consumer visitors in Makassar City, totaling 5,990 consumers / customers. This research was conducted on customers/consumers of cafes and coffee shops at 10 well-known cafes and coffee shops in Makassar city, including real café, losari beach café, akkarena beach café, zodiac café, boegiz café, azzahra warkop, Dg sija warkop, dottoro warkop, kopitiam warkop and bundu warkop how many customer/consumer visitors are attracted by the attractiveness of cafes and coffee shops served by MSMEs café and coffee shop entrepreneurs in Makassar city. The sampling technique was carried out by random sampling based on the area (Cluster Random Sampling), one of the sampling methods used where the population does not consist of individuals, but consists of groups of individuals or clusters. So that the unit selected as a sample is not an individual, but an organized group of individuals. The sample is customer/consumer visitors to cafes and coffee shops in 10 well-known cafes and coffee shops in Makassar city, including real café, losari beach café, akkarena beach café, zodiac café, boegiz café, azzahra warkop, Dg sija warkop, dottoro warkop, kopitiam warkop and bundu warkop. Based on calculations using the Slovin formula. (1960) obtained a sample size of 215 respondents. The following is a classification of the distribution of population and samples from 10 well-known cafes and coffee shops that have the most income and customer/consumer visitors in Makassar City.

Muhammad Rakib, et al, 2023, 8(6):1-17
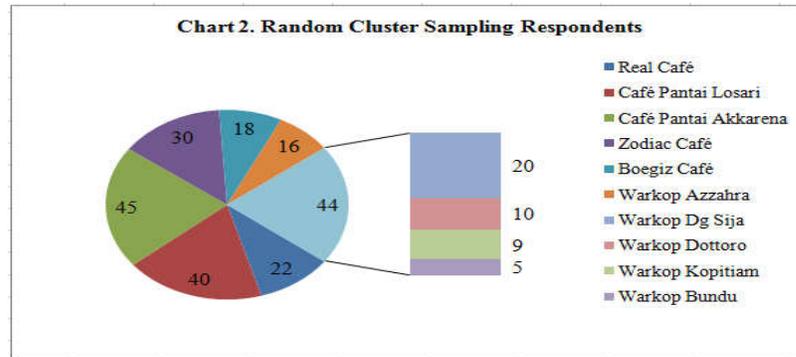
Source: *Data processed by MSMES Café and Warkop Entrepreneurs in Makassar City*

From chart 2 above, it illustrates 10 well-known cafes and coffee shops in Makassar city which were sampled in this study, including real café totaling 400 or 22 respondents, losari beach café totaling 1,500 or 40 respondents, akkarena beach café totaling 2. 500 or 45 respondents, zodiac café amounted to 800 or 30 respondents, boegiz café amounted to 150 or 18 respondents, azzahra warkop amounted to 120 or 16 respondents, dg sija warkop amounted to 200 or 20 respondents, dottoro warkop amounted to 130 or 10 respondents, kopitiam warkop amounted to 100 or 9 respondents and bundu warkop amounted to 90 or 5 respondents. Respondents' answers were measured using a 5-point Likert scale. The data analysis technique used is the *Structure Equation Modeling* (SEM) program using the help of the Amos program.

IV. RESULTS AND DISCUSSION
a. Results

Respondents or customer/consumer visitors to MSMES café and coffee shop entrepreneurs used in this study have different characteristics or identities according to the following chart:
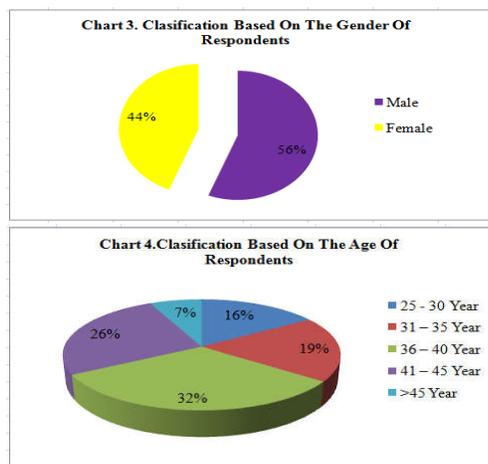
Source: *Data processed by Respondents of Famous Cafes and Coffee Shops in Makassar City (N = 215), 2023*

