Social Media Marketing Technology and Online Consumer Purchase Interest Influence the Effectiveness of Business Continuity through Competitiveness of Online-Based MSME Businesses in South Sulawesi Province

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Abstract

This study aims to explain and analyze the effect of marketing technology and consumer buying interest on the effectiveness of business continuity through business competitiveness to bridge the gap. The population in this study are owners/managers of online-based MSMEs who are members of the Association or Association of MSMEs in the South Sulawesi Province region in 6 districts / cities, including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba, totaling 706 owners/managers of online-based MSMEs. The sample used in this study, namely 250 respondents, using probability sampling or multistage random sampling techniques or determining cluster sampling based on the division of an area / region in stages. Furthermore, using testing with the SPSS Ver.-2023 program by first testing validity and reliability, then testing classical assumptions by testing normality, heteroscedasticity and linearity, conducting direct and indirect testing. Then the analysis technique used for hypothesis testing is Structure Equation Modeling (SEM) Lisreal Ver,-2023 Program by testing the Path Analysis Model-Estimate Model and Path Analysis Model- T-Value Model Diagram. The results showed that the indirect effect of marketing technology had a significant effect on business competitiveness. Indirect influence of consumer buying interest has a significant effect on business competitiveness. The direct effect of marketing technology has a significant effect on the effectiveness of business continuity. The direct effect of consumer buying interest has an effect and is not significant to the effectiveness of business continuity and the direct effect of business competitiveness has a significant effect on the effectiveness of business continuity.

Keywords: Marketing technology, consumer buying interest, business competitiveness and the effectiveness of business continuity.

Introduction

The development of the online technology-based MSME industry in Indonesia during the current pandemic (Covid-19) is largely determined by the effectiveness of business continuity carried out by online-based MSME owners. The role of the online-based MSME industry is inseparable from the marketing technology carried out by the owner/manager of online-based MSMEs, because it is the main support in today's digital era, the opinion that by utilizing digital information technology, it is hoped that the business activities carried out will be able to increase profit margins, expand market share, increase sales volume and minimize marketing costs (Khasanah, et al., 2020). This is also in line with the development of online-based MSMEs through digital literacy in increasing entrepreneurial interest, which has not developed optimally and has not been able to develop following the times, namely the development of MSMEs in the digital era. This is due to the community's lack of an independent attitude in developing a business, low interest in entrepreneurship in the digital era and the inability to develop interaction strategies for product marketing. If you look at the important conditions of MSME development, it provides benefits related to the economic welfare of the community. Therefore, the development of MSMEs is very important to be developed so that people get good economic welfare (Ismah, et al., 2020). The owner of an online-based MSME business is also required to provide trust and security in increasing consumer buying interest online (Sarjita, 2020). In addition to consumer buying interest, the competitiveness of online-based MSME businesses is also very important because they must be able to see what motives encourage online-based MSME entrepreneurs to use e-commerce, examine the benefits of e-commerce for entrepreneurs and analyze the obstacles of entrepreneurs in implementing e-commerce (Alwendi, 2020). When facing the Corona Viruases Disease (Covid-19) pandemic in 2020, many MSMEs in Indonesia, especially in the province of South Sulawesi, are experiencing an income crisis, therefore MSME entrepreneurs are thinking about steps to survive their MSME industry in the midst of the current pandemic by innovating online-based MSME product sales. The following is the sales turnover of online-based MSMEs for the last 5 (five) years which fluctuates from year to year.

Table 1. Online-based Sales Data of MSMEs in South Sulawesi Province 2016 – 2021

Year	Online Sales (Rp)	Increase/Decrease in Sales (Rp)	Percentage (%)
2016	560.751.120,-	-	-
2017	750.365.000,-	186.613.880,-	16.14
2018	867.488.311,-	117.123.311,-	9.97
2019	980.788.100,-	113.299.789,-	9.64
2020	1.285.611.241,-	304.823.141,-	25.95
2021	1.735.200.124,-	449.588.883,-	38.28

Source: *Online-based MSME Industry Report in South Sulawesi Province, 2021*

Table 1 shows that from 2016 - 2021 the online-based sales data of MSMEs in South Sulawesi Province has actually increased, such as in 2016 online-based sales of IDR 560,751,120, - then in 2017 it increased by IDR 186,613,880, - or around 16.14%. Furthermore, in 2018 Rp 867,488,311, - experienced an increase of Rp

117,123,311, - or around 9.97% then in 2019 experienced an increase of Rp 113,200,789, - or 9.64%. Then in 2020 when the Corona Viruases Disease (Covid-19) occurred in Indonesia, especially South Sulawesi Province, it experienced a significant increase of Rp 304,823,141, - or 25.95% and an increase again when it was still the Corona Viruases Disease (Covid-19) pandemic in Indonesia, especially South Sulawesi Province of Rp 449,588,883, - or 38.28%. The main key to maintaining the existence of MSMEs in Indonesia, especially South Sulawesi Province, is by paying attention to marketing technology, consumer buying interest and the competitiveness of MSME businesses in maintaining market share and new ideas in online-based sales in the face of the Corona Viruases Disease (Covid-19) pandemic that occurred in Indonesia, especially South Sulawesi Province.

Based on research conducted by Rejeb, et al., (2020) states that marketing technology and business competitiveness have a significant effect on effectiveness with these results it can be concluded that marketing technology is getting better by affecting business competitiveness and effectiveness. The results found in research on the effect of marketing technology and buying interest on effectiveness researched by Eka, et al., (2021) show that marketing technology and consumer buying interest have a positive effect on effectiveness. Research conducted by Rambe (2017) states that marketing technology affects business competitiveness and has a positive and significant effect and consumer buying interest affects business competitiveness has a positive and significant effect (Khan, et al., 2019). This shows that marketing technology and consumer buying interest applied by MSME managers have an indirect effect on business competitiveness. The results of research by Mathur (2007) show that marketing technology and consumer buying interest through business competitiveness have a positive and significant effect on effectiveness and the results of research conducted by Herciu and Ogrean, (2018) state that there is a positive and significant influence between business competitiveness on effectiveness.

