Analysis of The Competitiveness ot Green Economy -Based Msmes in The E-Commerce Market for Consumer Millennials in Pidie Regency

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Abstract

Study This analyze Power MSME -based competitiveness economy green in the e-commerce market with focus on consumers Millennials in Pidie Regency. Research results show that implementation principle economy green influential positive and significant to Power MSME competitiveness (coefficient 0.275; $p < 0.05$) and preference consumer millennials (0.238; $p < 0.05$). Preferences consumer millennials also have influence significant to Power competitiveness of MSMEs (0.330; $p < 0.05$). Meanwhile that, digital marketing strategies are proven become the most dominant factor with influence strong direct to Power MSME competitiveness (0.647; $p < 0.05$) and preference consumer millennials (0.704; $p < 0.05$). In addition, preferences consumer millennials mediate connection between implementation economy green and digital marketing strategies with Power competitiveness of MSMEs, so that strengthen effect both of them. Research This recommend MSMEs to integrate practice friendly environment like use material standard sustainable and biodegradable packaging, as well as optimize digital marketing through social media, e-commerce, and collaboration with influencers. With Thus, the combination innovation technology and practice business sustainable proven effective in increase Power competitiveness of MSMEs in competitive markets, especially in interesting consumer millennials.

Keywords : Competitiveness of MSMEs (;) Green Economy (;) E-Commerce Market (;) Consumer Millennials (;) Sustainability

INTRODUCTION

increasingly global phenomenon prioritize sustainability and protection environment, which encourages change in pattern consumption and behavior business(Christiana, Bahagia, Putri, & Sitorus, 2022). In Indonesia, especially in Pidie Regency, the Micro, Small and Medium Enterprises (MSMEs) sector holds... role important in economy local (Veranita, Almamalik, & Ikhsan, 2022). However, even though MSMEs have potential big, many have

not fully adopt principle economy green, which prioritizes practice business friendly environmental and sustainable (Setianingrum & Adinugraha, 2024). On the other hand, consumers millennials, which is one of the the largest market segment, increasingly show preference to supporting products sustainable and friendly environment This is create opportunity for MSMEs to integrate economy green in product them to improve Power competition in the increasingly e-commerce market develop (Hasibuan, Sudiarti, & Harahap, 2024).

E-commerce has become channel important distribution for MSMEs (Trulline, Putri, 2021), especially in situation post-pandemic, where behavior digital shopping is increasing increased. However, even though There is potential big For developing the market, many MSMEs in Pidie Regency are still face challenge in utilise digital technology and adopt principle economy green (Rahmadoni, Jugalo, & Saraswati, 2023). Challenge This covers limitations knowledge, access towards a larger market wide, and limited understanding about benefit term long from implementation economy green in business (Harto, Rukmana, Sulistianingsih, Parlina, & Reniawati, 2024)

Study This need done in line with the policy direction for the agenda of strengthening community capacity in managing agrarian resources, to analyze factors that influence Power MSME -based competitiveness economy green, and dig role economy green in increase sustainability and power competitiveness of MSMEs in the e-commerce market. With Thus, research This No only relevant, but also urgent For give contribution real in developing MSMEs in Pidie Regency, supporting sustainability environment, and improve Power competitiveness in the increasingly global market competitive (Fallo, Goetha, Burin, & Mau, 2024). Formulation problem

1. How Power MSME -based competitiveness economy green in Pidie Regency in the e-commerce market ?,
2. Anything challenges faced by MSMEs in Pidie Regency in apply principle economy green in operational they ?
3. How preference consumer millennials to product based economy green in the e-commerce market?
4. What strategies can implemented by MSMEs in Pidie Regency for increase Power competition they through implementation economy green in the e- commerce market?.

Literature Review

1. Green Economy and MSMEs

Green economy is draft integrated development sustainability environment with growth economy, prioritizing efficiency source power, and reduce impact negative to environment (Tanan & Dhamayanti, 2020). In the context of MSMEs, the implementation of economy green can increase efficiency operational, repair image business, and opening increasing new market opportunities care to product friendly environment (Ayu, Sriwiyanti, & Damanik, 2022). Some study show that transformation going to economy green need support literacy, innovation, and appropriate policies (Sari & Indria, 2022).