From chart 3 above, most of the respondents are male as many as 120 or 56% of respondents and 95 or 44% of respondents are female. Chart 4 above shows the classification of respondents of customer/consumer visitors to café and coffee shop entrepreneurs according to age 25 to 30 years totaling 35 or 16%, 31 to 35 years totaling 40 or 19%, 41 to 45 years totaling 55 or 32% and 45 years and over totaling 15 or 7% of respondents. The following is a classification of respondents of customer/consumer visitors to café and coffee shop entrepreneurs according to their daily routines as follows:
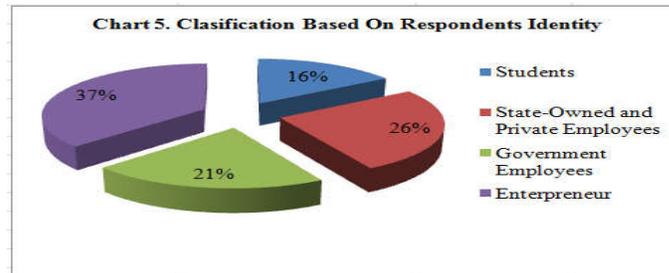
Chart 5. Clasification Based On Respondents Identity

Source: *Data processed by Respondents of Famous Cafes and Coffee Shops in Makassar City (N = 215), 2023*

Based on chart 5 above, the classification of respondents according to their daily activities, most of the respondents are customer/consumer visitors to entrepreneurial cafes and coffee shops in Makassar city with 80 or 37% of respondents' entrepreneurial activities, 55 or 26% of respondents' BUMN and private employee activities, 45 or 21% of public employees and 35 or 16% of respondents' students.

Validity Testing

Table 1. Validity Test

Correlations

		Facilities	Consumer Buying	Enterpreneurial Attraction
Facilities	Pearson Correlation	1	.987**	.929**
	Sig. (2-tailed)		.000	.000
	N	215	215	215
Consumer Buying	Pearson Correlation	.987**	1	.929**
	Sig. (2-tailed)	.000		.000
	N	215	215	215
Enterpreneurial Attraction	Pearson Correlation	.929**	.929**	1
	Sig. (2-tailed)	.000	.000	
	N	215	215	215

**. Correlation is significant at the 0.01 level (2-tailed).

Source: *Data processed by SPSS program (N = 215), 2023*

Table 1 of the validity test above shows that all question / statement items to measure the facility variable (X.1), purchase intention (Y.1), and attractiveness (Y.2) in this study have a correlation coefficient greater than ttable = 0.165 (ttable value for n = 215) with the symbol of each variable item with a ** sign. So, it can be concluded that all items in the question / statement indicators of the facility variable (X.1), purchase intention (Y.1), and attractiveness (Y.2) are valid.

Reliability Testing

Table 2. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.954	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Facilities	89.7581	90.502	.967	.894
Consumer Buying	97.0884	105.791	.970	.935
Enterpreneurial Attraction	74.4186	62.114	.932	.983

Source: *Data processed by SPSS Program (N = 215), 2023*

Table 2 of the reliability test above shows that the questions / statements for the variable value of the facility items, purchase interest and attractiveness have a Cronbach's Alpha value of 0, 954, Cronbach's Alpha if Deleted is above 0.7 and above the rtable value of 0.110 (rtable value for n = 215) and so it can be argued that the question / statement items for the question / statement variables for the facility variables,

Muhammad Rakib, et al, 2023, 8(6):1-17

purchase interest and attractiveness are suitable for use as data collection tools and as measuring instruments.

Classical Assumption Testing

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Facilities	Consumer Buying	Enterpreneurial Attraction
N		215	215	215
Normal Parameters[a]	Mean	40.8744	43.5442	56.2140
	Std. Deviation	4.35010	4.55684	6.11653
Most Extreme Differences	Absolute	.158	.151	.108
	Positive	.123	.127	.105
	Negative	-.158	-.151	-.108
Kolmogorov-Smirnov Z		2.317	2.214	1.577
Asymp. Sig. (2-tailed)		.011	.010	.014

a. Test distribution is Normal.