Literature Review

a) Marketing Technology

Rambe (2017); Jain and Yadav (2017); Ratten (2013) and Fawzeea, et al., (2019) state that in the current era in the 21st century the role of technology, especially digital, is very important and needed because it can help a business to attract consumers through products marketed online (The role of marketing technology plays an important role in advancing the business) or also referred to as (marketing technology in increasing business sales) to meet the need for appropriate marketing technology marketing technology provided according to the wishes of consumers.

b) Consumer Purchase Interest

Purchase interest is a plan by consumers to meet their needs, including how many goods consumers need in taking action to meet consumer needs (Kartika and Hartati, 2020). In line with empirical research to determine the effects of financial risk, product risk, convenience risk, non-scorching risk, infrastructure variables, and consumer attitude return policies, to determine the effect of attitudes on online shop consumer buying interest, to determine the influence of the most dominant consumer behavior factors in influencing online shop buying interest (Ardiansyah, 2016).

c) Business Competitiveness

Competitiveness is a differentiating advantage from others consisting of comparative advantage (comparative advantage factors) and competitive advantage (competitive advantage factors) (Tambunan, 2001). In line with the notion of competitiveness in improving marketing excellence in advancing the global reach and visibility of products and services is ideal for the tourism industry that relies on local and international visitors to improve its business activities and competitiveness. However, what remains less explored in the tourism literature is the depth of marketing integration into the competitive strategies of

emerging tourism small, micro and medium enterprises (SMEs). To address this gray area, this study explores the extent to which tourism SMEs utilize technology to expand their market share and the implications for the competitiveness of business operations (Rambe, 2017).

d) Business Continuity Effectiveness

Moorhead and Griffin (2008) in their book Organizational Behavior say that organizational effectiveness focuses on the extent to which the organization can obtain the necessary resources. Organizational effectiveness requires that the organization must do a good job in procuring resources, managing them appropriately, achieving company goals, and satisfying its constituents. In line with the research of Dhochak, et al., (2019), Research that aims to examine the effectiveness of their business incubators that guide and guide startups to survive and thrive. To assess the effectiveness of the business model selected from 29 incubators by the Department of Science and Technology (DST), review the incubation process and business model from the incubator and tenant perspective. Business incubators are considered an effective tool for developing new ventures, leading to employment generation, innovation, and economic growth. A better understanding of the driving factors of business incubators will increase the success rate of new ventures. In addition, assessing the effectiveness and services of business incubators will help business incubators to align their offerings according to the needs of tenants, and tenants can work towards better resource utilization and make rational decisions while deciding on an incubator to work with its integrative framework seeks to provide conceptual clarity of the various services provided by business incubators.

Hypothesis
Marketing Technology Affects Business Competitiveness

Marketing technology and obtained positive and significant results. This shows that the marketing technology that has been carried out by MSME entrepreneurs indirectly affects the creation of business competitiveness. Marketing technology research conducted by Rambe (2017) the results of this study state that marketing technology has a positive and significant effect on business competitiveness. In line with research by Tovma, et al., (2020), Rizaldi and Hidayat (2020) and M. Rakib, et al., (2020) stated that marketing technology has a positive and significant effect on business competitiveness.

H1: Marketing technology has a positive and significant effect on business competitiveness.

Consumer Purchase Interest Affects Business Competitiveness

Research conducted by Khan, et al., (2019) states that the results of the analysis of the impact of sales promotions on consumer purchasing behavior show that consumer buying interest has a positive and significant effect on business competitiveness. In line with M.P.'s research (2014) in his research suggests that consumer buying interest has a positive and significant effect on business competitiveness in organized Indian vegetable oil brands. Research conducted by Todd (2020) suggests that conceptualization strategies and global E-commerce procurement best practices are influenced by consumer buying interest on business competitiveness and research conducted by Novotny and Duspiva (2014) found a positive effect of consumer buying interest on business competitiveness, which means that the higher the level of consumer buying interest in the market also increases the company's business competitiveness.

H2: Consumer buying interest has a positive and significant effect on business competitiveness

Marketing Technology Affects the Effectiveness of Business Continuity

Research conducted by Sozinova, et al, (2018) shows that marketing technology variables affect the effectiveness of business continuity with these results it can be concluded that online information technology in providing high effectiveness marketing business structures, which are located on the basis of import substitution in Russia. Furthermore, research conducted by Pogorelova, et al (2016) states that marketing technology has a significant effect on the effectiveness of E-commerce business continuity with e-business

and internet technology trends. The higher the marketing technology, the higher the effectiveness of business continuity. In line with the research of Romansyah, et al (2015) which states that the utilization of botoh waste through marketing technology has a positive and significant effect on family income in Takalar Regency which can automatically increase the effectiveness of business continuity. This means that the higher the influence of marketing technology, it will increase the effectiveness of business continuity. If internet marketing small business companies want to increase the effectiveness of business continuity, they must make improvements in the marketing technology sector, especially online-based marketing which is a service in providing convenience to consumers which ultimately makes small business company business managers feel the effectiveness of business continuity on an ongoing basis.

H3 : **Marketing Technology has a positive and significant effect on the Effectiveness of Business Continuity**

**Consumer Purchase Interest Affects the Effectiveness of Business Continuity**

Research conducted by Jaiswal and Singh, (2018) shows that the consumer buying interest variable has an insignificant effect on the effectiveness of business continuity with these results it can be concluded that consumer buying interest in India needs to pay attention to consumer buying interest which significantly ultimately affects the effectiveness of business continuity. Research conducted by Hassan, et al (2016), states that consumer buying interest has an insignificant effect on the effectiveness of TV advertising business continuity supported by celebrities and sponsors, in other words, TV advertising companies involving celebrities and sponsors need to pay attention to consumer buying interest which significantly affects the effectiveness of business continuity. In line with research by Yusriadi (2019) which states that consumer buying interest has an insignificant effect on the effectiveness of business continuity. This means that the lower the influence of consumer buying interest, the lower the effectiveness of business continuity. If online-based MSME producers want to increase the effectiveness of business continuity, they must make improvements in the consumer buying interest sector, especially online-based, which is a service in providing convenience to consumers which ultimately makes online-based MSME business managers feel the effectiveness of sustainable business continuity.

H4 : **Purchase Intention has a negative and insignificant effect on the Effectiveness of Business Continuity**

Business Competitiveness Affects the Effectiveness of Business Continuity

Herciu and Ogrean (2018) state that business competitiveness is positive and significant to the effectiveness of business continuity. This shows that business competitiveness will have a significant impact on the effectiveness of business continuity. This research is supported by previous research that obtained similar results, namely research conducted by Vatamanescu, et al. (2017). Research conducted by Yani, et al., (2020) states that entrepreneurial literacy and entrepreneurial character through business competitiveness affect business success which will have an impact on the effectiveness of sustainable business continuity.

