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The Influence of Social Capital, Partnerships, and Digital Marketing on the Competitiveness of Local Agribusiness Products

Safruddin[1], Putu Fajar Kartika Lestari[2], Khaifah Asgaf[3]
[1]Universitas Asahan
[2]Program Studi Agribisnis Universitas Mahasaraswati Denpasar
[3]UIN Alauddin Makassar

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ABSTRACT

This study examines the influence of social capital, partnerships, and digital marketing on the competitiveness of local agribusiness products in Indonesia. Using a quantitative research approach, data were collected from 125 agribusiness actors through a structured questionnaire employing a 5-point Likert scale. The analysis was conducted using SPSS version 25, involving descriptive statistics, validity and reliability testing, classical assumption tests, and multiple linear regression analysis. The results reveal that all three independent variables—social capital, partnerships, and digital marketing—have a positive and significant effect on competitiveness. Social capital strengthens trust and collective cooperation, partnerships enhance access to resources and market networks, and digital marketing provides broader product visibility and consumer engagement. The regression model explains 61.1% of the variance in competitiveness, indicating that these factors collectively play a crucial role in shaping the performance and market position of local agribusiness products. The findings highlight the importance of collaboration and digital strategy adoption in building sustainable agribusiness competitiveness in the digital era.

Corresponding Author:

Name: Safruddin
Institution: Universitas Asahan
Email: safruddin67@gmail.com

1. INTRODUCTION

The competitiveness of local agribusiness products has become an increasingly important issue in strengthening regional economic resilience, particularly in developing countries such as Indonesia. Agribusiness plays a strategic role not only as a source of community income but also as a driver of regional development through value-added creation, market expansion, and productivity improvement [1], [2]. However, local agribusiness actors still face persistent challenges, including limited access to information, weak market networks, inadequate marketing capabilities, and rising competition from domestic and imported products. Strengthening competitiveness, therefore, requires a comprehensive approach that integrates social, institutional, and technological dimensions [3], [4].

One of the key factors shaping agribusiness competitiveness is social capital, which encompasses trust, shared norms, and networks among community members. Social capital enables cooperation, accelerates information flows, and facilitates collective action within local communities [5], [6]. In many rural areas, strong social ties play a significant role in supporting access to resources, reducing transaction costs, and enhancing market opportunities. When effectively cultivated, social capital empowers agribusiness actors to improve product quality, adopt technological innovations, and respond more strategically to market changes [7], [8].

Equally important is the role of partnerships between farmers, cooperatives, private companies, and government institutions. These partnerships strengthen agribusiness performance by promoting resource sharing, technology transfer, capacity building, and broader market integration. Well-structured collaborations provide agribusiness actors with access to modern agricultural techniques, capital assistance, distribution channels, and business development services [8], [9]. Such collaborative efforts create efficiency, stability, and innovation across agribusiness value chains, ultimately enhancing overall competitiveness.

The rapid development of digital technology has also opened new opportunities through digital marketing, enabling agribusiness actors to promote their products more effectively and reach wider markets. Digital platforms such as social media, e-commerce, and online marketplaces have transformed traditional marketing into interactive and cost-efficient strategies. For local agribusiness players, particularly MSMEs, digital marketing offers a powerful avenue for building brand awareness, increasing sales, and adapting to evolving consumer behavior. This technological shift positions digital marketing as a critical component of modern agribusiness competitiveness.

Despite the relevance of social capital, partnerships, and digital marketing, empirical research examining their combined influence on agribusiness competitiveness remains limited, especially within the Indonesian context. To address this gap, this study analyzes the effects of these three variables on the competitiveness of local agribusiness products using quantitative methods. Data were collected from 125 respondents through a Likert-scale questionnaire and analyzed using SPSS version 25. The findings of this study are expected to provide both theoretical and practical contributions: theoretically by enriching the literature on agribusiness competitiveness across social, institutional, and digital dimensions; and practically by offering insights for agribusiness actors, policymakers, and development agencies in formulating strategies to strengthen local product competitiveness in an increasingly competitive and digitally driven market environment.

