Traditional Clothing to Increase the Competitiveness of MSEMs in the Tourism Sector in South Sulawesi Province

*Abdul Karim (Corresponding Author)

** Amrullah Ahmad

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Abstract

This study aims to determine and examine the impact of the Bajubodo application on the competitiveness of micro, small, and medium enterprises in the tourism sector in South Sulawesi Province. The sample used in this study was 84 business actors. The analysis tool used in this study is structural equality modeling with partial least squares (SEM-PLS). The population in this study was 1,513 MSME actors. The results of the study show that the production and distribution of Bajubodo are still dominated by small businesses based in local artisan communities, with limited technology and production capacity. There is a great opportunity to integrate digital innovation in marketing and distribution through e-commerce platforms and social media. Adapting designs that accommodate the tastes of the younger generation without eliminating traditional values can be a solution to increasing interest in Bajubodo. This study found the importance of government and related institution support in terms of training, access to financing, and promotion of traditional clothing as part of the creative industry. Developing a collaborative strategy involving the government, artisan communities, and innovative business actors. Bajubodo can be the main driver in preserving culture and improving the local economy in South Sulawesi.

Keywords: Bajubodo, traditional clothing, South Sulawesi, cultural preservation, creative economy

* *Department of Management, Faculty of Economics and Business, Universitas Bosowa, Makassar, Indonesia, e-mail: : abdul.karim@universitasbosowa.ac.id, ORCID ID: 0000-0002-3155-2241*

** *Department of Management, Sekolah Tinggi Ilmu Ekonomi Amkop, Makassar, Indonesia, e-mail: ahamrullah5@gmail.com, ORCID ID: 0009-0006-3034-3233*

Introduction

The imperative to develop e-government commerce, exemplified by the Bajubodo application, is to enhance the competitive capacity of micro, small, and medium enterprises in Sulawesi Province (Hasniati et al., 2023; Karim et al., 2023). Such developments could prove beneficial for the tourism sector. Bajubodo is an online shopping application within the South Sulawesi Provincial Government. It was initiated by the goods and services procurement bureau and launched in May 2022 by the Governor, who serves as the head of the South Sulawesi Provincial Government. This application is an e-commerce application and represents the fulfillment of LKPP Decree No. 120 of 2022, which designated the South Sulawesi Provincial Government as an online shop partner. This application is part of a program designed to optimize the expenditure of funds allocated for the procurement of goods and services, with the objective of utilizing domestic products (Basalamah et al., 2023).

It is a prerequisite for third parties who are partners of regional apparatus organizations within the South Sulawesi Provincial Government to utilize this application (Wahyuni et al., 2022; Shabani et al., 2023). The third parties in question are partners of regional apparatus organizations with responsibility for the expenditure of regional income and expenditure budgets. It is a requirement that all relevant products be entered into the application, thus ensuring that it is accessible to every regional organization throughout Indonesia (Hernita et al., 2021; Mardjuni et al., 2022; Karim et al., 2023). Following the extension of the cooperation agreement between the South Sulawesi Provincial Government and the Regency and City Governments throughout South Sulawesi with the Electronic Certification Center, the State Code and Cyber Agency, the Communications, Informatics, Statistics, and Coding Services of South Sulawesi (Raya et al., 2021), Subsequently, the facilitation of electronic signatures for numerous regional organization officials and applications, including the e-government commerce application Bajubodo, was undertaken. This is a traditional clothing item that must be worn in every regional activity (Bahtiar & Karim, 2021; Abduh et al., 2024).

The traditional clothing application has been transformed into an e-commerce platform within the scope of the South Sulawesi Provincial Government, facilitating a transparent shopping process for goods and services (Saleh et al., 2020). Prior to the advent of the Bajubodo application, four other applications within the South Sulawesi regional apparatus organizations had already been integrated with electronic signatures. These included the smart office within the provincial government general bureau. The licensing service application forms part of the one-stop integrated service in South Sulawesi Province (Karim et al., 2022). The Bajubodo application offers services pertaining to maritime and fisheries matters, as well as civil service promotion, within the regional

civil service agency of South Sulawesi Province. The Bajubodo application presents an opportunity for the creation of an electronic signature. Bajubodo has facilitated a considerable number of transactions and currently ranks third in terms of government e-commerce activity in Indonesia. At present, regional shopping utilises marketplace-based applications, wherein the marketplace functions as a platform or venue where disparate sellers of assorted products congregate to offer their wares to customers. This contrasts with online stores, which are defined as stores that exclusively sell their products online (Setiawati & Atarita, 2018; Zulgani et al., 2023).

