# Conceptual Model to Ensure Product Quality: Literature Study on Startup Micro-food Industry Business in Jombang

By

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## Abstract

Microeconomic success is a measure of a country's economic success. The difficulty of Micro Enterprises (UM) in improving product quality hinders business success. This study aims to provide an overview of the success model of the micro business industry through Entrepreneurial Readiness (ER), Acceptance and use of the Food Business System (FBS App) and Benefit Micro-Entrepreneurs (BME). The primary method of this research uses a quantitative approach with a predictive purpose. This research involved 237 Micro Industry Food Business Actors in Jombang, East Java, Indonesia. Data in the study were obtained through surveys, questionnaires, observations, and documentation. This model builds on three latent variables: Entrepreneurial Readiness, Acceptance and use of (FBS App), and Benefit Micro-Entrepreneur (BME). The data were analyzed using the SmartPLS 3.0 model. The results showed that the entrepreneurial success model of the Micro Food Industry could be implemented by paying attention to Entrepreneurial Readiness (ER), Acceptance and Use of the FBS App, and Benefit Micro-Entrepreneur (BME). These findings imply the need for Entrepreneurial Readiness and Acceptance and Use of the FBS App to achieve BME success. Novelty, this study predicts and explores the relationship between ER, AU (FBS App), and Benefits for Micro Entrepreneur. In addition, this research contributes to the theory of the Micro Food Industry Business entrepreneurial success model integrated with the FBS App.

**Keywords:** Food Business System; Micro Entrepreneur food; Entrepreneurial Readiness; MEs; Benefit

## 1    Introduction

The micro food industry's success and growth contribute to a country's economic development (Guan et al., 2021). Meanwhile, the success and growth of the microindustry

depend on the Readiness of entrepreneurship and product legality (Katuk et al., 2021). Entrepreneurial Readiness is related to the quality of entrepreneurial self-management (B Kim et al., 2018). Business actors need to prepare themselves to increase the productivity and growth of the Micro Food Industry. Self-preparation needs to be linked to the use and acceptance of technology related to business improvement (Bisht & Singh, 2020; Saura et al., 2019). Entrepreneurial success will not succeed without innovation. Business actors must have the potential and knowledge of successful entrepreneurial management. The management is in the form of time management, communication, human resource management, marketing management, and financial management. Meanwhile, self-potential consists of business ethics, social responsibility, leadership, and decision-making. Of course, the success and growth of the industrial economy will be booming if a robust model for direction assists it in the business success of micro-entrepreneurs (Chen et al., 2019).

Business failures and financial constraints often occur in Startup businesses (Huyghebaert, 2006). Fear of failure in entrepreneurship (Abu Bakar et al., 2017) is one of the inhibiting factors for business startups. In addition, the product's legality is a necessity for business actors. Muslim-majority countries require legality, especially halal certificates for food business products and relating to products that intersect with the life of a Muslim. The product's legality is considered a social necessity (Humairani et al., 2021). The product's legality is the main obstacle, especially for food entrepreneurs. Especially in the recovery period from the Covid-19 tragedy, Food Micro Industry Businesses must have the Readiness to maintain or start a new business (Nakat & Bou-Mitri, 2021). This research is essential because micro-enterprises, especially Food Micro Industry Enterprises, are challenging to process legality (De Rosa & Trabalzi, 2016). Education level does not guarantee cheerful entrepreneurial Readiness (Jafari-Sadeghi et al., 2020). Microenterprises and parties interested in economic development need a business success model. In addition, micro-enterprises need to be assisted in accelerating the business success of business actors.

The concept model and stages to success in business processes become offers for accelerating the results and growth of microenterprise businesses. Entrepreneurial success is obtained from the learning media model. Learning media must be strong to be a guide to successful entrepreneurship learning (Ching-Ter et al., 2017). Entrepreneurial success consists of traits and skills. Every business actor needs achievement, autonomy, endurance, and a tendency to take risks (Martín et al., 2019). However, improper and not vigorous models will affect the speed of entrepreneurial analysis in achieving entrepreneurial success and success (Lopez Bernal et al., 2018).