Source: *Data processed by SPSS Program (N = 215), 2023*

From table 3 above, it can be concluded that the results of the data normality test with Kolmogorov-Smirnov by comparing the probability number value or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the significance value is less than 0.05 or 5% then the data distribution is abnormal. Based on the SPSS calculations above, the facility variables, purchase interest and attractiveness with a probability number value or Asymp. Sig (2-tailed) with a significance level above 0.05 or 5%, the data is declared normally distributed.

Table 4. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.932[a]	.869	.868	2.22045	1.653

a. Predictors: (Constant), Consumer Buying, Facilities

b. Dependent Variable: Enterpreneurial Attraction

Source: *Data processed by SPSS Program (N = 215), 2023*

The results in table 4, show that the autocorrelation test above produces a Durbin-Watson value of 1.653. This value is not less than -2 and not more than 2 so it can be concluded that there is no autocorrelation of facility variables, purchase interest and attractiveness in this study.

Table 5. Quantitative Data Description Test

Statistics

		Facilities	Consumer Buying	Enterpreneurial Attraction
N	Valid	215	215	215
	Missing	0	0	0
Mean		40.8744	43.5442	56.2140
Std. Error of Mean		.29667	.24257	.41714
Median		41.0000	34.0000	57.0000
Mode		41.00	34.00	57.00
Std. Deviation		4.35010	3.55684	6.11653
Variance		18.923	12.651	37.412
Skewness		-.569	-.522	-.469
Std. Error of Skewness		.166	.166	.166
Kurtosis		1.599	1.401	1.083
Std. Error of Kurtosis		.330	.330	.330
Range		25.00	20.00	34.00
Minimum		27.00	22.00	37.00
Maximum		52.00	42.00	71.00
Sum		8788.00	7212.00	12086.00

Source: *Data processed by SPSS Program (N = 215), 2023*

Based on table 5 above shows that N or the amount of data for each valid variable is 215, of the 215 sample data for facilities (X.1), the minimum value is 27.00, the maximum value is 52.00, from a period of 2023 it is known that the mean value is 40.8744, and the standard deviation value is 4.35010, which means that the mean value is greater than the standard value so that the data deviation that occurs is low, so the distribution of values is evenly distributed. Purchase interest sample data (Y.1), the minimum value is 22.00, the maximum value is 42.00, from the 2023 period it is known that the mean value is 43.5442, and the standard deviation value is 4.35010, which means that the mean value is greater than the standard value so that the data deviation that occurs is low, so the distribution of values is evenly distributed. Sample data on attractiveness (Y.2), the minimum value is 37.00, the maximum value is 71.00, from the period 2023 it is known that the mean value is 56.2140, and the standard deviation value is 3.55684, which means that the mean value is greater than the standard value so that the data deviation that occurs is low, so the distribution of values is evenly distributed.

Indirect Testing

Table 6. F-Simultaneous Test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2636.753	1	2636.753	7.958E3	.000[a]
	Residual	70.578	213	.331		
	Total	2707.330	214			

a. Predictors: (Constant), Facilities
b. Dependent Variable: Consumer Buying

Source: *Data processed by SPSS Program (N = 215), 2023*

Based on table 6 above, simultaneous testing together shows the regression value 2636.753 residual 70.578, df 1, mean square 2636.753. f value 7.958 with sig .000 which means that directly together the facility has a significant effect on buying interest.

Table 7. Partial t-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.562	.372		1.511	.132		
	Facilities	.807	.009	.987	89.205	.000	1.000	1.000

a. Dependent Variable: Consumer Buying

Source: *Data processed by SPSS Program (N = 215), 2023*

Based on the results of the path analysis in Table 8, the structural equation can be formulated as follows:
Y = 0.987 X1 e1
This structural equation can be interpreted, namely:
(1)	The facility variable has a coefficient of 0.987, which means that indirectly the facility has a significant effect on buying interest, meaning that if the facility increases, buying interest will increase.

