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**GOJEK DIGITAL ECOSYSTEM ANALYSIS AND BUSINESS PARTNER
EMPOWERMENT MODERATE BY PRODUCT INNOVATION
UMKM CASE STUDY IN JAKARTA**

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ABSTRACT

This research is about analyzing the Gojek digital ecosystem and empowering business partners on business success moderated by UMKM product innovation in Jakarta. The data used in this research is primary data which is obtained from research questionnaires. The research was conducted by distributing questionnaires to all UMKM business actors in Jakarta which were filled in completely so that they could be used as research data.

This research was conducted through several stages. The first stage is to explore theory from the literature and collect data from the object being researched. The second stage is collecting primary data through research questionnaires. The third stage is a data feasibility test using validity and reliability tests. The fourth stage is testing the research hypothesis.

The purpose of this study was to determine the effect of the Gojek digital ecosystem on business success, the effect of empowering business partners on business success, product innovation on business success and to determine whether innovation moderation was able to strengthen or weaken the influence of the Gojek digital ecosystem on business success, to determine whether innovation moderation was the product is able to strengthen or weaken the influence of empowering business partners on business success.

The results of this study are the Gojek digital ecosystem has a positive and significant effect on business success, partner empowerment has a positive and significant effect on business success, product innovation has a negative and significant effect on business success, product innovation moderation can weaken the Gojek digital ecosystem influence on business success and moderation product innovation is able to weaken the influence of partner empowerment on business success.

KEYWORDS: Gojek Digital Ecosystem, Partner Empowerment, Product Innovation and Business Success

1. INTRODUCTION

Current market competition conditions require business actors to be more competitive. Competition occurs in all types of businesses, and this competition is not only in the domestic market but also concerns the international market. Minister of Cooperatives and Small and Medium Enterprises Regulation NO 04/PER/KUKM/III/2015 concerning government policies implemented by the Ministry of Cooperatives and Small and Medium Enterprises in the field of business development and restructuring in the context of providing stimulant facilities and/or financial assistance to overcome capacity constraints and capital limitations for cooperatives, microbusinesses, and small businesses.

The current conditions have triggered all companies to compete to create something interesting to captivate consumers and win the market. The aim of the program is to develop and restructure Micro and Small Enterprise Cooperative (KUMK) businesses to increase productivity, competitiveness, added value, work capacity, create jobs, overcome poverty, reduce income gaps, and improve sustainable livelihoods. Small business is a small-scale economic activity that involves people and fulfills their net worth, or annual sales and ownership.

According to Tohar (2001:1), UKM is a form of small community business whose establishment is based on individual initiative where someone has the ambition to improve their life. The nature of UMKM is flexible and can be carried out by various levels of society, and small entrepreneurs can easily participate in it. The flexibility of UMKM and the small-scale level have made small entrepreneurs enthusiastic about starting a business at any time, and it is easy to get started. It is becoming increasingly difficult to get a job due to limited job opportunities and the limited ability required to encourage people to take part in opening their own business.

Table 1: Number of UMKM in Jakarta

No	Province	Amount UMKM
1	Kepulauan Seribu	3210
2	Jakarta Selatan	210022
3	Jakarta Timur	240512
4	Jakarta Pusat	138304
5	Jakarta Barat	272761
6	Jakarta Utara	197179

Source: umkm.depkop.go.id 2021

The data above shows that the large number of UMKM in Jakarta requires business actors to compete very tightly. How do business actors compete with each other In this case, innovation is really needed so that other business actors are not left behind.

Empowering partners and the Gojek ecosystem are needed so that UMKM players are able to reach potential consumers in an unlimited way in the product sales process.

From the conclusions above, researchers are interested in choosing the title analysis of the Gojek ecosystem and partner empowerment on business success moderated by innovation in UMKM in Jakarta.

2. REVIEW LITERATURE

Business Success

Business success is a condition that is better than before. Business success can be measured by looking at the performance achievements of the business being run. According to Almaidah and Enderwati (2019), indicators of business success are increased capital, production volume, number of customers, business expansion, expansion of marketing areas, improvement of physical facilities, and business income.

Product Innovation

According to Sunyoto (2015) product innovation is the ability to create product innovation, which is a very important and strategic source of competitiveness in building competitive advantage. Indicators, according to Kotler and Armstrong (2016), are new products for the world, improvements to existing products, new product lines, and additions to existing product lines.

Partner Payments

According to Suryatna (2018) partner empowerment is a process towards becoming empowered, or a process of gaining ability from parties who have power to parties who lack ability or power. According to Sari (2016), the indicators for partner empowerment in this research are inclusion, balance, transparency, and mutual benefit.

Gojek Digital Ecosystem

According to Ihsan (2021) the Gojek digital system is a digital service that can make it easier for business partners to run their businesses, namely by connecting UMKM players through an application directly so that there are more opportunities to gain profits. Gojek's digital ecosystem indicators,

according to Saputra, Nuryanti, and Utama (2019), are intermediaries, advertising, media information, traders, manufacturers, communities, and customers.

The Influence of the Gojek Digital Ecosystem on Business Success

Gojek e-commerce is an electronic money application that is used to carry out digital transactions. As explained by Saraswati 2020 and Widyayanti and Insiatiningsih 2021, the Gojek system is able to make it easier for business people to gain profits online.