This study aims to provide an overview of the entrepreneurial success model of the Food Micro Business Industry through Entrepreneurial Readiness, Acceptance and Use of the FBS App, and entrepreneurial success factors. In addition, the novelty of this study is to predict and explore the relationship between the variables ER, AU (FBS App), and Benefit for Micro Entrepreneur

## 1.1    Objective Study

In this study, the authors are interested in creating a business success model for microenterprises. The model is built from theoretical references that support entrepreneurial success. This research hypothesized factors that support entrepreneurial success. The most crucial factor to know is the adoption and acceptance of information technology by business actors can affect the success of entrepreneurship. In addition to technology adoption and acceptance, researchers also tested the relationship between entrepreneurial Readiness and the success of information system acceptance and use and entrepreneurial success. The reason for

this research is that there has not been comprehensive research and strong literacy on entrepreneurial success from the perspective of Readiness, use, and acceptance of information technology in microenterprises. Many studies discuss entrepreneurial success but only focus on small and medium-sized businesses. The capacity to upgrade business actors' value has been researched a lot (Khan et al., 2021).

### 1.2 Practical Implications

Practical implications of IT Support and companions for micro-entrepreneurs. Business actors are expected to achieve entrepreneurial success by following the process model of the readiness factor of business actors and the use and acceptance of learning technology for micro-entrepreneurs. In addition, the results show the originality of the conceptual model of entrepreneurial success, which refers to the Readiness of business actors and business actors to use and accept the learning technology that has been widely provided.

## 2 Theoretical, conceptual perspectives

### 2.1 Contributions the Entrepreneurship Readiness (ER)

Entrepreneurial Readiness is a crucial factor in deciding someone's entrepreneurship. Business readiness is a benchmark for a business startup to do its business planning (Adeniyi et al., 2022). Entrepreneurship has a goal orientation and self-competence in entrepreneurial Readiness. So that with exposure to the goals of entrepreneurial success and self-competence, one will be able to achieve stability in success in entrepreneurship (Boelens et al., 2018; B Kim et al., 2018). The competence of linear entrepreneurs with entrepreneurial skills must be improved. Skills make entrepreneurs feel ready and become a trigger for entrepreneurial success, skills such as creativity and entrepreneurial spirit among employees (Tekic & Koroteev, 2019). Self-confidence in entrepreneurship is also crucial in supporting entrepreneurial Readiness (Adeniyi et al., 2022). Self-confidence in entrepreneurship must be built and stimulated by the learning process. Usually, this learning process is given with entrepreneurial learning instructions and integrated tutorials (Müller et al., 2018). Environmental support also affects the Readiness for entrepreneurship. Such environmental support is associated with the parental environment and the parents' previous work. The work of previously entrepreneurial parents will also support entrepreneurial Readiness (Kuswardinah et al., 2021; Purwati et al., 2022). The willingness and Ability of entrepreneurship to support entrepreneurial Readiness (Lau et al., 2012). Identifying opportunities for entrepreneurial Readiness can be identified through motivational factors, resources, and entrepreneurial abilities. Government institutions must fully support MEs' development and competitiveness process (Augendra et al., 2019).

H1: ER has a positive effect on Benefit Food Micro Industry Business.

### 2.2 System Startup Business Indonesia (SBI) in the micro food industry

The system is needed to aid in processing the legality of the product. The product's legality is challenging to obtain. In addition, the legality of products and businesses is used as a form of guarantee for the feasibility of products and businesses. So business actors must have business and product certificates such as halal certificates, business certificates, and product distribution permit certificates. Many are not aware of the benefits of Halal certification, having a halal certification to establish a better market position (Katuk et al., 2021). Some legal documents must be prepared by entrepreneurs so that a unique system and integration are needed to speed up the business legality process. The need for legality will increase in line with the requirements of the halal market, estimated to be worth US$ 580 billion per year globally.