2. LITERATURE REVIEW

2.1 Social Capital

Social capital refers to the networks, norms, trust, and reciprocal relationships that facilitate cooperation among individuals and groups within a community. According to [10], [11], social capital strengthens collective action through shared values and mutual trust, which contribute to improving social cohesion and economic performance. In the context of agribusiness, social capital plays a crucial role in enabling collaboration among farmers, traders, suppliers, and other stakeholders, where strong social networks help actors obtain timely information related to market demand, pricing, and new technologies [12], [13]. Trust among community members reduces transaction costs, enhances

resource sharing, and supports joint problem-solving, thereby creating a more efficient and adaptive agribusiness environment. Empirical studies have also demonstrated that social capital positively influences business performance and product competitiveness, as higher levels of bonding and bridging social capital allow farmers to access wider networks, market products more effectively, and negotiate stronger positions within value chains. Therefore, social capital is widely recognized as a vital intangible asset that significantly contributes to strengthening the competitiveness of local agribusiness products [8], [14].

2.2 *Partnerships in Agribusiness*

Partnerships are collaborative efforts between multiple stakeholders—such as farmers, cooperatives, private companies, NGOs, and government agencies—to achieve mutually beneficial goals, and according to [1], [2], agribusiness partnerships create synergistic relationships that integrate production, processing, and marketing systems, whether through contract farming, supply chain collaboration, or business-to-business cooperation [15], [16]. Effective partnerships provide agribusiness actors with access to modern technologies, financial support, quality inputs, and improved distribution channels, while also facilitating knowledge transfer, capacity building, and innovation adoption. Prior research consistently shows that well-organized partnerships enhance productivity, reduce risks, and improve product quality, thereby contributing to stronger value chains and more resilient agricultural systems. Thus, partnerships are essential in strengthening the competitiveness of agribusiness products by creating efficient, innovative, and sustainable business ecosystems [3], [17].

2.3 *Digital Marketing*

Digital marketing refers to the use of digital platforms such as social media, websites, search engines, and e-commerce to promote products and connect with consumers, and [18], [19]describe it as a strategic tool that helps businesses increase visibility, enhance customer engagement, and optimize promotional activities. In agribusiness, digital marketing plays an increasingly important role in providing broader market access, particularly for small-scale producers. The adoption of digital marketing strategies enables agribusiness actors to reach wider audiences at relatively low costs through platforms like Instagram, Facebook, TikTok, and online marketplaces, which offer opportunities for product showcasing, branding, and direct communication with consumers [20], [21]. Empirical studies indicate that digital marketing improves sales performance, strengthens brand awareness, and enhances competitiveness in both local and global markets. Therefore, for local agribusiness products, digital marketing serves as a key strategy to build competitive advantage in

an economy that is rapidly shifting toward digitalization [22], [23].

2.4 *Competitiveness of Local Agribusiness Products*

Competitiveness refers to the ability of products, businesses, or industries to maintain or improve their market position amid competition, and [20], [24] highlights that it is influenced by product quality, production efficiency, innovation, and marketing capabilities. In the agribusiness sector, competitiveness is shaped by market access, value-added processing, supply chain efficiency, and the ability to meet evolving consumer preferences. Local agribusiness products often face intense competition from imported goods and large-scale producers, making it essential to adopt strategies that enhance product differentiation, increase production capacity, and optimize distribution systems [25], [26]. Social capital, partnerships, and digital marketing play a critical role in strengthening these aspects by promoting collaboration, fostering innovation, and enabling effective communication with target markets, thereby supporting local agribusiness products in achieving stronger competitive positions [24], [27].

3. RESEARCH METHODS

3.1 Research Design

This study employs a quantitative research design aimed at examining the influence of social capital, partnerships, and digital marketing on the competitiveness of local agribusiness products. The quantitative approach is appropriate for testing statistical relationships between variables using numerical data, allowing for objective measurement and generalizable findings. A survey method was used to collect primary data from agribusiness actors who were directly involved in the production, processing, and marketing of local agribusiness products.