The Effect of Partner Empowerment on Business Success

Partners in a business context are quite important. This is because having a business partner will make things easier, and consumers will have more confidence in the company or products offered to them. (Lubis 2016) and Laksmi and Yuldinawati (2015) explain that the role of a partner in business implementation is very important to adding positive value to a company or the products it sells.

The Influence of Product Innovation on Business Success

Innovation in a business is something that must be done in the business world. Changes that always occur are one way to develop for the better. Farisi and Raisan (2013) explain that a business will develop more if the company innovates in accordance with consumer expectations.

Product Innovation Moderation Can Strengthen or Weaken the Influence of the Gojek Digital Ecosystem on Business Success

The success of a business in establishing relationships with its customers is to be able to form strong customer loyalty to the company. Innovation is needed so that companies are able to keep up with current developments, including models, trends, and current needs, so that they are able to compete with other products.

Product Innovation Moderation Can Strengthen or Weaken the Influence of Partner Empowerment on Business Success

Business success is a hope for business actors in running their businesses. Business partners are needed to be able to strengthen the business they are involved in so that they can easily gain trust from both consumers and producers. Then, product innovation can also play an important role in running a business so that it is not left behind by other business actors.

3. METHODS

The object of this research is the Gojek digital ecosystem and partner empowerment towards business success moderated by product innovation in UMKM in Jakarta. The research population used a random sampling method. By using probability sampling, it is distributed to all users of the Gojek

application. Meanwhile, the sample in this research is all consumers who use Gojek.

Gojek's digital ecosystem is a digital service that can make it easier for business partners to run their businesses, namely by connecting MSME players through an application directly so that they have more opportunities to gain profits. Gojek's digital ecosystem indicators, according to Saputra, Nuryanti, and Utama (2019), are intermediaries, advertising, media information, traders, manufacturers, communities, and customers.

Partner empowerment Partner empowerment is a process towards becoming empowered, or a process of gaining ability from parties who have power to parties who lack ability or power. According to Sari (2016), the indicators for partner empowerment in this research are inclusion, balance, transparency, and mutual benefit. Product innovation Product innovation is the ability to create product innovation, which is a very important and strategic source of competitiveness in building competitive advantage. Indicators, according to Kotler and Armstrong (2016), are new products for the world, improvements to existing products, new product lines, and additions to existing product lines. Business success is a condition that is better than before. Business success can be measured by looking at the performance and achievements of the business being run. According to Almaidah and Endarwati (2019), indicators of business success are increased capital, production volume, number of customers, business expansion, expansion of marketing areas, improvement of physical facilities, and business income.

4. RESULT AND DISCUSSION

Table 2: Hypothesis Processing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
GOJEK DIGITAL ECOSYSTEM -> BUSINESS SUCCESS	0.363	0.367	0.137	2.651	0.008
PRODUCT INNOVATION -> BUSINESS SUCCESS	0.215	0.231	0.158	1.364	0.173
MODERATING EFFECT 1 -> BUSINESS SUCCESS	-0.025	-0.034	0.095	0.263	0.792
MODERATING EFFECT 2 -> BUSINESS SUCCESS	0.086	0.079	0.098	0.871	0.384
PARTNER EMPOWERMENT	0.296	0.281	0.126	2.358	0.019

-> BUSINESS SUCCESS					
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Proving Hypothesis 1: The Influence of the Gojek Digital Ecosystem on Business Success

The first hypothesis in this research is that the Gojek digital ecosystem has a positive and significant influence, namely with a value of > 1.96 . This shows that the first hypothesis is accepted. This shows the importance of the Gojek digital ecosystem for UMKM players for the success of their businesses, that it can make it easier for consumers to reach what they need from UMKM players.

Proving Hypothesis 2: The Effect of Partner Empowerment on Business Success

The second hypothesis in this research is that change management has a positive and significant effect on business success, with results > 1.96 . This shows that partner empowerment for UMKM actors can benefit each other.

Proving Hypothesis 3: The Effect of Product Innovation on Business Success

The third hypothesis in this research is that rewards have a negative and insignificant effect on business success with a significant value of < 1.96 , so the third hypothesis is rejected. This shows that the innovative products that UMKM sell do not always attract potential consumers. Then this can be seen from the results of data processing, which can explain why the innovations made by UMKM are general in nature, the large number of UMKM selling the same products.

Proving Hypothesis 4: Moderation of Product Innovation Strengthen or Weaken the Influence of the Gojek Digital Ecosystem on Business Success

The fourth hypothesis in this research is that product innovation moderation can weaken the influence of the Gojek digital ecosystem on business success, with a significant value of < 1.96 . In this case, the fourth hypothesis is rejected, thus product innovation carried out by UMKM cannot attract potential consumers. Then, looking at the results of validity data processing, namely the smallest value of outer loading, it can be explained that the large number of the same products makes potential buyers not interested in the products they are selling.

Proving Hypothesis 5: Moderation of Product Innovation Able to Strengthen or Weaken the Effect of Partner Empowerment on Business Success

The fifth hypothesis in this research is that product innovation moderation can weaken the influence of partner empowerment on business success. Then, looking at the results of validity data processing, namely the smallest value of outer loading, it can be explained that the product innovation provided by the company is not able to make an UMKM business successful; the large number of the same products being sold makes potential consumers feel normal.

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