In addition, the increasing growth of the halal food industry is around 7% every year. Burgmann's research in 2007 found that the status of halal development can be attributed to religion and belief. The Halal process does not concern only hygiene but can measure its quality and meet halal law according to the Islamic religion

The legality document for providing halal certificates must prepare the Business Owner's KTP (Identity Card), Business License, IUMK (Micro and Small Business Permit), Home Industrial Food (P-IRT), and NPWP (Taxpayer Identification Number) (Febrimayanti, 2020). These documents must be fulfilled so business actors can get halal product certificates. Halal certificates are essential for business actors, especially in the Business Food Micro Industry. Halal products can have a positive influence on microentrepreneurs. The impact of economy, religiosity, socio-culture, regulation, and branding will positively value micro-entrepreneurs (Ramadhan & Gunanto, 2021). Food business products must be processed clearly, both by the processing method and the packaging process (Ramadhan & Gunanto, 2021). It says that processed food is food and beverages processed with or without additives. The legality of halal products and certificates must always be motivated by business actors. Of course, the legality of business products benefits business actors and the government. Product legality and halal certification can ensure businesses can move to the next level and penetrate foreign markets (Shuhada et al., 2018). When business products enter the international world, business actors and the government will benefit from developing the business product market.

Success in a system depends on indicators of satisfaction and system usage (Albashrawi et al., 2019). Satisfaction is often discussed in the acceptance process of learning systems in all generational scopes (Albiński et al., 2018; Ghazal et al., 2018). Consumers who want to buy and re-consume the product results show that consumers are satisfied with the results of the product (Winter et al., 2018). The user experience when interacting with a system becomes a high level of iteration using the system (Albashrawi et al., 2019). The success of information system development also depends on the user using the system. In a theoretical lens (Unified Theory of Acceptance and Use of Technology), UTAUT has four factors that indicate the success of behavioral intentions in using technology: performance expectations, business expectations, social influences, and facilitating conditions (Abbad, 2021; Giovanis et al., 2019; Rahi et al., 2018). In the theoretical lens of UTAUT, in TAM research, it was also shown that user intentions are an indicator of using a system. Determinants of system user intentions can be determined from user behavior, user attitude towards the system, and utilizing themselves for system sustainability. Consumers will feel the benefits, uses, and ease of the product obtained, which will trigger the desire to get the business product (Y. C. J. Wu et al., 2019). Expectations of carrying out processes or efforts are also related to determining users' intention to carry out the learning process sustainably (Duchek, 2018). Many features support the user's intentions in the learning process, such as system assistance, attractive application design, interactive system content, and ease of use of the application system (Rodríguez-Serrano & Martín-Armario, 2019). The surrounding environment also influences the intention of user behavior and friends who have the same business/product. Families who provide high motivation to carry out learning processes related to increasing business (Odeh, 2019). Entrepreneurship will require a lot of learning methods to increase the value of business products; entrepreneurial intentions are the main factor in the entrepreneurial process, especially intending to use technology to increase the value of business products (Barlian et al., 2018).

Technology Acceptance Model (TAM 2) emphasizes the importance of user intentions in using Information Technology. The user's purposes also apply to the age, gender, and

experience of each entrepreneur. This intention becomes a social influence to change a person's attitude using information systems (Sesma et al., 2020). The UTAUT model becomes a valid model for testing individual reactions to a technology, one of which is the intention to use technology. The UTAUT model has predicted 70% of Variants are user intent (Mokhtar & Abu Karim, 2021). The last hope of any system that has been built is the sustainability of a system process. Users always intend to continuously use the system (Gonçalves et al., 2018)

Service processes in organizations and governments also require the satisfaction and success of the system (Haruna et al., 2021). Of course, user satisfaction is the determinant of success and failure in government public services. Several factors influence the use of the system, namely system project makers, system policymakers, and system researchers (Almaiah et al., 2020). Using a good design will increase the role of social qualities that support the successful socialization of the built system (Salam & Farooq, 2020). The support of elements related to the use of the platform or system dramatically affects the intensity of the use of the system. This support can be adjusted to the system's elements, such as government support, organizational support, or other factors related to the system's sustainability (Alshaher, 2021). In addition, to support the system, the quality of the information provided will be an essential factor in its use (Hermita et al., 2019).

H2: ER positively impacts the success of the Acceptance and Use BFS App.