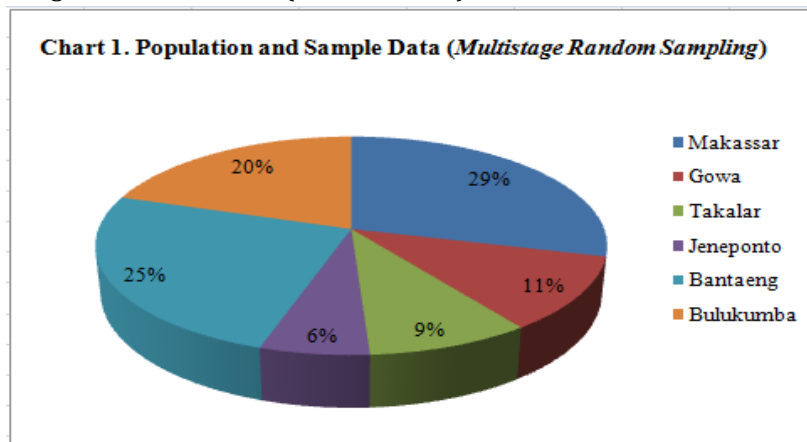**H5 :** **Business Competitiveness has a positive and significant effect on the Effectiveness of Business Continuity**
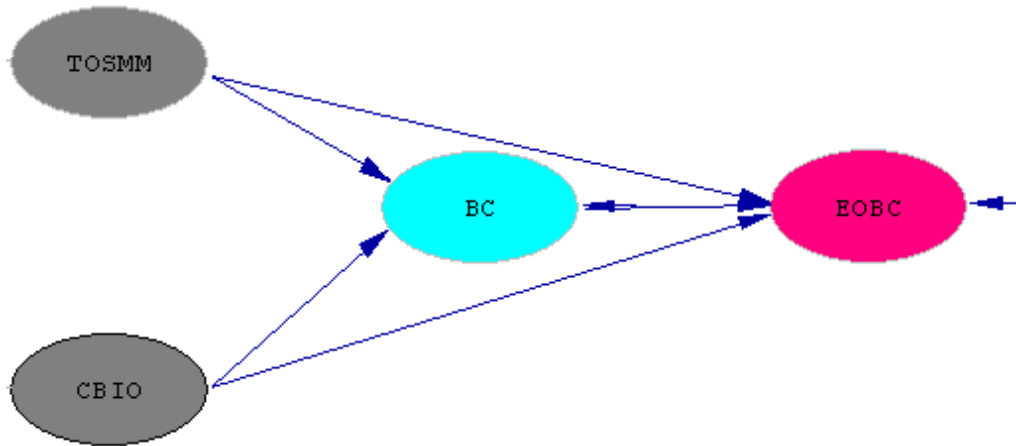
Source: *Data Processed Program (SEM) Lisreal Ver, - 2023*
Figure 1. Initial Design of Relationship Between Variables

Method

This research was conducted in the online-based MSME industry in South Sulawesi Province. This location was chosen because South Sulawesi Province is famous for its distinctive online-based MSMEs in each Regency / City so that South Sulawesi Province is one of the online-based MSMEs that are highly favored by consumers. The research object in this study is the online-based MSME industry in South Sulawesi Province, precisely in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba with a focus on marketing technology, consumer buying interest, business competitiveness and the effectiveness of business continuity. The population in this study is the total number of analyzes whose characteristics can be estimated. In this study, research was only conducted for owners / managers of online-based MSMEs in South Sulawesi Province, to be precise in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba, totaling 706 owners / managers of online-based MSMEs. The sampling technique was carried out by probability sampling, namely multistage random sampling or determination of cluster sampling based on the division of an area / region in stages, then randomly taken for each of these areas, the aim is that each sample in an area has the same opportunity to be used as a respondent. That is, anyone who is the owner / manager of an online-based MSME that the researcher happens to meet can be used as a sample. As for determining the number of samples used by researchers using the Slovin formula (E Slovin, 1960)


Chart 1. Population and Sample Data (*Multistage Random Sampling*)

Based on chart 1 above, multistage random sampling of the population in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba is 706 owners / managers of online-based MSMEs, while the sample size is 250 owners / managers of online-based MSMEs in South Sulawesi Province. The data collection method used in this research is through distributing questionnaires to owners / managers of online-based MSMEs in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Data collection in this study used a questionnaire method. Respondents' answers were measured using a 5-point Likert scale. The data analysis technique used is Structur Equation Modeling (SEM) Lisreal Program.

Result

The following respondents used in this study have different characteristics or identities according to the chart below:
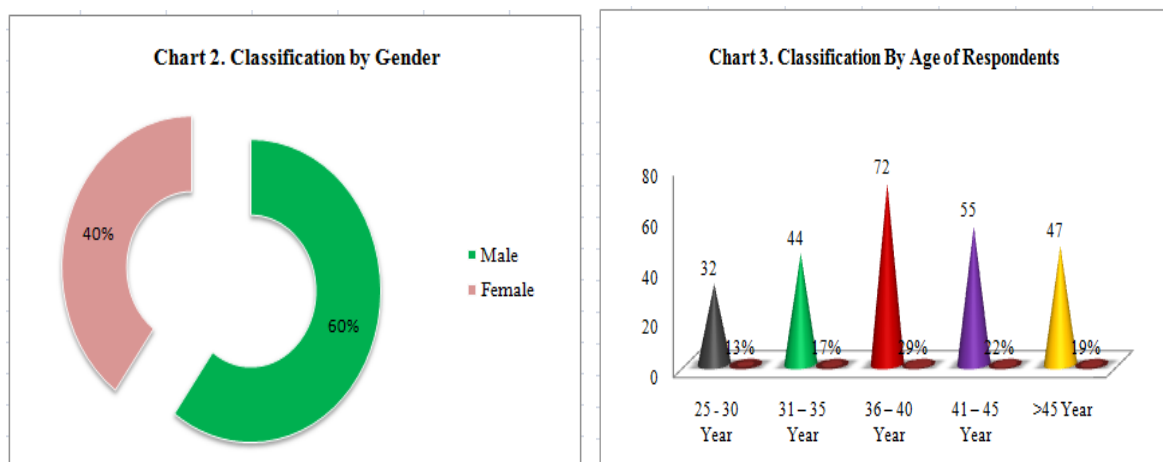
Source: *Primary data processed by online-based MSMEs Prov Sul-Sel, 2023, (N = 250)*

Based on Chart 2, most of the respondents were male, amounting to 150 owners/managers of online-based MSMEs or 60%, while 100 owners/managers of online-based MSMEs or 40% were female. Based on Chart 3 according to the age of respondents 25 years to 30 years of 32 owners / managers of online-based MSMEs or 13%, the age of respondents 31 years to 35 years of 44 owners / managers of online-based MSMEs or 17%, the age of respondents 36 years to 40 years of 72 owners / managers of online-based MSMEs or 29%, the age of respondents 41 years to 45 years of 55 owners / managers of online-based MSMEs or 22% and the age of respondents over 45 years and above of 47 owners / managers of online-based MSMEs or 19%.