Direct Testing

Table 8. F-Simultaneous Test

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6960.917	2	3480.459	705.921	.000[a]
	Residual	1045.241	212	4.930		
	Total	8006.158	214			

a. Predictors: (Constant), Consumer Buying, Facilities
b. Dependent Variable: Enterpreneurial Attraction

Source: *Data processed with SPSS Program (N = 215), 2023*

Muhammad Rakib, et al, 2023, 8(6):1-17

Based on table 8 above, testing simultaneously together shows a regression value of 6960.917 residual 1045.241, df 2, mean square 3480.459. The calculated f value is 705.921 with sig.000 which means that directly together facilities and purchase interest have a significant effect on attractiveness.

Table 9. Partial t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.348	1.442		1.629	.105		
	Facilities	.656	.216	.466	3.034	.003	.026	38.360
	Consumer Buying	.807	.264	.469	3.053	.003	.026	38.360

a. Dependent Variable: Enterpreneurial Attraction

Source: *Data processed by SPSS Program (N = 215), 2023*

Based on the results of the path analysis in Table 8, the structural equation can be formulated as follows:
$Y = 0.466 X1 + 0.469 X2 e1$
This structural equation can be interpreted, namely:
(1)	The facility variable has a coefficient of 0.466, which means that the facility directly has a significant effect on attractiveness, meaning that if the facility increases, the attractiveness will increase.
(2)	The purchase interest variable has a coefficient value of 0.469, which means that directly purchase interest has an influence on attractiveness, meaning that the increase in purchase interest will affect attractiveness. In this study, the effect of facilities and purchase interest on attractiveness was calculated through the SPSS Ver.- for windows program.

Table 10. Test Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932^a	.869	.868	2.22045

a. Predictors: (Constant), Consumer Buying, Facilities

b. Dependent Variable: Enterpreneurial Attraction

Source: *Data processed by SPSS program (N = 215), 2023*

Table 10 test the value of the coefficient of determination (R2) and the error variable (e) In calculating the total coefficient of determination obtained of 0.932, it is concluded that 93.2% of the MSMEs café and coffee shop entrepreneurial attractiveness variables are influenced by facilities and purchase interest of 93.2%, the remaining 6.8% is influenced by other factors not included in the research model or outside the research model. Furthermore, the initial confirmatory factor analysis (CFA) model that has been carried out with the (AMOS) program obtained the following values:
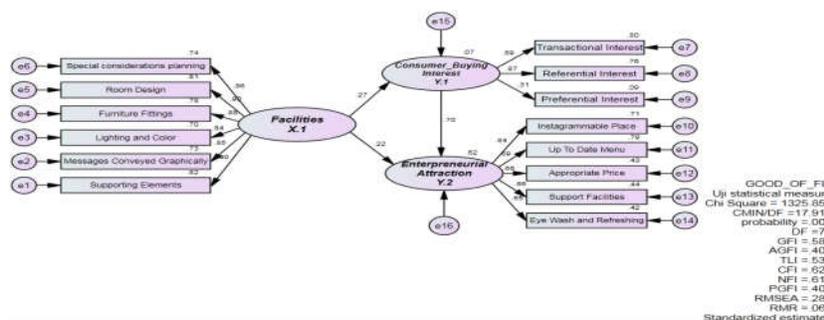
Source: *Data processed (SEM) Amos Program, 2023*
Figure 2. Initial CFA Exogenous and Endogenous Good of Fit Analysis

Muhammad Rakib, et al, 2023, 8(6):1-17

In Figure 2, the magnitude of the influence of facility variables, purchase interest and attractiveness, each value of the magnitude of influence is obtained from the standard Beta coefficient and the value of each error variable from each structural equation. Based on the path diagram in Figure 2, the calculation of the results of the Goodness Of Fit test of the initial stage Structural Model can be summarized which will be presented in Table 11 below.