### 2.3    Success Startup Business food micro-industry

The success of MSMEs is assessed from 3 indicators, namely (1) Entrepreneurial resilience (Tomy & Pardede, 2018), (2) market, and (3) Technology update (Chitkara & Mahmood, 2020; Saura et al., 2019). The success of business startups is seen in their resilience in the entrepreneurial process. This resilience can be seen in business startups' Readiness to overcome all business process problems (Tomy & Pardede, 2018). The capacity of entrepreneurs should focus on increasing competitiveness for the sustainability of the entrepreneurs created. The attitude of entrepreneurs who can always maintain a business position because the business created is still new. Competitiveness is oriented towards new things that can increase the success of newly formed companies. Such business design must be prepared correctly in an effort in entrepreneurial resilience. Business design is also related to market innovations related to technological developments in businesses developing today. Of course, technical updates are also related to society's progress in business that develops in the environment (B. Kim et al., 2018).

The field of entrepreneurship is currently a big topic, and the business market is automatically a gap continues to be researched (Raman, 2018). Entrepreneurs must fight hard to have a high position in the business market. Innovation makes the business market until technical solutions are carried out to sell business products (Kahn, 2018). Business Food Micro Industry also seeks to develop the market according to needs. Halal-certified effects will affect the intention of purchasing the product. Of course, the market will be formed when requirements such as halal certificates and product quality are met. Many market opportunities have opportunities in developing countries. Low-income to middle-income economies have significantly high needs. The Food Micro Industry business must have a precise market segmentation (Katuk et al., 2021). The adoption of increased markets is offered so that the Business Food Micro Industry increases significantly. Business Food Micro Industry must have an ethical need and synergize with the government (Stimel & Sekerka, 2018).

The development of new businesses, known as business startups, will integrate with technology, both regarding business ideas and business development processes, and constantly

innovate technologically (Saura et al., 2019). Growing business startups need information on their whereabouts online. So, technology is always essential for business startups to update. New ideas about technological innovations must be constantly developed, especially for new business ventures. 90% of startup business success fails due to the absence of access processes on the web (Chitkara & Mahmood, 2020). Business startups experience sustainable success when they can create tools, could synergize with technology, attitudes, and founders' intentions, and have a structured business development design (Saura et al., 2019).

1. H3: The Acceptance and Use BFS App has a positive impact on the success of the Benefit Food Micro Industry Business.
2. H4: The Acceptance and Use BFS App mediates the influence between ER and the Benefit of the Food Micro Industry Business
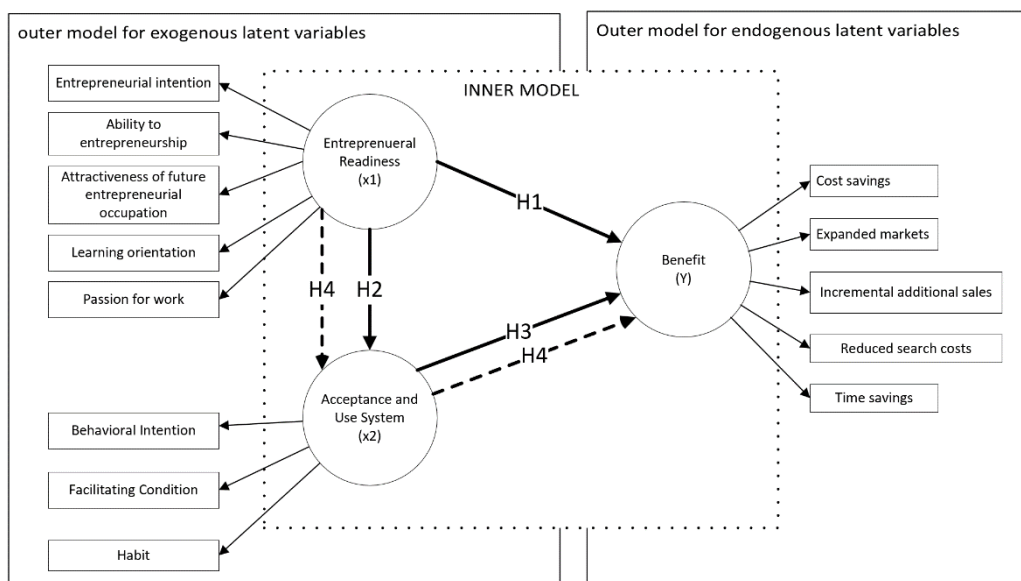


**Figure 1.** *Conceptual Framework Benefit Model for Micro Business Actors*

# 3 Methodologies

We use quantitative methods with predictive objectives and surveys to test research models (Zhang et al., 2020). This section describes the stages of development, validation actions, and data collection procedures.