Chart 4. Classification By Respondent's Education
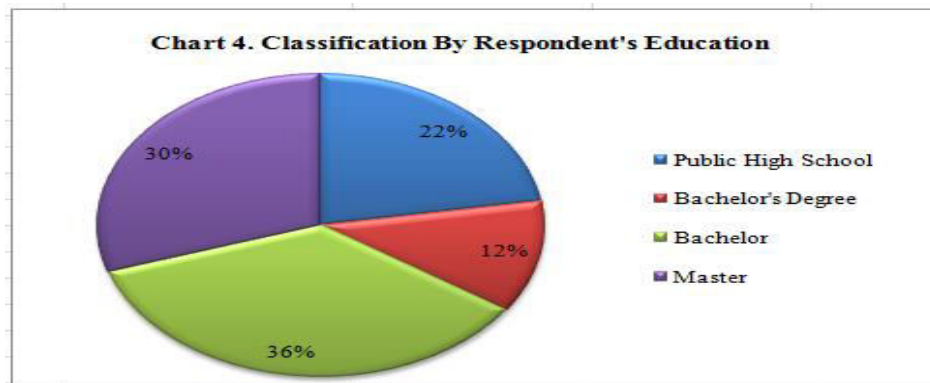
Source: *Primary data processed by online-based MSMEs Prov Sul-Sel, 2023, (N=250)*

A person's latest education can reflect the level of knowledge and understanding of the business and business he has. Based on chart 4 above, it can be seen that most respondents have a Bachelor's educational background of 89 owners / managers of online-based MSMEs or 36%, followed by a Master's education of 75 owners / managers of online-based MSMEs or 30%, then a high school education of 56 owners / managers of online-based MSMEs or 22% and a Diploma education of 30 owners / managers of online-based MSMEs or 12%.

Validity Test
This validity test is carried out to measure whether the data that has been obtained after the research is valid data or not, using the measuring instrument used (questionnaire) by (Heale and Twycross, 2015). The following data validity test is presented in the table:

Table 2. Validity Test

Correlations

		Technology Of Social Media Marketing	Online Cosumers Buying Interest	Busines Competitiven ess Of MSMEs	Effectiveness Of Business Continuity
Technology Of Social Media Marketing	Pearson Correlation	1	.692**	-.102	.471**
	Sig. (2-tailed)		.000	.107	.000
	N	250	250	250	250
Online Cosumers Buying Interest	Pearson Correlation	.692**	1	.008	.401**
	Sig. (2-tailed)	.000		.904	.000
	N	250	250	250	250
Busines Competitiveness Of MSMEs	Pearson Correlation	-.102	.008	1	.400**
	Sig. (2-tailed)	.107	.904		.000
	N	250	250	250	250
Effectiveness Of Business Continuity	Pearson Correlation	.471**	.401**	.400**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

**. Correlation is significant at the 0.01 level (2-tailed).

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

Table 2 of the validity test above shows that all question/statement items to measure marketing technology variables (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and the effectiveness of business continuity (Y.2) in this study have a correlation coefficient greater than t table = 0.165 and and marked with a ** sign (t table value for n = 250). So, it can be concluded that all items in the question /

statement indicators of marketing technology variables (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and the effectiveness of business continuity (Y.2) are valid.

Reliability Test

Reliability testing is stating that the reliability test is the extent to which the measurement results using the same object, will produce the same data by (Heale an Twycross, 2015). The following data reliability test is presented in the table:

Table 3. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Technology Of Social Media Marketing	138.8160	97.255	.142	.725
Online Cosumers Buying Interest	147.2040	100.460	.100	.780
Busines Competitiveness Of MSMEs	137.1320	102.035	.132	.759
Effectiveness Of Business Continuity	145.4320	100.668	.135	.765

Source: Data Processed SPSS Ver.- 2023 Program, (N=250)

Table 3 of the reliability test above shows that the question / statement items for the marketing technology variable (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and the effectiveness of business continuity (Y.2) have a Cronbach's Alpha value of 0.824 and Cronbach's Alpha If Item Deleted is above 0.6.) has a Cronbach's Alpha value of 0.824 and Cronbach's Alpha If Item Deleted is above 0.6 rtable value of 0.104 so it can be stated that the question / statement items for the marketing technology variable (X.1), consumer buying interest (X.2), business competitiveness (Y.1) and the effectiveness of business continuity (Y.2) are declared reliable.

Classical Assumption Test

The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary least square (OLS) by (Alagumalai and Curtis, 2005). The following classical assumption tests are presented through tables, including normality, heteroscedasticity and linearity tests as follows:

Normality Test

Normality test is a test conducted to check whether our research data comes from a population with a normal distribution. 2. This test needs to be done because all parametric statistical calculations have the assumption of normality of distribution by (Flynn, 2003). The following data normality test is presented in the table:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Technology Of Social Media Marketing	Online Cosumers Buying Interest	Busines Competitiveness Of MSMEs	Effectiveness Of Business Continuity
N		250	250	250	250
Normal Parameters[a]	Mean	50.7120	42.3240	52.3960	44.0960
	Std. Deviation	4.29965	3.59426	4.77687	4.36014
Most Extreme Differences	Absolute	.061	.107	.079	.095
	Positive	.057	.057	.051	.077
	Negative	-.061	-.107	-.079	-.095
Kolmogorov-Smirnov Z		.968	1.685	1.252	1.499
Asymp. Sig. (2-tailed)		.305	.007	.087	.022

a. Test distribution is Normal.