Table 11. Goodness of Fit Test Results of the Initial Stage Structural Model

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi-Square	91.670	1325,858	Marginal
Probability	$\geq 0,05$	0,000	Marginal
GFI	$\geq 0,90$	0,580	Marginal
AGFI	$\geq 0,90$	0,405	Marginal
TLI	$\geq 0,95$	0,534	Marginal
CFI	$\geq 0,95$	0,621	Marginal
RMSEA	$\leq 0,08$	0,281	Marginal

Source: AMOS SEM Program Calculation Results (N=215), 2023

Table 11 above shows the results of the summary of the Goodness of Fit test value for the Structural Model of the facility variables, purchase intention and attraction at the initial stage which has not found the best model. To achieve the maximum level of Goodness of Fit from Confirmatory Factory Analysis (CFA) from the GFI, AGFI, TLI, CFI, NFI, PGFI and RMSEA values, it is necessary to modify the structural model including: correlation between variables and indicators and elimination of indicators to improve the suitability of the Good of Fit (GoF) model, Confirmatory Factor Anlysis (CFA) Structure Equation Modeling (SEM) (R.JF.J. Hair, et al, 2018).

Table 12. Initial Stage Structural Model Fit Test Results

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi square	Expected smaller	53,974	Good
Probability	$\leq 0,005$	0,069	Good
GFI	$\geq 0,90$	0,965	Very Good
AGFI	$\geq 0,90$	0,907	Very Good
CFI	$\geq 0,95$	0,996	Very Good
TLI	$\geq 0,95$	0,990	Very Good
RMSEA	$\leq 0,08$	0,040	Very Good

Source: *AMOS SEM Program Calculation Results (N=215), 2023*

Based on Table 9, the chi square value is 53.974 with a probability of $0.069 \geq 0.005$, the RMSEA value is $0.040 \leq 0.08$, the TLI value is $0.990 > 0.95$, the CFI value is $0.996 > 0.95$, the GFI value is $0.965 > 0.90$ and AGFI is $0.907 > 0.90$ and the loading factors are all above 0.5. Thus indicating that this model fit test resulted in a good acceptance where all the suggested model fit parameters have been met (M, H, Ong and F, Puteh, 2017). Thus, the model is unequivocally stated that the covariance or correlation matrix of the analyzed data sample matches the population covariance or correlation matrix estimated in the proposed model.

Table 13. Regression Analysis

Path		Estimate	S.E	C.R	P	Label
Y.1 ←	X.1	.143	.062	2.295	.***	Par-13
Y.2 ←	X.1	.154	.050	3.082	.002	Par-14
Y.2 ←	Y.1	.852	.088	9.677	.***	Par-11

Source: *AMOS SEM Program Calculation Results (N=215), 2023*

Hypothesis Test

Hypothesis 1

Based on hypothesis testing, it is evidenced by a t-value of 2,295> 1.96 with a significance P-Value of 0.000 <0.05 (5%), this shows that facilities have a significant effect on purchase intention, which means that the first hypothesis is accepted.

Hypothesis 2

Based on hypothesis testing, it is proven that the t-value is 3.082> 1.96 with a significance P-Value of 0.002 <0.05 (5%), this shows that facilities have a significant effect on attractiveness, which means that the second hypothesis is accepted.

Hypothesis 3

Based on hypothesis testing, it is proven that the t-value is 9.677> 1.96 with a significance P-Value of 0.000 <0.05 (5%), this shows that buying interest has a significant effect on attractiveness, which means that the third hypothesis is accepted.

b.   Discussion

Facilities on Purchase Interest

The results showed that the facility indirectly affects the buying interest of customers/consumers of MSMEs café and coffee shop entrepreneurs with a loading factor value of 0.269 with a path coefficient of 0.270 with a t-value of 3.662> 1.96 with a p-value <0.005. This means that if the facility will be functioned, it will affect the buying interest of customers/consumers of MSMEs café and coffee shop entrepreneurs. Achieving customer / consumer buying interest is inseparable from how the facilities provided by MSMEs café and coffee shop entrepreneurs. Where facilities through consideration of planning, room design, equipment, lighting and color, messages conveyed graphically and supporting elements in the competition of MSMEs café and coffee shop entrepreneurs in the city of Makassar. If you look at the research results which show that facilities affect customer / consumer buying interest, then MSMEs café and coffee shop entrepreneurs by increasing customer / consumer buying interest through transactional interest, referential interest and preferential interest.