3.2 Population and Sample

The population in this study consists of local agribusiness practitioners, including farmers, MSME owners, producers, and distributors operating within the agribusiness sector. A total of 125 respondents were selected using purposive sampling, which ensures that participants possess relevant experience and knowledge regarding agribusiness activities, partnerships, social networks, and digital marketing practices. This sample size is considered appropriate for multiple linear regression analysis using SPSS, as it meets the minimum requirement for obtaining reliable and valid statistical results.

3.3 Types and Sources of Data

This study uses primary data collected directly from respondents through a structured questionnaire designed to measure perceptions, behaviors, and experiences related to social capital, partnerships, digital marketing, and competitiveness. Secondary data such as previous research, reports, and theoretical references were also utilized to strengthen the conceptual framework and interpret the findings. The research focuses on four main variables: Social Capital (X1), defined as the level of trust, norms, and social networks among agribusiness actors with indicators including trust, frequency of interaction, shared norms, and cooperative activities; Partnerships (X2), referring to collaborative relationships between agribusiness actors and stakeholders such as government agencies, cooperatives, financial institutions, and private companies, measured through indicators of resource sharing, access to inputs, technical assistance, and market integration; Digital Marketing (X3),

referring to the use of digital platforms for product promotion and sales, measured by the use of social media, online marketplaces, content creation, digital advertising, and consumer engagement; and Competitiveness (Y), defined as the ability of agribusiness products to compete in local markets based on quality, price, market reach, and consumer preference, with indicators such as product differentiation, market access, sales performance, and brand strength. All variables were measured using multiple statement items rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

The research instrument used was a structured questionnaire divided into four sections corresponding to each studied variable, developed based on validated indicators from prior studies to ensure content relevance and construct clarity. Before distribution, a pilot test was conducted to ensure the questionnaire's reliability and comprehensibility. Data collection employed both online and offline survey methods to accommodate respondents' varied locations and levels of digital accessibility, ensuring inclusiveness among agribusiness practitioners. Clear instructions were provided to minimize response bias and enhance the accuracy of the collected data.

3.4 Data Analysis Technique

Data analysis was conducted using SPSS version 25 through several stages, beginning with descriptive statistics to summarize respondent demographics and provide an overview of responses for each variable. Validity and reliability tests were performed using the Pearson Product-Moment correlation, where items were considered valid if the r-count exceeded the r-table value, and Cronbach's Alpha, with coefficients above 0.70 indicating good internal consistency. Classical assumption tests—including normality, multicollinearity, heteroscedasticity, and linearity—were carried out to ensure that the regression model met statistical requirements. Finally, multiple linear regression analysis was used to examine the influence of social capital (X1), partnerships (X2), and digital marketing (X3) on competitiveness (Y), with the significance of each independent variable assessed using t-tests and the overall model fit evaluated through the F-test.

4. RESULTS AND DISCUSSION

4.1 Descriptive Results

Data were collected from 125 respondents who were agribusiness practitioners, including farmers, MSME owners, distributors, and agro-product processors. Descriptive findings show that respondents varied widely in age, experience, business scale, and use of digital platforms. Overall, respondents exhibited strong perceptions of social capital, moderate involvement in partnerships, and high adoption of digital marketing practices. The competitiveness of local agribusiness products was also perceived to be improving, especially in terms of market reach and product quality. The respondent profile further reveals diversity across the agribusiness value chain—production (38%), processing (33%), and distribution/marketing (29%)—and shows substantial utilization of digital tools, with 76% using social media, 54% using e-commerce platforms, and 82% using WhatsApp Business. Demographically, the respondents consisted of 68% males and 32% females, with the largest age groups being 31–40 years (39%) and 20–30 years (27%), while business experience ranged from less than 5 years (34%) to over 10 years (25%). These characteristics collectively indicate that the sample comprises a diverse and digitally engaged group of agribusiness practitioners.