The term "marketplace" is used to describe an online platform where business activities and transactions between buyers and sellers are conducted. A prospective purchaser may search for as many suppliers as desired, employing the requisite criteria, in order to ascertain market prices (Wirdiyanti et al., 2023). Conversely, suppliers and vendors can ascertain which companies require their products and services. A marketplace is an e-business model that facilitates connections between sellers and buyers. The Indonesian marketplace is a significant driver of the national economy, facilitating its adaptation to the realities of globalization (Iskandar et al., 2023; Musthofa et al., 2023). It is therefore essential to develop a marketplace that is orderly, fair, and efficient. In general, an efficient marketplace can enhance the investment climate for a company and facilitate the flow of goods in and out of the marketplace (Daga et al., 2024).

Digital marketing encompasses a multitude of strategies, including search engine optimization (SEO), search engine marketing (SEM), email marketing, social media marketing, and numerous others. It is important to note that these strategies can be broadly classified into three main categories of digital marketing: owned digital marketing, earned digital marketing, and paid digital marketing (Wahyudin et al., 2022; Putera et al., 2023; Asmirah et al., 2023). Digital marketing is a series of activities undertaken by businesses with the objective of introducing their products, services, or offerings to a wider audience. These activities span the entire product life cycle, beginning with promotional activities, continuing through distribution and sales, and concluding with product development (Robins & Kanowski, 2019). Digital marketing is defined as the targeted, measurable, and generally interactive promotion of goods or services using digital technology (Karim et al., 2024). The primary objective of digital marketing is to promote brands, develop brand recognition, influence consumer preferences, and ultimately increase sales through the application of various digital marketing techniques. Another term for digital marketing is online marketing or internet marketing. Digital marketing is largely analogous to traditional marketing (Permatasari et al., 2020).

The following table presents a summary of transactions related to the procurement of goods and services for the South Sulawesi Provincial Government, which has utilized the Bajubodo application (Mohamas et al., 2022; Doucouré & Diagne, 2023).

Table 1. South Sulawesi Provincial Government goods and services procurement transactions via digital platforms in 2023

Digital trading platform description	Total of registered business actors	Transaction value (IDR / million)
Bajubodo	1,513	20,173,016,181.92
Local catalogue	864	569,957,012,975.00
Total		590,130,029156.92

The implementation of digital marketing strategies enables marketers to analyze consumer behavior and make informed decisions based on data obtained directly from consumers (Hidayat et al., 2021). Consequently, marketers are able to guarantee that the strategies they implement are pertinent to the business they are operating (Amalia & von Korflesch, 2021; Febriani et al., 2023). In order to demonstrate dedication to digital marketing, marketers must possess an understanding of the evolution of the digital market and the significant impact that technology has on the growth of businesses with the objective of enhancing brand recognition and attracting customers (Gunawan et al., 2020; Savelli et al., 2021; Leandro et al., 33). As the use of technology by target markets increases, marketers are able to conduct more efficient research, evaluation, and analysis of the products or services consumed by consumers. In comparison to traditional forms of marketing, digital marketing, which utilizes the internet as its driving force, has the advantage of expanding marketing reach (Sakai, 2022). The use of digital technology allows marketers to transcend geographical boundaries and time zones. In light of these considerations, it is evident that, in addition to the internet, a well-defined marketing strategy is a crucial element for marketers to maintain focus and direction (Prabowo et al., 2021; Mathory et al., 2022).

1. Research method

This research employs a quantitative methodology, which entails the analysis of numerical data derived from either the findings of empirical studies or the results of descriptive statistical data processing (Ghozali, 2018). This research employs primary data obtained from interviews with respondents or providers of goods and services who have engaged in transactions on the traditional clothing application Bajubodo in South Sulawesi Province. Hypothesis testing employs systematic calculations utilizing statistical formulas to assess the relationship between the variables under investigation, thereby facilitating the formulation of conclusions that substantiate the hypothesis.

The objective is to ascertain the rationale behind the implementation and evaluation of the Bajubodo traditional clothing application in the procurement of goods and services, with a view to enhancing the competitiveness of MSMEs in South Sulawesi Province.