## 3.1 Measurement Development

The theoretical instruments of any latent document are adapted from previous research (DeLone & McLean, 2003; Rakicevic et al., 2022; Venkatesh et al., 2012). Variables have been conducted in pilot tests to measure the validity of each instrument. The author predicts the relationship between 3 variables: entrepreneurial Readiness, acceptance and use of the BFS App, and Benefits of micro-entrepreneurs. Indicator 3 latent variables contain instruments and indicators taken through the needs of microenterprises. All measurements use a scale of 5 Likert with answer choices written in numbers 1-5, each showing strong disagreement (1), disagreement (2), neutral or disagree (3), agree (4), and strongly agree (5). All measurement items are adopted or adapted from papers published in English. The instrument was given to respondents from microenterprises in Indonesia. This instrument was tested for the validity of the data based on feedback from respondents of micro food actors. The stages carried out in the study are:

a.  Appreciating the needs of micro-business actors developing today, such as NIB ownership, NPWP ownership, online business needs, online marketing, and Halal product licensing.

b.  After adopting the needs of business actors, the author develops a model of the needs of business actors who expect profits for micro-entrepreneurs.

c.  We distributed 237 testing model questionnaires to microenterprises.

d.  The questionnaire results were processed using SmartPLS because the author wanted to know and explore the relationship of 3 variables proposed by business actors and taken in literacy according to the needs of business actors.

e.  Testing the Benefit for Micro Business Actors Model in a Non-Parametric manner to explore the relationship between entrepreneurial Readiness, BFS App Acceptance, and Use and Benefit for Micro Business Actors.

### 3.2     Sample and data collection

The respondents of this study were Micro Food Enterprises and Micro Enterprises (MEs). Micro Business Respondents are domiciled in Jombang, East Java, Indonesia. Some Micro Business Respondents already have some of the legality of business products. Respondents can be requested and fill out questionnaires online or offline. The media used to fill in the data in the Google Form are Facebook, WhatsApp, Instagram, and Telegram. Most surveys are generated from Microbusiness WhatsApp groups. We collect MSMEs data that focuses on Micro enterprises, especially food. The samples used in this study were 237 Business Food Micro Industry.

### 3.3     Reflective Measurement Model.

We use smartPLS analytics software (version 3.0.). We first evaluate the measurement model by checking the construction's reliability and the data's validity (Benitez et al., 2020). The measurement of the PLS-SEM model is reflective (Outer Model). A measurement model that will assess reliability and validity. For reliability can be used Alpha Cronbach. The value reflects the reliability of all indicators in the model. Each latent Variable must be able to explain the variance of each indicator which is at least 50%. Therefore, the absolute correlation between the latent Variable and its indicator must have a value of more than > 0.7

The construction of the instrument is checked for reliability by reflective research measures. Thus, some questions were asked to use the system adapted, while three were used for user satisfaction (Yakubu & Dasuki, 2019). Model research was created using the SmartPLS application (Arayesh et al., 2022; Santamaría-Philco & Wimmer, 2018; Siagian et al., 2022). Analysis has been tested using External Model Evaluation conducted to assess the validity of each indicator and the reliability of each research variable. All indicators are declared valid if the concurrent value of their validity (otherwise called external loading) > 0.7. In Figure 4, it is explained that the validity value of the indicator for each Variable is above 0.7. The data reliability score is summarized in Table 1.