2. Competitiveness of MSMEs in the Digital Era

E-commerce has become channel important for MSMEs to expand market reach, especially post COVID-19 pandemic (Purba, Robi, & Sadikin, 2021). The implementation of digital marketing, brand image, and green marketing strategies has proven to be effective. increase sale as well as strengthen position of MSMEs in the market (Amani, 2018) . However, the power MSMEs are still competitive influenced by internal factors such as capacity source Power human, innovation products, as well as factor external like market competition and policy government (Madjodjo & Baharuddin, 2022)

3. Preferences Consumer Millennials to Environmentally Friendly Products

Generation millennials is market segments that have attention tall to sustainability and products friendly environment (Arianto & Rani, 2024). Research show that packaging friendly environment, ethics business, and values sustainability become factor important in decision purchase they (Minat et al., 2023). Increase literacy consumer related issue environment be one of driver adoption product green in the digital market.

4. Gap Study

Although has Lots studies about economy green and e-commerce, research that focuses on integration both of them in the context of MSMEs in the region, in particular Pidie Regency, still limited (Fasya, 2021). Most of study previously company - focused scale big or urban areas. Therefore that, study This expected can give contribution scientific and practical for development of MSMEs based on economy green in the e-commerce market, while strengthening aligned sustainability strategies with preference consumer millennials (Rusmina, Yana, Khairuna, & Rahmi, 2024).

RESEARCH METHODS

1. Research Location
Data Collection for Green Economy -Based MSME Competitiveness Analysis in the E-Commerce Market for Consumer Millennials in the Regency, The data obtained will be analyzed use survey questionnaire, Exploratory data analysis with PLS –SEM (Saputri, Fathihani, & Randyantini, 2024).
Stages Study
Literature study about economy green and MSMEs
Stages study studies literature about economy green and MSMEs started with collect and analyze various literature related, such as articles, journals, and reports that discuss implementation economy green in MSMEs. Research This focus on identification factors that influence sustainability and power competitiveness of MSMEs through principle economy green, and existing challenges and opportunities in its implementation [19].
Methods used in study This is Exploratory with PLS-SEM, which allows researchers For in a way systematic collect, analyze, and filter information from various relevant sources. This method help compile synthesis findings from existing literature, providing deep

understanding about connection between economy green and MSMEs, as well as formulate recommendation For further implementation effective .

a. Survey to consumer millennials For understand preference they to product friendly environment

Stages study studies literature about economy green and MSMEs started with do search and sorting relevant literature about economy green and its application to MSMEs, including studies cases, articles, and journals related. This process aim For identify findings key about challenges, opportunities and impacts economy green towards MSMEs. Furthermore, researchers do analysis to the results found and compiled synthesis from various existing literature For give description comprehensive [20].

Methods used in study This is systematic literature review (SLR), which allows researchers For in a way systematic collect, analyze, and filter information from various relevant sources. With method this, researcher can identify trends, gaps, and practices best in implementation economy green in MSMEs, as well as formulate recommendation For further implementation effective (Prabowo, Arisha, Triyana, & Baharudin, 2021).

b. Formulate strategies that can increase sustainability and power MSME competitiveness in the e-commerce market (Shemi & Procter, 2018).

Stages First in formulate strategies for increase sustainability and power the competitiveness of MSMEs in the e-commerce market is with do analysis to factors that influence MSME performance, such as internal factors (ability source power, innovation product) and external (market competition, trends) consumers, regulations). Research this also includes identification opportunities and challenges faced by MSMEs in adopt principle economy green on e-commerce platforms. Collected data through survey or interview with MSMEs and consumers will analyzed For give clear picture regarding the areas that need improved (Setiantoro, Putri, Novitarani, & Njatrijani, 2018).

RESULTS AND DISCUSSION

1. Test the Outer Model (Measurement Model)

According to Hair et al. (Alvionita, 2022) *the outer model test* done For ensure that every indicators used can reflect constructs being measured in a way right. There is three stage main :

Validity Convergent

Validity convergent measure to what extent the indicators reflect something construct own high correlation One each other. Assessment done through loading factor (recommended > 0.70), Average Variance Extracted (*AVE,* > 0.50), and Composite Reliability (*CR,* > 0.70). Values that meet these limits show that indicator can represent construct in a way adequate. Based on results testing so can seen in the table following This.