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

From table 4 above, it can be concluded that the results of the data normality test with Kolmogorov-Smirnov by comparing the value of the probability number or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the significance value is less than 0.05 or 5% then the data distribution is abnormal. Based on the calculation of the SPSS Ver.-2023 output above, the value of the probability number or Asymp. Sig (2-tailed) with a significance level above 0.05 or 5%, the data is declared normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another observation is constant, it is called homoscedasticity and if it is different it will be called heteroscedasticity by (Hayes, 2003). The following heteroscedasticity test data are presented in the table:

Table 5. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.134	2.236		1.402	.162		
	Technology Of Social Media Marketing	-.008	.042	-.016	-.183	.855	.510	1.960
	Online Cosumers Buying Interest	-.017	.050	-.031	-.347	.729	.515	1.940
	Busines Competitiveness Of MSMEs	.011	.027	.027	.413	.680	.978	1.023

a. Dependent Variable: RES2

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

From table 5 above, it can be concluded that the results of the heteroscedasticity test data by looking at the column table of the significance value (Sig.) > 0.05 are above 0.05, it can be concluded that there are no symptoms of Heteroscedasticity.

Linearity Test

The linearity test is intended to determine whether there is a linear relationship between the dependent variable and each independent variable to be tested. If a model does not meet the linearity requirements, the linear regression model cannot be used by (Hayes, 2015). The following linearity test data is presented in the table:

Table 6. Linearity Test X.1-Y.2

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Effectiveness Of Business Continuity * Technology Of Social Media Marketing	Between Groups	(Combined)	1813.193	21	86.343	6.741	.000
		Linearity	1051.344	1	1051.344	82.077	.000
		Deviation from Linearity	761.849	20	38.092	3.094	.051
	Within Groups		2920.503	228	12.809		
	Total		4733.696	249			

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

Based on the significance value (Sig) of the output table 6 linearity test above, it can be obtained that the Deviation From Linearity Sig. value is 0.051 greater than 0.05. So it can be concluded that there is a significant linear relationship between marketing technology (X.1) and the effectiveness of business continuity (Y.2).

Table 7. Linearity Test X.2-Y.2

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Effectiveness Of Business Continuity * Online Cosumers Buying Interest	Between Groups	(Combined)	1115.126	15	74.342	4.807	.000
		Linearity	761.614	1	761.614	49.251	.000
		Deviation from Linearity	353.512	14	25.251	1.633	.071
	Within Groups		3618.570	234	15.464		
	Total		4733.696	249			

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

Based on the significance value (Sig) of the output table 7 linearity test above, it can be obtained that the Deviation From Linearity Sig. value is 0.071 greater than 0.05. So it can be concluded that there is a significant linear relationship between consumer buying interest (X.2) and the effectiveness of business continuity (Y.2).

Table 8. Y.1-Y2 Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Effectiveness Of Business Continuity * Busines Competitiveness Of MSMEs	Between Groups	(Combined)	1262.476	23	54.890	3.574	.000
		Linearity	758.155	1	758.155	49.361	.000
		Deviation from Linearity	504.320	22	22.924	1.492	.078
	Within Groups		3471.220	226	15.359		
	Total		4733.696	249			

Source: *Data Processed SPSS Ver.- 2023 Program, (N = 250)*

Based on the significance value (Sig) of the output of table 8 of the linearity test above, it can be obtained that the Deviation From Linearity Sig. value is 0.078 greater than 0.05. So it can be concluded that there is a significant linear relationship between business competitiveness (Y.1) and the effectiveness of business continuity (Y.2).

Path Analysis Model-Estimate Model

Path diagram is a tool to describe graphically, the structure of the causal relationship between exogenous, intervening (intermediary) and endogenous variables. To represent the causality relationship of the path diagram using a single-headed arrow symbol, this indicates a direct influence between exogenous or intervening variables and endogenous variables, this arrow also connects errors with endogenous variables, and to represent the correlation or covariance relationship between two variables using a two-headed arrow by (Garson, 2013). The following path analysis model is diagrammed in the figure:
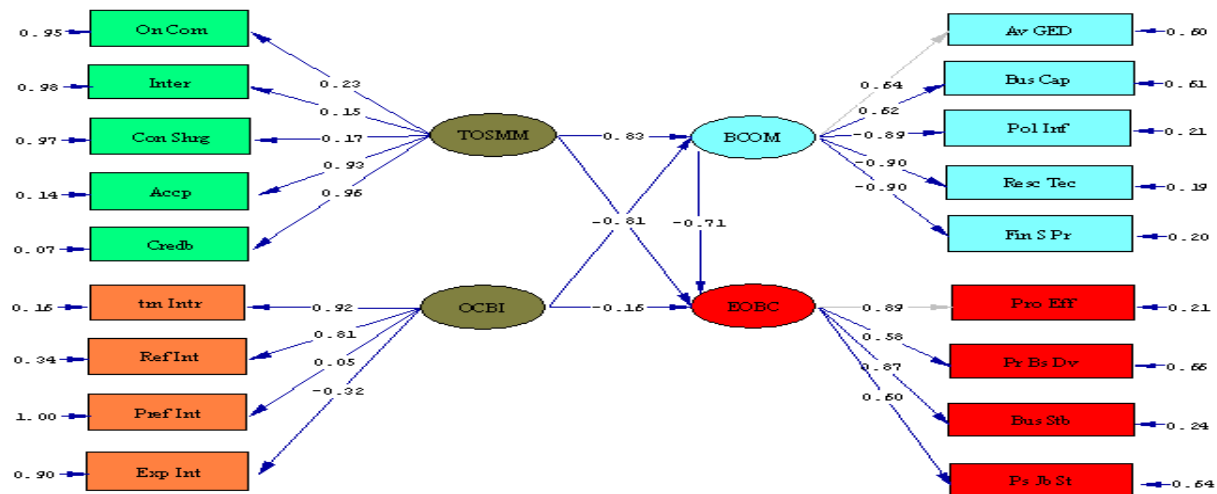
Chi-Square=1681.57, df=129, P-value=0.00000, RMSEA=0.220

Source: *Data processed Program (SEM) Lisreal Ver, - 2023, (N = 250)*

Figure 2. Path Analysis Diagram-Estimates Model

In Figure 2, the estimates of the path analysis model diagram of the value of the indirect effect of marketing technology (X.1) on business competitiveness (Y.1) with a value of 0.83 with marketing technology indicators including online communities (X1.1) with a value of 0.23, interaction (X1.2) of 0.15, content sharing (X1.3) of 0.17, accessibility (X1.4) of 0.93 and credibility (X1.5) of 0.96. Then consumer buying interest (X.2) on business competitiveness (Y.1) with a value of 0.45 with indicators of consumer buying interest including transactional interest (X2.1) with a value of 0.92, referential interest (X2.2) of 0.81, preferential interest (X2.3) of 0.05 and exploratory interest (X2.4) of -0.32. Furthermore, the value of the direct effect of marketing technology (X.1) on the effectiveness of business continuity (Y.2) with a value of 0.80. Then the value of the direct influence of consumer buying interest (X.2) on the effectiveness of business continuity (Y.2) with a value of 0.16 and the variable business competitiveness (Y.1) on the effectiveness of business continuity (Y.2) with a value of -0.71.