**Table 1.** *Reliability of Research Variables*

|  | Cronbach's Alpha | Rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| Acceptance and Use System | 0.833 | 0.833 | 0.900 | 0.749 |
| Benefit | 0.826 | 0.828 | 0.878 | 0.592 |
| Entreprenueral Readiness | 0.817 | 0.820 | 0.872 | 0.578 |

The research procedure is then analyzed and tested to predict the relationship between those variables, whether proven or not. Based on the above research methods, the relationship between concepts generates hypotheses and conceptual models, such as in Figure 2.
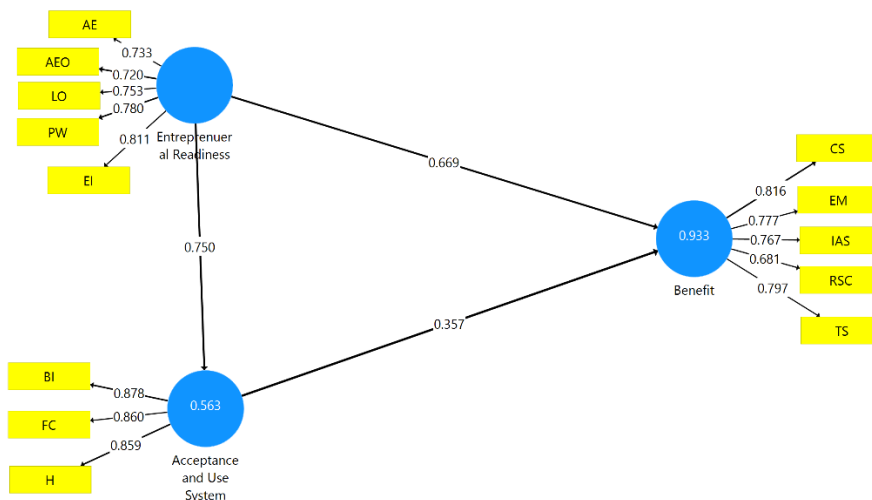


**Fig. 2.** *PLS Algorithm.*

The theories/concepts studied in this study consist of ER, Acceptance and Use of FBS, and Business Food Micro Industry Benefits based on a scientific approach. Each Variable of this study is reflective, measured through indicators in the form of statements in the questionnaire answered by respondents. This research was conducted by analyzing and testing the strength of the relationship between variables, namely Entrepreneurial Readiness (ER), Micro-Entrepreneur benefit (BME), and Acceptance and Use for Food Business System (FBS). Each research variable is measured through several indicators derived from the theory/concept. All variable indicators in table 2

**Table 2.** *Convergent Validity Model*

|  | **Entreprenueral Readiness** | **Benefit** | **Acceptance and Use System** |
|---|---|---|---|
| AE | 0.733 | | |
| AEO | 0.720 | | |
| BI | | | 0.878 |
| CS | | 0.816 | |
| EM | | 0.777 | |
| FC | | | 0.860 |
| H | | | 0.859 |
| IAS | | 0.767 | |
| LO | 0.753 | | |
| PW | 0.780 | | |
| RSC | | 0.681 | |
| TS | | 0.797 | |
| EI | 0.811 | | |

The coefficient of determination (R squared) or the decisive coefficient determines the contribution percentage of all independent/independent variables to the dependent/bound Variable. The coefficient of determination is 0.65 (65%) on the Micro-Entrepreneur benefit. The SBF System and Readiness contribute 65% to the Success of Micro-Entrepreneur benefits, and the remaining 35% are other variables outside this research model. If the model has been declared to have an R square (goodness of fit) that is considered vital in predictive relevance, then hypothesis testing can be performed to evaluate whether the hypothesis is supported (Chin,

2010; Ringle et al., 2015)

### 3.4    Measurement Inner Model

Inner Model measurements are also referred to as structural models. A structural model is a model that is connected between latent variables. Evaluation of the inner model can be done in three ways. The theory of measurement of the structural model of PLS-SEM can be described as follows:

1. Coefficient of determination ($R^2$)
2. Predictive Relevance ($Q^2$) = $1-(1- R^2_{n...1})$ x$(1- R^2_{n..2})$
3. Goodness of Fit Index (GoF)= GoF =$\sqrt{(AVE \times R^2)}$ (Henseler & Sarstedt, 2013).

**Table 3.** *Result measurement Inner Model*

| Construct | Value $R^2$ | Value $Q^2$ | Value GoF |
|---|---|---|---|
| Benefit | 0.933 | 0,707 | 0.743 |
| AU | 0.563 | | 0.648 |

According to (Cheng et al., 2018), the value GoF small = 0,1, GoF medium = 0,25 dan GoF big = 0,38. Table 3 data shows that Value R2, Value Q2, dan GoF, it can be seen that the former model is robust.