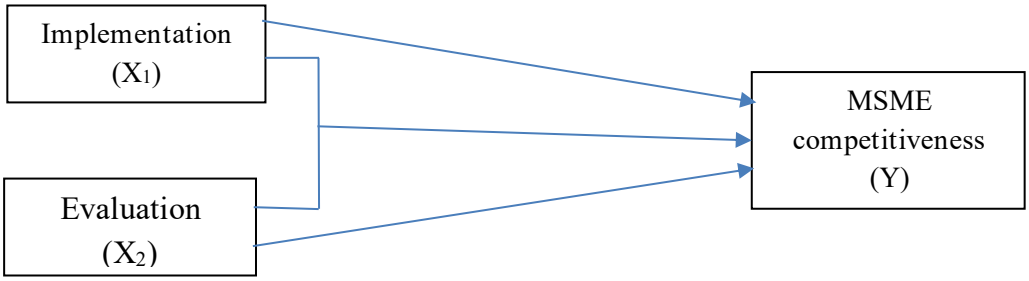

Figure 1. Conceptual framework

A methodology is a set of methods that are used to discover something. These methods are characterized by systematic steps. Methodology, in turn, is the study of the rules governing a given method. In summary, the research method is an evaluation of the rules inherent to the research process (Nuryadi & Husein, 2021). In order to obtain the data required for this study, the researchers will conduct primary data collection through the distribution of questionnaires to providers of goods and services who have engaged in transactions on the traditional clothing application Bajubodo in South Sulawesi Province.

1.1. Population and sample

The population under investigation comprises all providers of goods and services who have engaged in transactions or shopping activities on the traditional clothing application Bajubodo in South Sulawesi Province. The total number of MSMEs included in the study is 84.

$$n = \frac{N}{1 + N(e)^2}$$

Description:
n = Sample size/number of respondents
N = Population size
E = Percentage of allowance for sampling error accuracy that can still be tolerated; e 0.1.
n = 1.513
1+1,513 $(0.1)^2$
= 99 respondents

Nevertheless, a total of 84 questionnaires were returned by respondents, indicating that the number of respondents was 84.

1.2. Data types and sources

The data set utilized in this research is derived from primary sources, specifically through the distribution of questionnaires to providers of goods and services who have engaged in transactions or made purchases on the traditional clothing application Bajubodo in South Sulawesi Province. The data collection technique employed in this research is data obtained from interviews conducted using the Likert scale method with providers of goods and services who have made transactions or have made purchases on the traditional clothing application Bajubodo in South Sulawesi Province. In this research, the indicators are measured on a Likert scale, with responses ranging from 1 to 5. The scale is used to indicate the degree of agreement or disagreement with a given statement. A score of 1 indicates strong agreement, 2 indicates agreement, 3 indicates neutrality, 4 indicates disagreement, and 5 indicates strong disagreement.

1.3. Analysis method

The data analysis used in the research is Smart PLS (Partial Least Square) with panel data which is secondary data obtained in the form of company financial report data. This research uses ratios as a benchmark. The use of the PLS instrument is carried out with several considerations, including:

(1) Able to provide accurate estimation results even with low theoretical support.
(2) PLS modeling does not require normally distributed data.
(3) PLS accommodates constructs in both formative and formative forms reflective
(4) The number of samples used does not need to be large.

This PLS analysis will assess the implementation and evaluation of the application of traditional Bajubodo clothing in the procurement of goods and services, with the objective of enhancing the competitiveness of MSMEs in South Sulawesi Province. The following equation model will be employed:

Y = Increasing the competitiveness of MSMEs
X1 = Implementation of the Bajubodo application
X2 = Evaluation of the Bajubodo application
B = Regression coefficient
ε = Error term

Partial least squares (PLS) is a type of statistical analysis analogous to structural equation modeling (SEM) in terms of its application to covariance analysis. Given its similarity to SEM,

the fundamental framework of PLS is based on multiple regression. The elements present in linear regression are also present in PLS; the distinction between the two lies in the symbols, emblems, or terms used to represent them.

Partial least squares (PLS) are a multivariate statistical technique that can accommodate numerous response and explanatory variables simultaneously. This analysis represents a viable alternative to multiple regression analysis and principal component regression methods, offering enhanced robustness and resilience. The term "robust" is used to describe a model whose parameters remain largely unchanged when new samples are drawn from the total population. As stated by World, partial least squares (PLS) are a robust analytical technique that is not contingent on numerous assumptions or conditions, such as those pertaining to normality and multicollinearity. One of the benefits of this method is that the data need not adhere to a multivariate normal distribution. Furthermore, indicators comprising categorical, ordinal, interval, and ratio scale data can be employed. Additionally, the sample size is not a limiting factor.