The initial Confirmatory Factor Analysis (CFA) results of facility variables consist of indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements. The purchase interest variable consists of indicators of transactional interest, referential interest and preferential interest. In line with research stating that (1) cause related marketing has a positive and significant influence on purchase intention, the better the cause related marketing carried out by Arua Phinisi, the higher the consumer's buying interest; (4) brand image can moderate the influence of cause related marketing on consumer buying interest Arua Phinisi, a strong brand image will strengthen the influence of cause related marketing on consumer buying interest by (Tapaningtyas, 2021).

The results of the final Confirmatory Factor Analysis (CFA) and the results of the facility variable hypothesis consist of indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements proven to increase customer / consumer buying interest with them repeatedly to make purchases in the same place on the purchase interest variable consists of indicators of transactional interest, referential interest and preferential interest proven customers / consumers have a tendency to buy products, refer products to others and describe the behavioral interests of customers / consumers have a primary preference for these products. In line with research stating that the purchase price paid for these initiatives often results in a profit for the buyer below what the price should be according to market conditions. Indeed, we find that only facilities that achieve a production 23% higher than the number of man-hours considered in the base case provide profits that can compensate for the long-term financing costs. However, specialized investors can take advantage of the relatively low financing costs to pay prices up to 73% higher than the prices affordable to classic investors by (Vazquez, et al., 2021). As well as research conducted by Saputra and Mulia (2020) shows that Application Readiness, trust, and E-Service Quality have a significant effect on Purchase Interest, E-Service Quality has the largest and most significant contribution to online Purchase Interest.

Facilities on Attractiveness

Muhammad Rakib, et al, 2023, 8(6):1-17

The results showed that the facility directly (direct effect) had an effect on the attractiveness of MSMEs café and coffee shop entrepreneurs with a loading factor value of 0.215 with a path coefficient of 0.207 with a t-value of 3.767> 1.96 with a p-value <0.005. This means that if the facility will be functioned, it will affect the attractiveness of customers/consumers of MSMEs café and coffee shop entrepreneurs. The achievement of the attractiveness of MSMEs café and coffee shop entrepreneurs is inseparable from how the facilities provided by MSMEs café and coffee shop entrepreneurs. Where facilities through planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements in providing their own distinctive characteristics from MSMEs café and coffee shop entrepreneurs in Makassar city. If you look at the results of research showing that facilities affect the attractiveness of MSMEs café and coffee shop entrepreneurs, then MSMEs café and coffee shop entrepreneurs by increasing the attractiveness of MSMEs café and coffee shop entrepreneurs by providing an instagramable place, current menu, appropriate prices, supporting facilities and eye wash and refreshing.

The initial Confirmatory Factor Analysis (CFA) results of facility variables consist of indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements. The MSMEs entrepreneurial attractiveness variable consists of indicators of instagramable places, current menus, appropriate prices, supporting facilities and eye wash and refreshing. In line with research that states shows that countries with few facilities face many problems in creating an attractive and supportive ecosystem for entrepreneurial activities, and they must improve their business environment for entrepreneurial development. Government policies and reforms also play an important role in making projects and businesses simpler by (Al-Shamaileh, et al, 2020).