Descriptive statistics for each variable provide further insight into respondents' perceptions. Social Capital (X1) recorded a mean score of 4.12 (SD = 0.54), reflecting strong trust, active communication, and cooperative norms among agribusiness actors. Partnerships (X2) obtained a mean of 3.87 (SD = 0.62), suggesting moderately high engagement in collaborations with cooperatives, government

agencies, and private firms, although the depth of these partnerships varies. Digital Marketing (X3) achieved the highest mean score at 4.21 (SD = 0.49), indicating intensive use of digital tools such as social media, e-commerce, and online advertising for promotion, customer interaction, and branding. Competitiveness (Y) exhibited a mean score of 4.05 (SD = 0.57), demonstrating that respondents perceive their products as increasingly competitive in terms of quality, uniqueness, pricing, and market reach, particularly among those who actively leverage digital marketing strategies.

4.2 Validity and Reliability Tests

The validity and reliability tests were conducted to ensure that the measurement instruments used to assess Social Capital (X1), Partnerships (X2), Digital Marketing (X3), and Competitiveness (Y) were statistically sound and capable of producing consistent and accurate results, with all analyses performed using SPSS Version 25. The validity test, conducted using the Pearson Product-Moment correlation, required each item to meet two criteria: r-count greater than the r-table value of 0.176 (n = 125, α = 0.05) and a significance level below 0.05. The results showed that all items across the four variables met these requirements, with r-count values ranging from 0.412 to 0.732 for Social Capital, 0.398 to 0.689 for Partnerships, 0.455 to 0.781 for Digital Marketing, and 0.421 to 0.764 for Competitiveness. These findings confirm that every statement in the questionnaire correlates strongly with its respective construct and is valid for further statistical analysis.

The reliability test, assessed using Cronbach's Alpha, aimed to evaluate the internal consistency of the items in each variable, with a threshold of $\alpha \geq 0.70$ as suggested by Nunnally (1978). The results demonstrated very high reliability for Social Capital (0.872), Partnerships (0.844), and Digital Marketing (0.891), while Competitiveness showed excellent reliability with a Cronbach's Alpha of 0.903. These values, all above 0.80, indicate that the measurement instruments used in this study are highly reliable and consistent in capturing the constructs of interest, thereby reinforcing the robustness of the data for subsequent statistical analyses.

4.3 Classical Assumption Tests

4.3.1 Normality Test

The normality test was performed using the Kolmogorov–Smirnov (K–S) method to assess whether the residuals of the regression model followed a normal distribution, with the decision criteria stating that residuals are normally distributed if the significance value exceeds 0.05 and not normally distributed if it falls below 0.05. The test yielded a significance value of 0.089 (> 0.05), indicating that the residuals are normally distributed and thus fulfill the normality assumption. This conclusion is also visually supported by the standardized P–P plot, where the data points align closely with the diagonal reference line, further confirming the appropriateness of the regression model for subsequent analysis.

4.3.2 Multicollinearity Test

The multicollinearity test was carried out to examine whether there was a high correlation among the independent variables by analyzing the Variance Inflation Factor (VIF) and Tolerance values, with the criteria stating that multicollinearity is absent if VIF < 10 and Tolerance > 0.10. The test results showed that all independent variables—Social Capital (X1), Partnerships (X2), and Digital Marketing (X3)—had VIF values below 10 and Tolerance values above 0.10, indicating that no multicollinearity was present in the regression model and that each independent variable contributed uniquely to explaining the variation in the dependent variable.