1.4. Analysis tools

Partial least squares (PLS) are a type of statistical analysis, often abbreviated as PLS. The fundamental principles of linear regression are also applicable to partial least squares (PLS). The distinction between the two lies in the symbols, emblems, or terms used to represent them. Partial least squares (PLS) are a multivariate statistical technique that is capable of handling numerous response and explanatory variables simultaneously. This analysis represents a viable alternative to multiple regression and principal component regression methods, offering enhanced robustness and resilience. The term "robust" is used to describe a model whose parameters remain largely unchanged when new samples are drawn from the total population.

As stated by World, PLS is a robust analytical technique due to its independence from numerous assumptions and conditions, including those related to normality and multicollinearity tests. This method has several advantages, including the ability to analyze data that does not have a multivariate normal distribution. Furthermore, indicators based on categorical, ordinal, interval, and ratio scales may be employed. Additionally, the sample size is not a limiting factor.

The process of data analysis entails the processing of collected data and the interpretation of the results obtained, along with the formulation of conclusions based on these results. The data analysis was conducted subsequent to the collection of data from the field. Consequently, data analysis must be conducted as a discrete step to substantiate the data collected in the field. This is achieved through the processing, interpretation, and conclusion of the results.

1.5. Descriptive analysis

The descriptive analysis method is an analytical technique whereby the data obtained is initially compiled, grouped, and subjected to objective analysis and interpretation. This approach enables the generation of an overview of the problem under investigation and facilitates the explanation of the underlying calculation results. Descriptive statistical analysis was employed to elucidate the characteristics of the respondents, including age, gender, educational level, and length of service. The resulting class interval is 0.80, this value is then used as a guideline for determining categories based on the average interval, which is as follows:

1.00 - 1.80: very low

1.80 - 2.60: low

2.60 - 3.40: enough

3.40 - 4.20: high

4.20- 5.00: very high

2. Results and discussion

South Sulawesi is a province in the eastern part of Indonesia, situated in the southern region of the island of Sulawesi. Makassar City is the provincial capital, situated between the provinces of Central Sulawesi and West Sulawesi to the north, Bone Bay and Southeast Sulawesi to the east, the Makassar Strait to the west, and the Flores Sea to the south. The formation of South Sulawesi Province was initiated on December 13, 1960, through the implementation of Government Regulation, as opposed to the legalization of the establishment of South and Southeast Sulawesi Provinces, as outlined in Law No. 47 of 1960. Four years later, the central government enacted Law Number 13 of 1964, which resulted in the separation of Southeast Sulawesi Province from South Sulawesi Province.

Ultimately, the government enacted a division of South Sulawesi Province into two distinct entities, as outlined in Law Number 26 of 2004. The Majene, Mamasa, Mamuju, North Mamuju, and Polewali Mandar regencies, which had previously been part of South Sulawesi Province, were officially designated as regencies within West Sulawesi Province concurrent with the establishment of the latter on October 5, 2004, in accordance with Law Number 26 of 2004. The province, which is renowned for its regional anthem "Angin Mamiri," encompasses 21 districts, three cities, 305 subdistricts, 792 subdistricts, and 2,255 villages. The area of South Sulawesi Province is 45,764.53 km². According to data from the Central Statistics Agency (BPS) for the year 2019, the population of South Sulawesi Province was recorded at 8.82 million individuals,

with a population growth rate of 0.94 percent. The most populous area in South Sulawesi is the city of Makassar, which is also the provincial capital. The population of Makassar is 1,526,677.

2.1. Respondent description

The results of the analysis conducted on the respondents' answers regarding their gender-related characteristics yielded pertinent information about the respondents who completed the questionnaire. The study yielded information regarding the gender distribution of respondents. The data indicated that the majority of respondents were female (57%), while the remaining respondents were male (43%). The aforementioned characteristics are presented in the following table in terms of frequency:

Table 2. Frequency of respondent characteristics based on gender

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	36	42.9	42.9	42.9
	Female	48	57.1	57.1	100.0
	Total	84	100.0	100.0	

The results demonstrated that the majority of respondents in this study were between the ages of 20 and 25, comprising 26.2% of the total sample. The second largest age group is that of individuals aged 41 to 45 years, representing 21.4% of the total sample. The third largest age group is those aged between 26 and 30 years old, and those aged 46 to 50 years old. In other words, the respondents in this study were primarily MSME actors at a relatively young age, specifically between the ages of 20 and 25, and also between 26 and 30. The aforementioned characteristics are presented in the following table in terms of frequency:

Table 3. Frequency of respondent characteristics based on age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 25 years old	22	26.2	26.2	26.2
	26 - 30 years old	13	15.5	15.5	41.7
	31 - 35 years old	6	7.1	7.1	48.8
	36 - 40 years old	10	11.9	11.9	60.7
	41 - 45 years old	18	21.4	21.4	82.1
	46 - 50 years old	13	15.5	15.5	97.6
	> 51 years old	2	2.4	2.4	100.0
	Total	84	100.0	100.0	

The data obtained regarding the characteristics of respondents based on their respective business sectors indicates that the majority of respondents, specifically 54.8%, are individuals engaged in business operations within the retail sector. Subsequently, 19% of respondents operate businesses in the culinary sector, while 10.7% are engaged in service-oriented enterprises. In addition, other respondents indicated that they operate businesses in the fashion sector, other trades, and animal

husbandry and manufacturing. The distribution frequency of this data is presented in Table 4 below for your reference:

Table 4. Frequency of respondent characteristics based on the business field

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Culinary	16	19.0	19.0	19.0
	Fashion	8	9.5	9.5	28.6
	Farm	1	1.2	1.2	29.8
	Service	9	10.7	10.7	40.5
	Retail	46	54.8	54.8	95.2
	Manufacture	1	1.2	1.2	96.4
	Other trades	3	3.6	3.6	100.0
	Total	84	100.0	100.0	

2.2. Descriptive statistical analysis of application implementation variables

The application implementation variable was assessed using eight indicators, with data collected from 84 respondents. The responses provided by the respondents are presented in the table below for each indicator:

Table 5. Descriptive statistics of application implementation variables (X^1)

	N	Minimum	Maximum	Mean	Std. Deviation
X1_1	84	2.00	5.00	4.3214	.71407
X1_2	84	2.00	5.00	4.2976	.72444
X1_3	84	1.00	5.00	4.2857	1.05934
X1_4	84	1.00	5.00	4.3452	.81395
X1_5	84	1.00	5.00	4.3452	.79901
X1_6	84	2.00	5.00	4.3095	.74407
X1_7	84	1.00	5.00	4.2857	.93874
X1_8	84	2.00	5.00	4.1548	.85720
Valid N (listwise)	84				

A descriptive statistical table revealed the distribution of data for each indicator pertaining to the variable of application implementation. The distribution of data for each indicator demonstrates that there is a minimum value for the respondent's answer, which is 1, and a minimum value for the answer, which is 2. Meanwhile, the maximum value for all indicators is 5, within the context of this research. The mean response of the respondents for all indicators falls within the range of 4.1 to 4.3, with a standard deviation below 1.05. This indicates that the standard deviation of each indicator on this variable is relatively minimal and lower than the mean value of the respondents' answers. Therefore, the data for each indicator is concentrated around the average value, and it can be concluded that all the data is homogeneous.

In addition, the evaluation variable for application use in this study was measured using 8 indicators. Each indicator is filled with the answers of the respondents, which are summarized in the following table:

Table 6. Descriptive statistics of application usage evaluation variables (X^2)

	N	Minimum	Maximum	Mean	Std. Deviation
X2_1	84	1.00	5.00	4.1071	.90538
X2_2	84	1.00	5.00	4.3095	.83560
X2_3	84	1.00	5.00	4.3690	.78816
X2_4	84	1.00	5.00	4.2024	.78816
X2_5	84	1.00	5.00	4.2976	.74088
X2_6	84	2.00	5.00	4.2619	.77800
X2_7	84	1.00	5.00	4.2976	.80330
X2_8	84	1.00	5.00	4.2857	.82974
Valid N (listwise)	84				

Based on the descriptive statistical table, we found a data distribution for each indicator in the application use evaluation variable. The minimum value of respondents' answers is 1 for several indicators and a minimum of 2 for indicator X2_6, while the maximum value overall is 5. The average of respondents' answers for all indicators is 4.1 to 4.3 with a standard deviation below 0.905. This shows that the standard deviation of each indicator for this variable is relatively small and lower than the average of the respondents' answers. Therefore, the data in each indicator are clustered around the average value and it can be concluded that all the data are homogeneous.