Indirect Testing

Indirect effect is the multiplication of the path coefficient between the independent variables in one direction by (Diaz, 2009). The following indirect testing data is presented in the table:

Table 9: Indirect Testing Path Analysis Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849[a]	.822	.814	1.74261

a. Predictors: (Constant), Online Cosumers Buying Interest, Technology Of Social Media Marketing

b. Dependent Variable: Busines Competitiveness Of MSMEs

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	65.558	3.863		14.382	.000		
	Technology Of Social Media Marketing	.329	.097	.206	3.365	.005	.522	1.917
	Online Cosumers Buying Interest	.200	.116	.150	2.724	.005	.522	1.917

a. Dependent Variable: Busines Competitiveness Of MSMEs

Source: *Data processed by SPSS Ver.- 2023 Program, (N = 250)*

Based on the results of the path analysis in Table 9, the structural equation can be formulated as follows.

Y1 = 0.206 X1 + 0.150 X2 + e1

This structural equation can be interpreted, namely:

(1) The marketing technology variable is 0.206, which means that marketing technology has a positive effect on business competitiveness, meaning that if marketing technology increases, business competitiveness will also increase.

(2) The consumer buying interest variable has a coefficient value of 0.150, which means that consumer buying interest has a positive effect on business competitiveness, meaning that the more consumer buying interest increases, the business competitiveness will increase. In this study, the effect of marketing technology, consumer buying interest, business competitiveness and the effectiveness of business continuity was calculated through SPSS Ver.- for windows. The following are the results of the calculation of the second structure of direct testing in Table 11.

Direct Testing

The direct effect is the magnitude of the path coefficient value of the independent variable by (Forgas and Williams, 2001). The following direct testing data are presented in the table:

Table 10: Direct Testing Path Analysis Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854[a]	.828	.821	1.31681

a. Predictors: (Constant), Busines Competitiveness Of MSMEs, Online Cosumers Buying Interest, Technology Of Social Media Marketing

b. Dependent Variable: Effectiveness Of Business Continuity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5.079	3.662		-1.387	.167		
	Technology Of Social Media Marketing	.470	.068	.464	6.870	.000	.510	1.960
	Online Cosumers Buying Interest	.093	.081	.077	1.146	.253	.515	1.940
	Busines Competitiveness Of MSMEs	.408	.044	.447	9.168	.000	.978	1.023

a. Dependent Variable: Effectiveness Of Business Continuity

Source: *Data processed by SPSS Ver.- 2023 Program, (N = 250)*

Based on the results of the path analysis in Table 10, the structural equation can be formulated as follows.

Y2 = 0.464 X1 + 0.077 X2 + 0.447 Y + e2

The structural equation can be interpreted as:

(1) The marketing technology variable has a coefficient of 0.464, which means that marketing technology has a positive effect on the effectiveness of business continuity, meaning that if marketing technology increases, the effectiveness of business continuity will increase.

(2) The consumer purchase interest variable has a coefficient of 0.077, which means that consumer purchase interest has a positive effect on the effectiveness of business continuity, meaning that if consumer purchase interest increases, the effectiveness of business continuity will increase.

(3) The business competitiveness variable has a coefficient of 0.447, which means that business competitiveness has a positive effect on the effectiveness of business continuity, meaning that if business competitiveness increases, the effectiveness of business continuity will increase.

Test the value of the coefficient of determination (R2) and the error variable (e) In calculating the total coefficient of determination obtained of 0.854, it is concluded that 85.4% of the variable effectiveness of business continuity in online-based MSMEs in the South Sulawesi Province region in 6 districts / cities, including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba is influenced by marketing technology, consumer buying interest and business competitiveness, while the remaining 14.6% is influenced by other factors not included in the research model or outside the research model.

Path Analysis Model - T-Value Model Diagram

SEM is a multivariate statistical analysis method. Doing SEM data processing is different from doing regression data processing or path analysis. SEM data processing is more complicated, because SEM is built by measurement models and structural models by (Santoso, 2011). The path analysis model that has been carried out using the Structur Equation Modeling (SEM) Lisreal Program obtained the standardized model path coefficient value and the calculated t value.
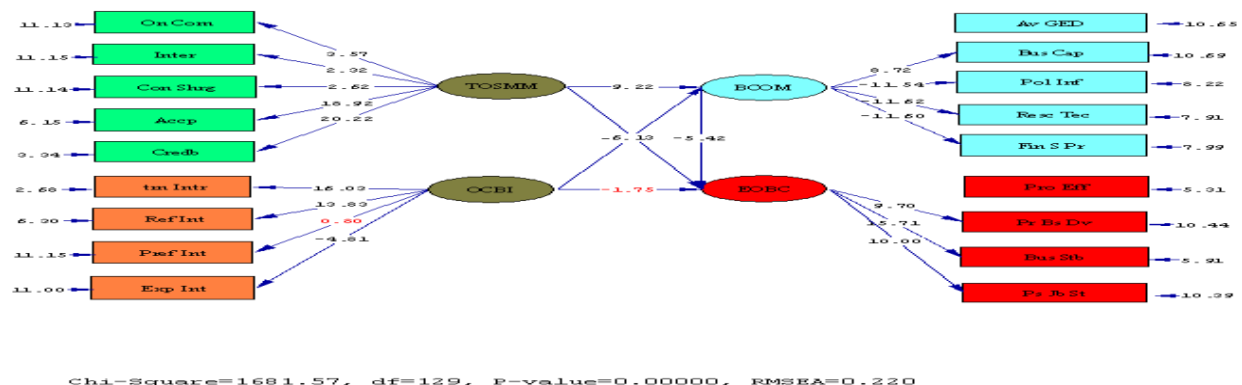
Source: *Data Processed Program (SEM) Lisreal Ver,- 2023, (N=250)*