Table 1. Validity Convergent

Construct / Indicator	Outer Loading	Composite Reliability (CR)	AVE
Competitiveness of MSMEs		**0.898**	**0.688**
Y1.1	0.817		
Y1.2	0.824		
Y1.3	0.859		
Y1.4	0.818		
Implementation Green Economy Principles		**0.886**	**0.528**
X1.1	0.785		
X1.2	0.732		
X1.3	0.722		
X1.4	0.703		
X1.5	0.72		
X1.6	0.705		
X1.7	0.716		
Preference Consumer Millennials		**0.904**	**0.701**
Z1.1	0.846		
Z1.2	0.838		
Z1.3	0.833		
Z1.4	0.833		
Digital Marketing Strategy		**0.927**	**0.68**
X2.1	0.766		
X2.2	0.835		
X2.3	0.85		
X2.4	0.835		
X2.5	0.832		
X2.6	0.826		

Based on results testing *outer model,* all indicators on the construct Implementation Green Economy Principles, Digital Marketing Strategy, Preferences Consumer Millennials, and the Competitiveness of MSMEs shows mark *outer loading* above 0.70, which means indicators the own strong correlation with construct. The Average Variance Extracted (AVE) value for all construct is above 0.50, so that capable explain more from 50% variance indicators that make it up (Al-Arsy & Afian, 2022). In addition, the Composite Reliability (CR) and Cronbach's Alpha values for all construct exceeds 0.70, which indicates good internal consistency of the instrument. Thus, this research instrument meets the criteria of convergent validity and construct reliability as recommended by Hair et al. (2019), so that worthy used For analysis furthermore.

Discriminant Validity

Discriminant validity tests the extent to which a construct is truly distinct from other constructs. Commonly used methods are the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (*HTMT*). According to Hair et al. (2021), the recommended HTMT value is <0.90, indicating that the constructs are clearly distinct from each other.

Table 2. Fornell-Larcker Criteria

Variables Study	Competitiveness of MSMEs	Implementation Green Economy Principles	Preference Consumer Millennials	Marketing strategy Digital
Competitiveness of MSMEs	**0.830**			
Implementation Green Economy Principles	0.714	**0.726**		
Preference Consumer Millennials	0.829	0.715	**0.837**	
Digital Marketing Strategy	0.834	0.678	0.866	**0.824**

The results of the discriminant validity test using the Fornell-Larcker method indicate that all constructs in this study meet the criteria set by Hair et al. (2019), namely the square root of the AVE on the diagonal is greater than the correlation between constructs in the same row and column. The MSME Competitiveness construct has a square root of AVE of 0.830 which is higher than its correlation with the Implementation of Green Economy Principles (0.714), Millennial Consumer Preferences (0.829), and Digital Marketing Strategy (0.834). The Implementation of Green Economy Principles has a value of 0.726 which is greater than all correlations with other constructs (0.714; 0.715; 0.678). Millennial Consumer Preferences show a value of 0.837 which also exceeds the correlation with other variables (0.829; 0.715; 0.866). Similarly, Digital Marketing Strategy has a correlation value of 0.824, which is greater than the correlation with other constructs (0.834; 0.678; 0.866). Thus, it can be concluded that each construct in this model has clear conceptual differences and is able to represent its own variable better than other variables, thus meeting discriminant validity.

Table 3. Ratio heterotrait-monotrait (HTMT)

	Competitiveness MSMEs	Implementation Principle Green Economy	Preference Consumer Millennials
Implementation Green Economy Principles	0.831		
Preference Consumer Millennials	0.970	0.829	
Digital Marketing Strategy	0.948	0.763	0.980

The results of the HTMT (Heterotrait-Monotrait Ratio) test show that part big partner construct fulfil criteria validity discriminant with value below threshold of 0.90. Relationship between the Competitiveness of MSMEs and Implementation Green Economy Principles (0.831), Implementation Green Economy Principles with Preference Consumer Millennials (0.829), as well as Implementation Green Economy Principles with Digital Marketing Strategy (0.763) is in categories that can accepted, so that show adequate difference between construct However, there are three relationship that goes beyond threshold, namely the Competitiveness of MSMEs with Preference Consumer Millennials (0.970), Competitiveness of MSMEs with Digital Marketing Strategies (0.948), and Preferences Consumer Millennials with Digital Marketing Strategy (0.980). High value This indicates existence potential problem validity discriminant consequence similarity indicator or the concept being measured, so that need attention more in interpretation and modeling continued (Riasih & Sutiaputri, 2022).