Table 1. VIF

Variable	Tolerance	VIF	Interpretation
Social Capital (X1)	0.562	1.779	No multicollinearity
Partnerships (X2)	0.594	1.684	No multicollinearity
Digital Marketing (X3)	0.521	1.921	No multicollinearity

The results of the multicollinearity test presented in Table 1 show that all independent variables—Social Capital (X1), Partnerships (X2), and Digital Marketing (X3)—meet the statistical criteria indicating the absence of multicollinearity. Each variable has a Tolerance value well above 0.10 and a VIF value far below the critical threshold of 10, suggesting that the predictors do not exhibit problematic intercorrelations. Social Capital (X1) shows a Tolerance of 0.562 and VIF of 1.779, indicating that the variable provides unique explanatory information without redundancy. Partnerships (X2) with a Tolerance of 0.594 and VIF of 1.684 similarly demonstrates stable independence in the model. Digital Marketing (X3), although having the highest VIF among the three (1.921), still falls safely within the acceptable range, confirming that digital marketing contributes distinct predictive power without inflating variance. Overall, these findings confirm that the regression model is structurally sound, and the independent variables can be reliably used to predict competitiveness without concerns of multicollinearity affecting the accuracy of parameter estimates.

4.3.3 Heteroscedasticity Test

The heteroscedasticity test was performed using the Glejser method to examine whether the residual variance remained constant across all levels of predicted values, with the decision criteria stating that significance values greater than 0.05 indicate no heteroscedasticity, whereas values below 0.05 suggest its presence. The test results show that all independent variables—Social Capital (X1) with a significance value of 0.117, Partnerships (X2) with 0.243, and Digital Marketing (X3) with 0.176—have significance levels above the 0.05 threshold, demonstrating that none of the variables exhibit heteroscedasticity. This indicates that the residuals maintain a constant variance across observations, thereby meeting the assumption of homoscedasticity and allowing the regression model to be interpreted reliably without bias in the estimation of standard errors.

4.4 Multiple Linear Regression Results

Multiple linear regression analysis was conducted to examine the influence of social capital (X1), partnerships (X2), and digital marketing (X3) on the competitiveness of local agribusiness products (Y), using SPSS version 25 with a 0.05 significance level. The Model Summary results show a strong relationship between the variables, with an R value of 0.782 and an R^2 of 0.611, indicating that 61.1% of the variation in competitiveness is explained by the three independent variables, while the remaining 38.9% is attributed to other unobserved factors. The ANOVA test further confirms the model's statistical significance, with an F-value of 63.214 and a significance level of 0.000 (< 0.05), demonstrating that social capital, partnerships, and digital marketing collectively have a meaningful impact on competitiveness. Additionally, the regression coefficient output provides a detailed view of the partial effects of each independent variable, offering deeper insight into how each factor contributes individually to the overall competitiveness of local agribusiness products.

Table 2. Multiple Regression

Variable	B	t-value	Sig	Interpretation
Social Capital (X1)	0.312	4.215	0.000	Significant positive effect
Partnerships (X2)	0.284	3.897	0.000	Significant positive effect
Digital Marketing (X3)	0.356	5.142	0.000	Significant positive effect

The multiple regression equation obtained in this study is $Y = 0.487 + 0.312X_1 + 0.284X_2 + 0.356X_3$, which indicates that all three independent variables positively influence competitiveness. Social capital (X1) has a significant positive effect, meaning that higher levels of trust, strong networks, and supportive community interactions enhance the competitiveness of agribusiness products. Partnerships (X2) also positively and significantly influence competitiveness, showing that stronger cooperation with suppliers, distributors, cooperatives, and local institutions improves product quality, market access, and supply chain efficiency. Digital marketing (X3) demonstrates the strongest effect among the three variables, emphasizing that effective use of social media, e-commerce, and online branding substantially increases product visibility, consumer engagement, and brand positioning. Hypothesis testing further supports these findings, with all variables showing p-values < 0.05, leading to the acceptance of all hypotheses: H1 (social capital significantly influences competitiveness), H2 (partnerships significantly influence competitiveness), and H3 (digital marketing significantly influences competitiveness).

4.5 Discussion

The findings of this study provide strong evidence that social capital, partnerships, and digital marketing each play a significant role in enhancing the competitiveness of local agribusiness products. The influence of social capital is particularly evident, as trust, social networks, and cooperative norms enable farmers and agribusiness actors to access information, share resources, and collaborate more effectively. This aligns with Putnam's theory, which highlights the role of social interaction in fostering cooperation and coordinated action. In rural agribusiness settings, informal networks often function more effectively than formal institutions in determining market access and business sustainability, giving producers with strong social ties greater negotiation power, improved market opportunities, and stronger community support [28]–[30]. Thus, the positive and significant effect of social capital confirms that relationship-based interactions remain a critical determinant of competitiveness.