In addition, the competitiveness variable for MSMEs in this study was measured using 8 indicators. Each indicator is filled with the answers of the respondents with a summary description as follows:

Table 7. Descriptive statistics of MSME competitiveness variables (Y)

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	84	1.00	5.00	4.3571	.77059
Y2	84	2.00	5.00	4.2976	.78816
Y3	84	1.00	5.00	4.2976	.84710
Y4	84	1.00	5.00	4.3333	.85494
Y5	84	2.00	5.00	4.2857	.89942
Y6	84	1.00	5.00	4.1310	.94141
Y7	84	1.00	5.00	4.2619	.80838
Y8	84	1.00	5.00	4.2857	.89942
Valid N (listwise)	84				

Based on the descriptive statistical table, information was obtained on the distribution of data for each indicator on the MSME competitiveness variable, which shows that the minimum value of respondents' answers is 1 for several indicators and a minimum of 2 for indicator Y2 and indicator

Y5, while the maximum value is 5. The average respondents' answers for all indicators ranged from 0.77 to 0.94, with a standard deviation below 0.941. This shows that the standard deviation of each indicator for this variable is relatively small and lower than the average of the respondents' answers. Therefore, the data for each indicator are clustered around the average and it can be concluded that all the data are homogeneous.

2.3. Partial least squares analysis

In this research, data analysis is carried out using the Partial Least Square approach using SmartPLS 3 software. Partial Least Square (PLS) analysis is a multivariate statistical technique that uses comparisons between multiple dependent variables and multiple independent variables. Partial Least Square is a variant-based SEM statistical method designed to complement multiple regression when dealing with specific problems in the data, such as small research sample sizes, missing data (missing values) and multicollinearity.

PLS aims to predict the effect of variable X on Y and to explain the theoretical relationship between the two variables. Partial Least Square is a regression method that can be used to identify factors that are a combination of variable X as an explanatory variable and variable Y as a response variable. The estimation parameters carried out in the measurement and structural models in PLS are divided into three categories. The first category, weight estimation, is used to generate latent variable scores.

The second category, path estimation, reflects the weight of the contribution of variations in changes in the independent variable to the dependent variable. This weight produces an R2 value which appears on the dependent variable. The third category is the mean value and the regression constant for the latent variable. The research model proposed in the research can be presented in the full model picture as follows:

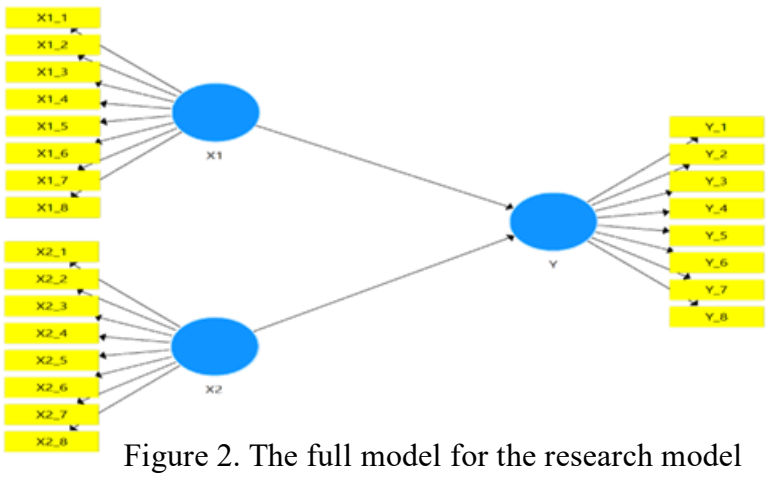

Figure 2. The full model for the research model

The model proposed in this research is further analysed based on multiple linear regression tests using a partial least squares approach using the SmartPLS version 3 tool. Before entering the internal model analysis, a test of the proposed model (goodness of fit) is performed based on the determination value (R2). The determination analysis (R2) is performed to see how much the exogenous variables determine the endogenous variables. The higher the R2, the better and stronger the level of determination. The classification standards in the determination value (R2) consist of 3 classifications, namely, if the determination value (R2) is 0.67, it indicates a strong level of determination. Meanwhile, if the R2 is 0.33, it indicates a moderate level of determination, and if the R2 is 0.19, it indicates a weak level of determination. The coefficient of determination (R2) used in this research is the adjusted R-squared value. From the analysis carried out, the results obtained for each research model are as follows:

Table 8. Determination test

	R Square	R Square Adjusted
MSME competitiveness	0.915	0.913

The determination test for the research model shows that the adjusted R-squared value for the equation in the research model is 0.913. From the previously determined decision standards, the adjusted R-square value for the proposed model is classified as a strong determination value (> 0.67). It can be concluded that the exogenous variables (application implementation and application evaluation) in this study can explain the endogenous variable (MSME competitiveness) by 0.913 or 91.3%. Meanwhile, the remaining value is explained by variables outside this research. Next, the inner model was tested by examining the relationship between latent constructs based on the results of the estimated path parameter coefficients and their significance levels. The results of the internal model test can be seen in the following figure and table:

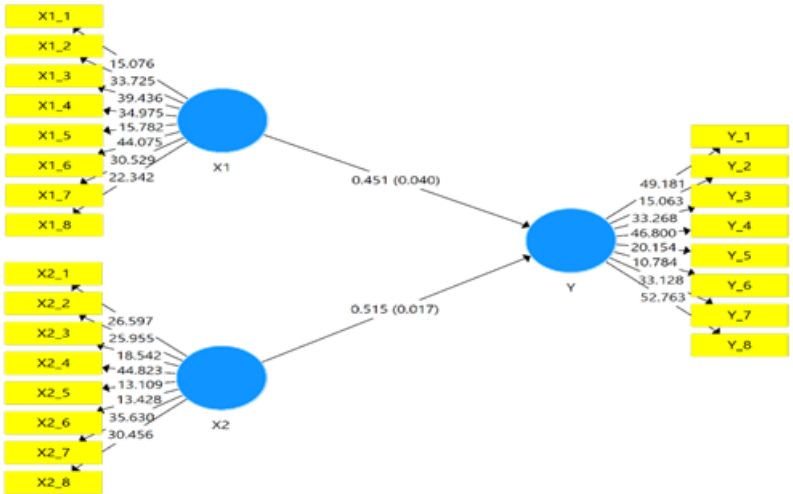

Figure 2. Inner model test results

The results of this analysis can be presented briefly in the following table:

Table 9. Path coefficient test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Application evaluation -> MSME competitiveness	0.515	0.533	0.215	2.396	0.017
Application implementation-> MSME competitiveness	0.451	0.432	0.220	2.054	0.040

Source: Authors finding, 2023.

From the table of path coefficient tests presented previously, analytical decisions can be made considering that if the p-value < 0.05 or the t-statistic value > 1.96, it is stated that the exogenous variable influences the endogenous variable. On the other hand, if the p-value is > 0.05 or the t-statistic is < 1.96, then it can be said that the exogenous variable does not affect the endogenous variable.

2.4. Discussion

The coefficient test table and significance values above show that the original sample value for the relationship between application implementation and MSME competitiveness is positive at 0.451. Meanwhile, the t-statistic value is 2.054 > 1.96 with a p-value of 0.040 < 0.05. From these results, it can be concluded that application implementation has a positive effect on increasing the competitiveness of MSMEs. Thus, the first hypothesis proposed in this research is: "The implementation of the traditional dress application Bajubodo in the procurement of goods and services within the South Sulawesi Provincial Government has a positive and significant effect on increasing the competitiveness of MSMEs in South Sulawesi Province.

This means that the implementation of Bajubodo traditional dress application in the procurement of goods and services within the South Sulawesi Provincial Government is getting better. The Goods and Services Procurement Office as a technical implementer can increase the competitiveness of MSMEs in South Sulawesi Province (Hendratmi et al., 2022). All MSMEs have the opportunity to compete in the procurement of goods and services through the traditional application of Bajubodo. MSMEs also compete to improve the competitiveness of their products before participating in the traditional clothing application Bajubodo.

The research results explain that the implementation of procurement of government goods and services using e-catalogs will be more open, transparent, and efficient by reducing the process and time of procuring government goods/services (Salim et al., 2024). The implementation of e-

catalogs in the procurement of government goods and services has an impact on the MSME sector. There are still small industry players who have been part of the distribution chain for goods and services. Through e-catalogs, which break the distribution chain, the role of small service providers who have been part of the distribution chain is eliminated. The government has encouraged the use of the e-catalog system for MSMEs, one of which is the participation of MSMEs in local product e-catalogs. In practice, the use of the e-catalog system for MSMEs is still lacking, as evidenced by the minimal use of the e-catalog system by MSMEs due to limited capital and information regarding the use of the e-catalog system.

The most popular marketplaces are marketplaces such as Shopee and Tokopedia. The benefits of these two marketplaces are that the promotion of company products is easier and free, and communication with customers is more effective and efficient because they can communicate directly 24 hours a day in real-time. The transaction process is easier and cheaper because the communication media only incurs internet costs. The sales reach is wider because it is online. The many benefits obtained by consumers are what can increase the competitiveness of the creative economy, especially for D'Elixir MSMEs. Providing discounts and gifts with every consumer purchase is an accurate strategy for increasing sales volume.