Construct Reliability

Reliability measures the internal consistency of indicators in measuring a construct. Assessment is performed using Cronbach's Alpha (>0.70) and Composite Reliability (>0.70). High reliability values indicate measurement stability and consistency.

Table 4. Construct Reliability

	Cronbach's alpha	Composite Reliability
Competitiveness of MSMEs	0.849	0.851
Implementation Green Economy Principles	0.851	0.854
Preference Consumer Millennials	0.858	0.859
Digital Marketing Strategy	0.905	0.907

The results of the construct reliability test indicate that all research variables have Cronbach's Alpha and Composite Reliability values above the minimum limit recommended by Hair et al. (2019), which is >0.70. The MSME Competitiveness variable obtained a Cronbach's Alpha value of 0.849 and a Composite Reliability of 0.851, indicating good internal consistency. The Application of Green Economy Principles showed a value of 0.851 for Cronbach's Alpha and 0.854 for Composite Reliability, indicating very adequate reliability. Millennial Consumer Preferences had a Cronbach's Alpha value of 0.858 and a Composite Reliability of 0.859, confirming that the indicators in this construct are stable and consistent (Kaul & Khurana, 2022). Meanwhile, Digital Marketing Strategy recorded the highest value, namely a Cronbach's Alpha of 0.905 and a Composite Reliability of 0.907, reflecting very high measurement consistency. Overall whole, entire construct fulfil criteria reliability, so that instrument study can stated reliable For measure each variable.

2. Test the Inner Model (Structural Model)

According to Hair et al. (2019), *the inner model* aims to assess the strength of the relationship between constructs in the research model. Several indicator main is :

R-Square (R²) Value

R² shows how much big variables dependent can explained by variables independent and mediating. The R² values of 0.75, 0.50, and 0.25 respectively can be categorized as strong, moderate, and weak.

Table 5. R-Square (R²) Value

	R-square	Adjusted R-square
Competitiveness of MSMEs	0.760	0.756
Preference Consumer Millennials	0.780	0.778

The results of the R-square test show that the model has ability strong explanation. The R-square value for The UMKM Competitiveness variable is 0.760, meaning that 76% of the variation in UMKM Competitiveness can be explained by variables Implementation Green Economy Principles, Digital Marketing Strategies, and Preferences Consumer Millennials. Meanwhile that, the Adjusted R-square value of 0.756 confirms that after customized with amount predictor, ability fixed model explanation tall (Aqmarina & Awali, 2023).

For variables Preference Consumer Millennials, the R-square value of 0.780 indicates that 78% of the variation Preference Consumer Millennials can explained by the Implementation Green Economy Principles and Digital Marketing Strategies. The Adjusted R-square value of 0.778 indicates model stability after adjustments.

Referring to the criteria of Hair et al. (2019), an R-square value above 0.75 is categorized as as substantial, so that can concluded that this model own strength very good explanation For second endogenous variables.

Model fit

Model fit testing is conducted to ensure that the constructed structural model fits the observed data. In the PLS-SEM approach, model fit is evaluated. use a number of indicator such as SRMR (Standardized Root Mean Square Residual), NFI (Normed Fit Index), and size others. An SRMR value of ≤ 0.08 indicates level good model fit, while NFI with value ≥ 0.90 indicates that the model has adequate fit. The results of the model fit test in the study This presented in the table following.

Table 6. Model fit

	Saturated model	Model estimation
SRMR	0.060	0.060
d_ULS	0.823	0.823
d_G	0.384	0.384

289

Chi-square	466,379	466,379
NFI	0.850	0.850

Testing model fit aims For evaluate to what extent the structural model is built in accordance with empirical data. Based on results analysis, the SRMR value of 0.060 indicates that the model has good fit Because be under threshold 0.08. d_ULS value of 0.823 and d_G of 0.384 indicates low distance between matrix covariance of the model and empirical data, so that the differences that occur relatively small. The Chi-square value of 466.379 is informative, but in PLS-SEM context does not become size main because it is very sensitive to size sample. Meanwhile that, the NFI value of 0.850 indicates that the model has level adequate suitability, although Not yet reach the "very good" category which is usually is above 0.90. In general overall, results This show that the model is built own level sufficient compatibility good and capable represent empirical data in a way adequate.