The results of the final Confirmatory Factor Analysis (CFA) and the results of the facility variable hypothesis consist of indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements proven to increase the attractiveness of MSMEs café and coffee shop entrepreneurs in Makassar city with them making it an entertainment vehicle a place to gather and work on MSMEs entrepreneurial attractiveness variables consisting of instagramable place indicators, current menus, appropriate prices, supporting facilities and eye wash and refreshing proven customers / consumers enjoy the place served and directly as a place to release the fatigue of daily activities. In line with research showing that entrepreneurial marketing affects marketing performance due to the role of competitive advantage as a mediation of marketing performance. This indicates a very close relationship between the variables studied by (Hidayatullah, et al, 2019). As well as research on the role of universities has evolved from conventional research and education functions to become knowledge centers that encourage innovation through the case of the Georgia Institute of Technology (Georgia Tech). The case is discussed in the context of the state's efforts to transform the region from agricultural to industrial to an innovation-driven economy. Central to Georgia Tech's transformation as a knowledge hub is the emergence of new institutional leadership, programs, organizational forms, and roles that cross boundaries contemplated between academia, education, entrepreneurship, venture capital, industry, and the public sphere. A comparison between Georgia Tech's experience and the role of universities in several catch-up regions in the southern United States highlights the importance of networking approaches, capacity building, technology-based entrepreneurship development, and local innovation system leadership by (Youtie and Shapira, 2008).

Purchase Intention Towards Attractiveness
The results showed that buying interest directly (direct effect) had an effect on the attractiveness of MSMEs café and coffee shop entrepreneurs with a loading factor value of 0.700 with a path coefficient of 0.670 with a t-value of 9.840> 1.96 with a p-value <0.005. This means that if the buying interest of customers / consumers will be enabled, it can significantly increase the attractiveness of MSMEs café and coffee shop entrepreneurs. The achievement of the attractiveness of MSMEs café and coffee shop entrepreneurs is inseparable from how customer/consumer buying interest increases in MSMEs café and coffee shop entrepreneurs. Where customer / consumer buying interest through transactional interest, referential interest and preferential interest in providing innovation and creativity in order to maintain customer / consumer purchasing power has an impact on increasing purchasing power in MSMEs café and coffee shop entrepreneurs in Makassar city. If you look at the research results which show that buying interest affects the attractiveness of MSMEs café and coffee shop entrepreneurs, then MSMEs café and coffee shop entrepreneurs by increasing the attractiveness of MSMEs café and coffee shop entrepreneurs by providing an instagramable place, current menu, appropriate price, supporting facilities and eye wash and refreshing.

Muhammad Rakib, et al, 2023, 8(6):1-17

The initial Confirmatory Factor Analysis (CFA) results of the purchase interest variable consist of indicators of transactional interest, referential interest and preferential interest. The variable attractiveness of MSMEs entrepreneurs consists of indicators of instagramable places, contemporary menus, appropriate prices, supporting facilities and eye wash and refreshing. In line with research showing that corporate image and corporate social responsibility have a strong influence on consumer trust. Corporate image and corporate social responsibility also have a positive and significant influence on personal values. Consumer trust and personal values were found to significantly and positively influence purchase intention, while purchase intention positively influenced co-development behavior. Both consumer trust and personal values were found to positively mediate the relationship between corporate image, corporate social responsibility and purchase intention. This study recommends that business management should emphasize and cultivate a strong corporate image and corporate social responsibility image, which will increase customer trust, their interaction, and interaction with the business, and the resulting purchase intention and co-development behavior by (Khalid, 2021).

The results of the final Confirmatory Factor Analysis (CFA) and the results of the purchase interest variable hypothesis consist of indicators of transactional interest, referential interest and preferential interest proven to be able to increase the attractiveness of MSMEs café and coffee shop entrepreneurs in Makassar city by offering many product purchase options, references to others and the main reference to an MSMEs café and coffee shop entrepreneurial product. As well as customers/consumers make it an entertainment vehicle, a place to gather and work on the MSMEs entrepreneurial attractiveness variable consisting of indicators of instagramable places, current menus, appropriate prices, supporting facilities and eye wash and refreshing, it is proven that the MSMEs café and coffee shop entrepreneurial methods offered to customers/consumers have further increased the attractiveness of references to new customers/consumers to come. In line with this research is designed to investigate the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product fit, and meaning transfer. Consumer attitudes are proposed to mediate the exogenous and endogenous relationships. All hypotheses were shown to be supported except for source credibility. The mediating effect of consumer attitudes was also determined. Implications, limitations, and suggestions for recommended research are further discussed by (Lim, et al, 2017). Further research shows that consumer inertia and satisfaction positively influence repeat purchase intention, and that consumer inertia is more influential than satisfaction; moreover, word of mouth positively moderates negatively the relationship between consumer inertia and repeat purchase intention, but positively moderates the relationship between satisfaction and repeat purchase intention; finally, alternative attractiveness does not significantly moderate the above relationships by (Kuo, et al, 2013). Then research shows that (1) Entrepreneurial literacy, self-efficacy, and entrepreneurial character have a direct effect on the entrepreneurial interest of public vocational students in Parepare City. Indirectly, entrepreneurial literacy and self-efficacy affect entrepreneurial interest through the entrepreneurial character of state vocational students in Parepare City by (Rakib, et al, 2019).