Figure 3: Significance Test - T-Value Model Diagram

From Figure 3 of the T-Value significance test above, the marketing technology variable (X.1) with online community indicators (X1.1) with a value of 3.57, interaction (X1.2) of 2.32, content sharing (X1.3) of 2.62, accessibility (X1.4) of 18.92 and credibility (X1.5) of 20.22 on the effectiveness of business continuity (Y.2) with a value of -6.13 through business competitiveness (Y.1) with a value of 9.22. Furthermore, the consumer purchase interest variable (X.2) with indicators of transactional interest (X2.1) with a value of 16.03, referential interest (X2.2) of 13.83, preferential interest (X2.3) of 0.80 and exploratory interest (X2.4) of -4.81 on the effectiveness of business continuity (Y.2) with a value of -1.75 through business competitiveness (Y.1) with a value of -6.13. as well as business competitiveness variables (Y.1) with indicators of availability and environmental conditions (X2.5) with a value of -6.13.) with indicators of availability and environmental conditions (Y1.1) with a value of 8.72, business capabilities (Y1.2) of 11.54, policies and infrastructure (Y1.3) of 11.54, research and technology (Y1.4) of 11.62, financial support and partnerships (Y1.5) of 11.60 to the effectiveness of business continuity (Y.2) with a value of -5.42.) with a value of -5.42 indicators include productivity and efficiency (Y2.1) of 9.75, profit and business development (Y2.2) of 9.70, business stability (Y2.3) of 15.71 and morale and job satisfaction (Y2.4) of 10.00.

Table 11: Direct Effects and Indirect Effects of Marketing Technology (X.1)
Consumer Purchase Interest (X.2) on Business Competitiveness (Y.1) and Business Continuity Effectiveness (Y.2)

Effect of Variabel	Direct Efferct Y_2	Indirect Effect Through Y_1	Total Effect
X.1 Y.1 ➡		0,833	0,833
X.2 Y.1 ➡		0.456	0,456
X.1 Y.2 ➡	0.589		0,589
X.2 Y.2 ➡	0.323		0,323
Y.1 Y.2	0,706		0,130

Source: *Data Processed Program (SEM) Lisreal Ver, - 2023, (N = 250)*

Table 11. shows the summary results of the value of each direct and indirect effect path between variables and the error value of each structural equation generated through path analysis techniques.

Hypothesis Testing

Hypothesis is a presumption that must be tested through data or facts obtained through research by (Samsuri, 2003). For hypothesis testing to determine the effect of independent variables on the dependent variable by comparing the t-count value obtained from the path model with the t-table of 1.96 which can be seen from the t-value model.

Table 12: Hypothesis Testing

Variable	t-Statistics	>	t-Value	Keterangan
Marketing Tecnology ➡ Business Competitiveness	9,22	>	1,96	
Consumer Purchase ➡Interest Business Competitiveness	6,78	>	1,96	
Marketing Tecnology➡ Effectiveness of Business Continuity	6,13	>	1,96	
Consumer Purchase Interest ➡ Effectiveness of Business Continuity	-1,74	<	1,96	
Business Competitiveness ➡ Effectiveness of Business Continuity	5,42	>	1,96	

*) Significant at α = 10%

Source: *Data processed Program (SEM) Lisreal Ver, - 2023, (N = 250)*

Hypothesis 1

Based on hypothesis testing, it shows that the t-value of 9.22> 1.96 with a significance of 5%, this shows that marketing technology has a significant effect on business competitiveness, which means that the hypothesis is accepted.

Hypothesis 2

Based on hypothesis testing, it shows that the t-value of 6.78> 1.96 with a significance of 5%, this shows that consumer buying interest has a significant effect on business competitiveness, which means that the hypothesis is accepted.

Hypothesis 3

Based on hypothesis testing, it shows that the t-value of 6.13> 1.96 with a significance of 5%, this shows that marketing technology has an effect on the effectiveness of business continuity, which means that the hypothesis is accepted.

Hypothesis 4

Based on hypothesis testing, it shows that the t-value of -1.74 < 1.96 with a significance of 5%, this shows that consumer buying interest has no effect on the effectiveness of business continuity, which means that the hypothesis is rejected.

Hypothesis 5

Based on hypothesis testing, it shows that the t-value of 5.42> 1.96 with a significance of 5%, this indicates that business competitiveness has a significant effect on the effectiveness of business continuity, which means that the hypothesis is accepted.

Discussion

Marketing Technology Affects Business Competitiveness

The results showed that marketing technology indirectly (indirect effect) positively affects business competitiveness in online-based MSMEs in South Sulawesi Province with an Unstandardized Coeficients B value of 0.329 with a Beta Standardized Coeficients value of 0.260 with a t-value of 9.22> 1.96 with a sig of 0.05. This means that if marketing technology will be functioned, it will affect business competitiveness. The achievement of business competitiveness is inseparable from how marketing technology is provided by online-based MSME managers in South Sulawesi Prov. Where marketing technology includes online communities, interaction, content sharing, accessibility and credibility of online-based MSME managers in South Sulawesi Prov as a form of meeting the needs of online-based MSME managers. If you look at the research results which show that marketing technology affects business competitiveness, then managers of online-based MSMEs must be able to provide business competitiveness to maintain the image of MSME products by providing availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships.

The results of the model estimates test of marketing technology variables consist of indicators of online communities, interaction, content sharing, accessibility and credibility. Furthermore, the business competitiveness variable consists of indicators of availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. In line with research conducted by Rambe (2017) shows that marketing technology has a positive and significant effect on business competitiveness.

The results of the t-value test model and the results of the marketing technology variable hypothesis consist of indicators of online community, interaction, content sharing, accessibility and credibility. In line with research conducted by Tovma, et al (2020) which states that marketing technology affects business competitiveness and obtains positive and significant results. In other words, by increasing the marketing technology of online-based MSMEs in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, the higher the level of competitiveness of online-based MSME businesses in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the first hypothesis is accepted. This is in line with the results of research conducted by Rizaldi and Hidayat (2020) and M. Rakib, et al (2020) which state that marketing technology has a positive and significant effect on business competitiveness. This shows that marketing technology that has been carried out by online-based MSME managers can indirectly affect the creation of business competitiveness.