Test Results Hypothesis (Path Coefficient)

Based on Hair et al. (Wachyuni & Wiweka, 2020) testing hypothesis in PLS-SEM is done with method *bootstrapping* For get mark coefficient path, t-statistic, and p-value. Coefficient track show strength and direction connection between variable. t-statistic > 1.96 and p-value < 0.05 indicate significant relationship at the level 5% significance analysis can covers influence direct effect, influence No direct through variables mediation (*indirect effect*), and total effect.

Table 7. Path Coefficient

Connection	Original Sample (O)	T Statistics	P Value
Direct Line			
Implementation → MSME Competitiveness	0.197	2,594	0.010
Green Economy Implementation → Preferences Consumer Millennials	0.238	3,802	0.00
Preference Consumer Millennials → MSME Competitiveness	0.33	3,164	0.002
Marketing Strategy → MSME Competitiveness	0.415	5,164	0,000
Digital Marketing Strategy → Millennial Consumer Preferences	0.704	12,629	0,000
Indirect Path (Mediation)			
Digital Marketing Strategy → Millennial Consumer Preferences → MSME Competitiveness	0.232	3,125	0.002
Green Economy Implementation → Preferences Consumer Millennials → MSME Competitiveness	0.078	2,279	0.023
Total Effect			
Implementation → MSME Competitiveness	0.275	4,587	0,000

Green Economy Implementation → Preferences Consumer Millennials	0.238	3,802	0,000
Preference Consumer Millennials → MSME Competitiveness	0.33	3,164	0.002
Marketing Strategy → MSME Competitiveness	0.647	12,488	0,000
Digital Marketing Strategy → Millennial Consumer Preferences	0.704	12,629	0,000

Interpretation and Discussion

Implementation Green Economy Principles on MSME Competitiveness

Analysis results show that implementation principle economy green own influence positive and significant to Power competitiveness of MSMEs with mark coefficient track of 0.275, t -value of 4.587, and p-value of 0.000 (<0.05). These results consistent with Green Economy theory, which states that integration mark environment in products and business processes can create differentiation and excellence competitive. Research by Ginting et al. (2025) strengthens matter this, shows that green brand image and green consumerism practices significant increase position competitiveness of MSMEs in Indonesia. Findings This indicates that the more Good implementation principle economy green by MSMEs, increasingly high power competitiveness that is owned. This means that the management friendly business environmental and sustainable No only just moral obligation, but also can increase superiority competitive in the market.

Implementation Green Economy Principles towards Preference Consumer Millennials

Coefficient track of 0.238 with The t value is 3.802 and the p-value is 0.000 that implementation principle economy green influential positive significant to preference consumer millennials. These results support Consumer Preference theory, namely that generation millennials the more like friendly products environment. Similar things found in studies Rialisnawati et al. (Wijaya & Ekayasa, 2022) who stated that mark culture, technology, and social form preference young digital consumers in Indonesia. This means that millennial consumers tend to prefer and choose products from MSMEs that implement sustainable business practices. This finding aligns with the characteristics of the millennial generation, which has a high level of concern for environmental and sustainability issues.

Preference Consumer Millennials on the Competitiveness of MSMEs

The test results show existence influence positive significant preference consumer millennials to Power competitiveness of MSMEs with coefficient of 0.330, t -value of 3.164, and p-value of 0.002. These results support the Digital Marketing Theory, namely that recruitment consumer through digital media such as social media and e-commerce can expand market reach and strengthen image brand. Research related by Al-Amin (2025) mentions that collaboration with influencers and usage authentic visual content become key in interesting interest generation millennials and Gen Z. Findings This confirm that support

and tendencies consumer millennials For choose product certain can become factor important in strengthen position of MSMEs in the market. In other words, preferences consumer millennials can become catalyst improvement Power competitive.

Digital Marketing Strategy for MSME Competitiveness

Coefficient track of 0.647 with The t value is 12.488 and the p-value is 0.000 that digital marketing strategies provide influence very significant positive to Power MSME competitiveness. Findings This in line with findings that generation millennials as **digital natives** more responsive to interactive visual marketing and personalization content (Habib & Hamadneh, 2021). These results describe that implementation of marketing strategies based technology, such as the use of social media, e-commerce, and digital campaigns, is capable increase market reach, strengthen the brand, and ultimately increase Power competition business.