Furthermore, the coefficient test table and significance values mentioned above show that the original sample value for the relationship between the evaluation of application use and the competitiveness of MSMEs is a positive value of 0.515. Meanwhile, the t-statistic value is 2.396 > 1.96 with a p-value of 0.017 < 0.05. From these results, it can be concluded that evaluation of application use has a positive effect on the competitiveness of MSMEs. Therefore, the second hypothesis proposed in this research is that the evaluation of the use of traditional clothing application Bajubodo in the procurement of goods and services within the South Sulawesi Provincial Government has a positive effect on increasing the competitiveness of MSMEs in South Sulawesi.

This means that the better the evaluation of the use of Bajubodo traditional clothing application in the procurement of goods and services within the South Sulawesi Provincial Government, the more competitive the MSMEs in South Sulawesi Province will be. This will further increase the competitiveness of MSMEs because those who participate in the procurement of goods and services in the application of Bajubodo Traditional Clothing will try as much as possible to improve the value of each product offered. The competitiveness of each MSME increases because the MSMEs that participate in the procurement of goods and services are not random, but MSMEs whose quality and competitiveness have been tested. MSMEs have enormous potential for the

economic progress and development of our country. Apart from that, there are still many business actors who cannot use the convenience of online-based media for promotion.

To make things easier for these business people, an e-commerce application has been created and will be managed by a separate business unit in the future. Business people no longer have headaches because they don't understand how to create an attractive website, or are confused because they don't have the capital to create and manage a website or customer database (Suriani et al., 2024). This allows them to continue to focus on their business (Singh et al., 2023). The results of this e-commerce application research may encourage consumers' desire to transact with business actors anytime, anywhere. The research results can have economic, social and environmental impacts and can also be correlated with competitiveness. Therefore, it is recommended to use different methods for data analysis in the future, e.g. a combination of quantitative and qualitative data, in order to increase the potential of findings.

The implementation and evaluation of the use of traditional dress Bajubodo in the procurement of goods and services within the South Sulawesi Provincial Government will increase the competitiveness of MSMEs in South Sulawesi. If implementation and evaluation are carried out together, it will increase the competitiveness of MSMEs that compete in the procurement of goods and services in the traditional clothing application Bajubodo. MSMEs will always try to improve the quality of each product and service they offer to the government through the traditional clothing application Bajubodo.

Institutions offering electronic facilities, as one of the products of the increasing development of information technology, aim to support the conventional procurement process of goods. E-procurement entities certainly have several advantages over traditional procurement processes, including transparency and efficiency. To this end, e-procurement entities must comply with the principles of good governance so that they can operate according to procedures and be truly useful in the procurement of goods. E-procurement entities have met all aspects of good governance. Institutions providing electronic facilities were established to facilitate the process of procuring goods intended for the long term (Sitaniapessy et al., 2022). To date, the practices of the institutions providing electronic facilities have been guided by the principles of good governance, although several things need to be improved to support a better procurement process in the future.

3. Conclusions

The implementation of Bajubodo traditional clothing application in the procurement of goods and services within the South Sulawesi Provincial Government has a positive and significant impact on increasing the competitiveness of MSMEs in South Sulawesi Province. Evaluating the use of

Bajubodo traditional dress application in the procurement of goods and services within the South Sulawesi Provincial Government has a positive and significant impact on increasing the competitiveness of MSMEs. The implementation and evaluation of the use of Bajubodo in the procurement of goods and services within the South Sulawesi Provincial Government has a positive and significant impact on increasing the competitiveness of MSMEs.

In the future, the South Sulawesi Provincial Government will continue to maximise the use of the Bajubodo application for suppliers by providing equal opportunities for all suppliers to compete in the procurement of goods and services through the Bajubodo application. It is hoped that suppliers will have a better understanding of the process of the Bajubodo Traditional Clothing Application before conducting transactions on the Bajubodo Traditional Clothing Application to facilitate all transactions conducted. The South Sulawesi Provincial Government is maximising services to vendors who conduct transactions on the Bajubodo traditional dress application so that vendors can be more satisfied using this application. Future researchers should conduct research using other variables not included in this research variable, such as researching the role of the government in increasing the competitiveness of MSMEs in regional and national economic growth.

Declaration of competing interest

The authors declare that they have no known financial or non-financial competing interests in any material discussed in this paper

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Ethical approval has been approved by all universities from which all authors originate (2023/12/18).

Informed consent

All those who have been sampled have agreed to the research, including the South Sulawesi Provincial Government as the location where this research was carried out.

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