The research shows that (1) the level of entrepreneurship education in economic education students at the Faculty of Economics, Makassar State University is in the moderate category seen from the level of knowledge, attitudes, and entrepreneurial skills, (2) entrepreneurial intention in economic education students at the Faculty of Economics, Makassar State University is in the moderate category seen from the need for achievement, self-efficacy, and goal orientation, and (3) there is an effect of entrepreneurship education seen from the level of knowledge, attitudes, and entrepreneurial skills both partially and simultaneously on entrepreneurial intention in economic education students at the Faculty of Economics, Makassar State University by (Rakib, 2015). As well as research shows that entrepreneurship training needs for sewing business groups in Makassar are appropriate in terms of; training objectives, use of training strategies, selection of training methods, training materials, instructors or trainers, and training facilities. It is recommended that the Makassar city government be more vigorous in promoting entrepreneurship training, especially among the lower middle class and be more sensitive in seeing the economic problems of the community and can make entrepreneurship training as one of the long-term and sustainable solutions in order to reduce unemployment and be able to print entrepreneurs from the lower middle class by (Rakib, 2017).

V. CONCLUSIONS AND SUGGESTIONS
a. Conclusion

Based on the results of the testing and discussion above, the conclusion of this study is that in terms of facilities indirectly (indirect effect) has a significant effect on customer / consumer buying interest in

Muhammad Rakib, et al, 2023, 8(6):1-17

entrepreneurial MSMEs cafes and coffee shops, facility variables with indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements. Facilities directly (direct effect) have a significant effect on the attractiveness of MSMEs café and coffee shop entrepreneurs. Buying interest directly (direct effect) has a significant effect on the attractiveness of MSMEs café and coffee shop entrepreneurs, the variable customer / consumer buying interest consists of indicators of transactional interest, referential interest and preferential interest has been proven both in questionnaires and in the field conducted at MSMEs café and coffee shop entrepreneurs in Makassar city, It is concluded that the variables of facilities and buying interest are proven to directly or indirectly increase the attractiveness of MSMEs café and coffee shop entrepreneurs in the city of Makassar by providing customers/consumers with instagramable places, current menus, appropriate prices, supporting facilities and eye wash and refreshing.

b. Suggestion

Based on the research results and conclusions that have been described, there are several suggestions in terms of facilities with indicators of planning considerations, room design, equipment, lighting and color, messages conveyed graphically and supporting elements that are felt to be good, maybe it needs to be re-improved and evaluated for the future development of MSMEs café and coffee shop entrepreneurs in Makassar city. In terms of customer/consumer buying interest through indicators of transactional interest, referential interest and preferential interest, it has gone well, it's just that innovation and creativity in the menus served need to be adjusted again to the level of purchasing power of customers/consumers so that they are affordable for all groups. As well as in terms of the attractiveness of MSMEs café and coffee shop entrepreneurs through indicators of instagramable places, contemporary menus, appropriate prices, supporting facilities and eye wash and refreshing are considered good, it's just that it needs to be slightly improved from supporting facilities such as the availability of trash cans, cleanliness of the room / place and atmosphere to be more beautiful in order to make customers / consumers feel at home in cafes and coffee shops.

VI. ACKNOWLEDGMENTS

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