So, hypothesis testing can be done for the next stage using bootstrapping testing. Internal Model Evaluation is carried out to assess whether each hypothesis in this study is proven (supported). The theory is proven/supported if the T statistics > 1.96 (Chin, 2010; Creswell, 2009).
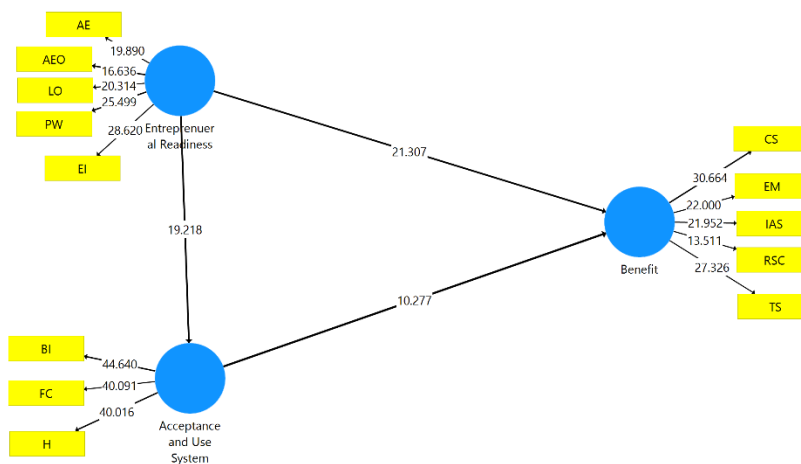


**Fig.3.** *PLS Bootstrapping*

The results of the data analysis are shown using table 3 as follows.

**Table 3.** *Data Analysis Bootstrapping*

| | Original Sample | Sample Mean | Standard Deviation | T Statistics |
|---|---|---|---|---|
| AU➔Benefit | 0.357 | 0.355 | 0.036 | 9.928 |
| ER➔AU | 0.750 | 0.753 | 0.041 | 18.519 |
| ER➔Benefit | 0.669 | 0.670 | 0.032 | 20.727 |
| ER➔AU➔Benefit | 0.268 | 0.267 | 0.027 | 10.034 |

1)      H1= ER positively affects the Benefit (T = 20.727).

2)      H2= ER positively affects the AU (T = 18.519).
3)      H3= AU System positively affects the Benefit (T = 9.928).
4)      H4= AU mediates the Success of ER and Benefit (T = 10.034).

# 4      Discussion

Our data and empirical analysis largely support the conceptual model proposed in this study. Entrepreneurial Readiness, technological updates are rarely carried out by business actors, especially food entrepreneurs, so food business entrepreneurs find it challenging to experience acceleration in the development of entrepreneurship (Abed, 2020). Entrepreneurial Readiness is an essential point in the success of the Food Business Micro Industry (Adeniyi et al., 2022). In addition, it is crucial to update technology for business actors. Because of all the information, learning to improve the quality of business products is widely given online (Xie et al., 2022). Currently, the government assists with facilities and infrastructure for small entrepreneurs. These facilities and infrastructure are in the form of financial assistance facilities to legalize small entrepreneurs' products. However, the assistance of the fund facility is not balanced with sufficient knowledge for small entrepreneurs in the process of product legality.

Testing the Benefit for Micro Actors model resulted in 4 testing processes. The first test is about pushing the validity and reliability of each Variable's indicator, which is tested using a minimum scale of validity and reliability values (Chin, 1998; Hsu et al., 2006; Sarstedt & Cheah, 2019). For the second test, the researcher looked at Pearson correlation results showing a relationship to 3 variables indicated by the value of the correlation coefficient (r) according to the standard scale of the hypothesis. The third test yielded a Determinant coefficient above 0.35. The value Determinant Coefficient shows that the model has fit and explored each Variable. The fourth result is that the predicted value of each Variable's relevance is 0.707, indicating high relevance between variables.