Digital Marketing Strategies for Millennial Consumer Preferences

The analysis revealed that digital marketing strategies have a significant positive influence on millennial consumer preferences with a coefficient of 0.704, a t-value of 12.629, and a p-value of 0.000. This indicates that creative, interactive, and digital platform-based marketing strategies are highly effective in attracting millennial consumers. This is what grows in the era of digital technology responding positive approach marketing that utilizes online media.

Mediation Preference Consumer Millennials on relationships Implementation Green Economy Principles on MSME Competitiveness

The research results show that the implementation of green economic principles not only directly impacts the competitiveness of MSMEs but also indirectly through millennial consumer preferences. In other words, part of the positive impact of implementing green economic principles on MSME competitiveness occurs because millennial consumers have a higher preference for environmentally friendly products, which then drives increased competitiveness. This indicates that the successful implementation of green economic principles will be more optimal if accompanied by an effective communication strategy to target millennial consumers.

Mediation of Millennial Consumer Preferences on the Relationship between Digital Marketing Strategy and MSME Competitiveness

The findings show that digital marketing strategies have a strong direct influence on the competitiveness of MSMEs, as well as an indirect influence through millennial consumer preferences. This means that a well-targeted digital marketing strategy can increase millennial consumer interest and preference for MSME products, which in turn strengthens MSMEs' position in the market. This mediation is complementary, where both direct and indirect channels are equally significant, so the use of creative digital marketing strategies that are in line with millennial trends will have a dual effect on competitiveness.

Research Implementation

Practical Implementation

292

The results of this study indicate that the application of green economic principles and digital marketing strategies has a significant influence on millennial consumer preferences and the competitiveness of MSMEs in Pidie Regency. Practically, these findings can serve as guidelines for MSMEs to integrate environmentally friendly concepts into their products and production processes, such as the use of recyclable raw materials, biodegradable packaging, and energy-efficient production processes. Furthermore, optimizing digital marketing through social media, e-commerce, and collaboration with local *influencers* can expand market reach and build emotional connections with millennial consumers. Local governments and MSME support institutions can also utilize the results of this study as a basis for formulating policies and training programs focused on strengthening sustainability-based competitiveness (Hartono, Kistyanto, Fatoni, Isbanah, & Arifah, 2022).

Implementation Theoretical

In a way theoretical, research This give contribution to the development of Green Economy Theory, Digital Marketing Theory, and Consumer Preference Theory in context of regional MSMEs. Research results strengthen theory that practice economy green No only contribute to sustainability environment, but also capable of increase Power competition through formation image positive in the eyes consumers. In addition, the findings study This supports Digital Marketing Theory with show that marketing strategy based technology capable form preference consumer in a way significant. On the other hand behavior consumers, research This enrich Consumer Preference Theory with proof empirical that preference millennials can mediated by a combination of digital marketing strategies and practices business friendly environment.

CONCLUSION

Study This conclude that implementation principle economy green and influential digital marketing strategies positive and significant to preference consumer millennials and power MSME competitiveness in Pidie Regency. Proven digital marketing strategies own the most dominant influence, both in a way direct to Power competitiveness of MSMEs and in a way No direct through preference consumer millennials. This is show that combination innovation technology and practice business sustainable can be an effective strategy For strengthen the position of MSMEs in the market is increasingly competitive. With Thus, MSMEs in Pidie Regency need to prioritize adoption digital technology and integrating it with values sustainability.

Research Limitations

This study has several limitations that should be considered. First, the study only covered MSMEs in Pidie Regency, so the results cannot necessarily be generalized to other regions with different characteristics. Second, the data used is cross-sectional, thus unable to capture changes in consumer behavior over time. Third, the research variables are limited to the application of green economy principles, digital marketing strategies, millennial consumer preferences, and MSME competitiveness. Therefore, other external factors such as government policies, financial support, or global economic trends have not been analyzed.

For study future, it is recommended expand research area coverage so that the results more representative for MSMEs at the level province or national. Longitudinal research is also recommended For observe change preference consumers and power competitiveness of MSMEs in term time certain. In addition, enter variables moderation like support policy government, access financing green, or level digital literacy of MSME actors can give greater understanding comprehensive about factors that influence Power competitiveness. Research qualitative can also done For dig more in perception MSMEs and consumers related practice economy green and digital marketing strategies.

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294

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