Partnerships also contribute significantly to enhancing agribusiness competitiveness. Collaborative relationships between farmers, suppliers, distributors, cooperatives, and government agencies support risk-sharing, economies of scale, product quality improvement, and greater market stability. This finding is consistent with previous studies emphasizing that partnerships reduce production constraints, stabilize supply chains, and strengthen innovation capacity [10], [11]. When agribusiness actors engage in partnerships, they gain access to training, financial assistance, technology, and broader distribution networks. These benefits allow producers to meet market standards more effectively and achieve higher levels of competitiveness compared to those who operate independently. In essence, partnerships serve as an institutional mechanism that integrates

actors across the value chain and supports sustainable agribusiness development.

Digital marketing emerges as the most influential variable, indicating its critical role in today's increasingly digital agribusiness landscape. Through social media, e-commerce, and online branding, local agribusiness products can reach wider audiences, enhance visibility, and build direct engagement with consumers. This supports modern digital marketing theories that emphasize the importance of online presence, interactive communication, and data-driven promotional strategies. Small-scale agribusiness actors, who previously faced barriers to entering broader markets, can now compete more effectively by showcasing product uniqueness, receiving real-time feedback, and participating in digital marketplaces [18], [19], [31]. The combined explanatory power of the three variables—61.1% of the variation in competitiveness—demonstrates that building trust-based networks, engaging in strategic partnerships, and leveraging digital platforms together create a powerful framework for strengthening agribusiness performance. These findings illustrate the shift toward network-driven and technology-based agribusiness ecosystems, where competitiveness is no longer determined solely by product quality or price, but by the ability to collaborate, integrate into value chains, and strategically utilize digital marketing to navigate increasingly competitive markets.

4.5.1 Implications for Agribusiness Development

Several practical implications emerge from these findings: strengthening community networks and building trust among stakeholders should be prioritized to enhance information sharing, market linkages, and collective action; developing both formal and informal partnerships can provide farmers with access to innovation, market stability, and improved supply chain arrangements; encouraging the adoption of digital marketing is essential for increasing brand visibility and expanding market reach, particularly among younger and digitally savvy consumers; and government agencies as well as development organizations should offer capacity-building programs—such as digital skills training, partnership facilitation, and market access development—to support agribusiness actors in improving their competitiveness within increasingly dynamic and technology-driven rural market environments.

5. CONCLUSION

The purpose of this study was to analyze the influence of social capital, partnerships, and digital marketing on the competitiveness of local agribusiness products, and the quantitative analysis using SPSS version 25 produced several important conclusions. Social capital was found to have a significant and positive effect on competitiveness, demonstrating that trust, networking, and cooperation among agribusiness stakeholders enhance collective efficiency and market opportunities. Likewise, partnerships significantly influence competitiveness, as collaboration with suppliers, distributors, cooperatives, and government institutions contributes to innovation, improved production capacity, and more stable distribution channels—ultimately strengthening agribusiness value chains. Digital marketing emerged as the most influential factor, as the use of digital platforms such as social media, e-commerce, and online branding substantially improves visibility, customer engagement, and sales performance, highlighting the increasing role of digitalization in shaping agribusiness competitiveness. Collectively, these three variables explain 61.1% of the variation in competitiveness, showing their strategic relevance and the importance for agribusiness actors to strengthen social networks, build effective partnerships, and maximize digital marketing practices.

For policymakers and development agencies, the findings underscore the need for

programs that foster community collaboration, support partnership development, and provide digital capacity training to enhance agribusiness competitiveness on a broader scale. Future research could expand this study by incorporating additional variables—such as innovation capability, financial literacy, supply chain integration, or technological readiness—to deepen the understanding of the complex factors shaping agribusiness competitiveness in Indonesia.

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