So, an essential topic in this study is to make critical theories and models of success for small entrepreneurs, especially for food products. The FBS (Food Business System) system is a support system for processing business licenses. When the supporting documents of the business, the legality of the company, and halal products have been completed, the value of success in trying increases (Humairani et al., 2021; Ramadhan & Gunanto, 2021). In addition, business readiness, Acceptance and Use variables, business resilience, market updates, and technology also influence business food micro startup success variables, so the success model of Micro-Industry Food Business Entrepreneurship needs to be a reference by following the conceptual order of the entrepreneurial success model.

The most crucial thing in this study is the government's policy to recommend a well-integrated system to increase the success of small entrepreneurs, especially food.

# 5      Conclusion

The entrepreneurial success model of the Micro-Food Business Industry can be implemented by considering entrepreneurial Readiness, the Acceptance and Use of FBS, and the beneficial factors of entrepreneurs. It has been proved that Readiness positively affects the Acceptance and Use of FBS. It is proven that ER positively affects the success of Micro Businesses. It is proven that the Acceptance and Use of the FBS App positively impact the success of Micro Businesses. The Acceptance and Use of FBS App mediate the Success of ER and Micro Business.

Limitations. This study has the following rules. This research was conducted in the province of East Java, part of Indonesia, not throughout Indonesia. This study used some respondents of less than 300 Micro entrepreneurs. This research was conducted in the Micro Industry, not all sectors.

Each supporting Variable for the success of Micro Actors has been studied based on supporting references. However, the Acceptance and Use for FBS App variable needs to be done to validate the system under construction in detail.

Recommendations. It is recommended that future research be carried out throughout Indonesia, with many respondents, and in all business sectors of MSMEs. Future research can also be carried out using a mixed-method approach, namely quantitative and qualitative, to improve the accuracy of research findings further.

## Appendix A.

| Indicator | Related Study |
|---|---|
| Entrepreneurial Readiness Entrepreneurial intention Ability to entrepreneurship The attractiveness of future entrepreneurial occupation Learning orientation assion for work | Author of the year (Rakicevic et al., 2022) Field: Education Respondents: 595 Research paper Method: Statistic (Bagis, 2022; Cao et al., 2022; Hadi et al., 2022; Hemmert et al., 2021; Swaramarinda et al., 2022; Tian et al., 2022) For Entrepreneurial Intention. (Wei & He, 2022) For the Ability to entrepreneurship (Camilleri & Kozak, 2022; Hashim et al., 2022; Kurtmollaiev et al., 2022; Oliva et al., 2021) for Attractiveness of future entrepreneurial occupation (Ramírez-Solis et al., 2022; Torkkeli & Durst, 2022; Wang et al., 2022; Yang et al., 2022) for Learning orientation (Balková et al., 2022; De Clercq & Belausteguigoitia, 2019; Escamilla-Fajardo et al., 2021; Li & Ding, 2022; Shan et al., 2021) for Passion for work. |
| Acceptance dan Use System Behavioral Intention Facilitating Condition Habit | (Venkatesh et al., 2012)(Y. H. Al-Mamary & Alshallaqi, 2022; Y. H. S. Al-Mamary, 2022; Billanes & Enevoldsen, 2022; García de Blanes Sebastián et al., 2022) For Behavioral Intention. (Camilleri & Kozak, 2022; Chang et al., 2022; Lutfi, 2022) for Facilitating Condition (Alzaidi & Agag, 2022; García de Blanes Sebastián et al., 2022; Mohd Rahim et al., 2022; Wisessathorn et al., 2022; B. Wu et al., 2022) for Habit |
| Net benefits Cost savings Expanded markets Incremental additional sales Reduced search costs Time savings | Author of the year (DeLone & McLean, 2003) Field: Information Systems (IS) Review paper Library Research (Asante Boakye et al., 2022; Nudurupati et al., 2022; Nur et al., 2022) for Cost Savings (Ullberg, 2019; Vojinović et al., 2022) for Expanded markets (Al-Fraihat et al., 2020) for Incremental additional sales (Yel et al., 2020) for Reduced search costs 1. (Antony et al., 2022; Dewi et al., 2022; Saad et al., 2022; Sviatenko et al., 2022) for Time Savings |

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