Consumer Purchase Interest Affects Business Competitiveness

The results showed that consumer buying interest indirectly (indirect effect) had a positive effect on business competitiveness in online-based MSMEs in South Sulawesi Province with an Unstandardized Coeficients value B value of 0.200 with a Beta Standardized Coeficients value of 0.160 with a t-value of 6.78> 1.96 with a sig of 0.05. This means that if consumer buying interest will be enabled, it will affect business competitiveness. Achieving business competitiveness is inseparable from how consumer buying interest is provided by online-based MSME managers in South Sulawesi Prov. Where consumer buying interest includes transactional interest, referential interest, preferential interest and exploratory interest in online-based MSME managers in South Sulawesi Prov as a form of meeting the needs of online-based MSME managers. If you look at the research results which show that consumer buying interest affects business competitiveness, then managers of online-based MSMEs must be able to provide business competitiveness to maintain the image of online-based MSME products by providing availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships.

The results of the model estimates test of consumer buying interest variables consist of indicators of transactional interest, referential interest, preferential interest and exploratory interest. Furthermore, the business competitiveness variable consists of indicators of availability and good environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. In line with research conducted by Khan, et al (2019) shows that consumer buying interest has a positive and significant effect on business competitiveness.

The results of the t-value test model and the results of the consumer purchase interest variable hypothesis consist of indicators of transactional interest, referential interest, preferential interest and exploratory interest. In line with research conducted by M.P. (2014) which states that consumer buying interest affects business competitiveness and obtains positive and significant results. In other words, increasing the buying interest of online-based MSME consumers in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, the higher the level of business competitiveness in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the second hypothesis is accepted. This is in line with the results of research conducted by Todd (2020); Novotny and Duspiva (2014) state that consumer buying interest has a positive and significant effect on business competitiveness. This shows that consumer buying interest that has been carried out by online-based MSME managers can indirectly affect the creation of business competitiveness.

Marketing Technology Affects the Effectiveness of Business Continuity

The results showed that marketing technology directly (direct effect) positively affects the effectiveness of business continuity in online-based MSMEs in South Sulawesi Province with an Unstandardized Coeficients B value of 0.470 with a Beta Standarized Coeficients value of 0.464 with a t-value of 6.13> 1.96 with a sig of 0.000. This means that if marketing technology will be functioned, it will affect the effectiveness of business continuity. Achieving the effectiveness of business continuity is inseparable from how marketing technology is provided by online-based MSME managers in South Sulawesi Prov. Where marketing technology includes online communities, interaction, content sharing, accessibility and credibility of online-based MSME managers in South Sulawesi Province as a form of meeting the needs of online-based MSME managers. If you look at the research results which show that marketing technology has an effect on the effectiveness of business continuity, then managers of online-based MSMEs are able to create the effectiveness of business continuity to maintain the business continuity of online-based MSME products that are managed by providing productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction.

The results of the model estimates test of marketing technology variables consist of indicators of online community, interaction, content sharing, accessibility and credibility. Furthermore, the variable effectiveness of business continuity consists of indicators of productivity and efficiency, profit and business development, business stability, enthusiasm and job satisfaction. In line with research conducted by Sozinova, et al (2018) shows that marketing technology has a positive and significant effect on the effectiveness of business continuity.

The results of the t-value test model and the results of the marketing technology variable hypothesis consist of indicators of online community, interaction, content sharing, accessibility and credibility. In line with research conducted by Pogorelova, et al (2016) which states that marketing technology affects the effectiveness of business continuity and obtains positive and significant results. In other words, increasing the marketing technology of online-based MSMEs in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, the higher the level of effectiveness of business continuity in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the third hypothesis is accepted. This is in line with the results of research conducted by Romansyah, et al (2015) which states that the utilization of botoh waste through marketing technology has a positive and significant effect on family income in Takalar Regency which can automatically increase the effectiveness of business continuity. This shows that marketing technology that has been carried out by online-based MSME managers can directly affect the creation of business continuity effectiveness.

Consumer Purchase Interest Affects the Effectiveness of Business Continuity

The results showed that consumer buying interest directly (direct effect) had a positive effect on the effectiveness of business continuity in online-based MSMEs in South Sulawesi Province with an Unstandardized Coeficients B value of 0.093 with a Beta Standarized Coeficients value of 0.077 with a t-value of -1.74 < 1.96 with a sig of 0.253. This means that if consumer buying interest is not functioned properly, it affects the decrease in the effectiveness of business continuity. Achieving the effectiveness of business continuity is inseparable from how consumer buying interest is provided by managers of online-based MSMEs in South Sulawesi Province. Where consumer buying interest includes transactional interest, referential interest, preferential interest and exploratory interest in online-based MSME managers in South Sulawesi Province as a form of meeting the needs of online-based MSME managers. If you look at the research results which show that consumer buying interest has an insignificant effect on the effectiveness of business continuity, then managers of online-based MSMEs must be able to create business continuity effectiveness to maintain the continuity of the business of online-based MSME products that are managed by providing

productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction.

The results of the model estimates test of consumer buying interest variables consist of indicators of transactional interest, referential interest, preferential interest and exploratory interest. Furthermore, the variable effectiveness of business continuity consists of indicators of productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction. In line with research conducted by Jaiswal and Singh. (2018) shows that consumer buying interest has an insignificant effect on the effectiveness of business continuity.

The results of the t-value test model and the results of the consumer purchase interest variable hypothesis consist of indicators of transactional interest, referential interest and exploratory interest. In line with research conducted by Hassan, et al (2016) which states that consumer buying interest affects the effectiveness of business continuity and obtains negative and insignificant results. In other words, increasing the buying interest of online-based MSME consumers in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, will affect the effectiveness of business continuity in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the fourth hypothesis is rejected. This is in line with the results of research conducted by Yusriadi (2019) which states that consumer buying interest has an insignificant effect on the effectiveness of business continuity. This shows that consumer buying interest that has been carried out by online-based MSME managers can directly influence but does not give significance to the creation of business continuity effectiveness.

Business Competitiveness Affects the Effectiveness of Business Continuity

The results showed that business competitiveness directly (direct effect) had a positive effect on the effectiveness of business continuity in online-based MSMEs in South Sulawesi Province with an Unstandardized Coeficients B value of 0.408 with a Beta Standardized Coeficients value of 0.477 with a t-value of 5.42> 1.96 with a sig of 0.000. This means that if business competitiveness is functioning properly, it affects the effectiveness of business continuity. Achieving the effectiveness of business continuity is inseparable from how business competitiveness is provided by online-based MSME managers in South Sulawesi Province. Where business competitiveness includes the availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships of online-based MSME managers in South Sulawesi Province as a form of meeting the needs of online-based MSME managers. If you look at the research results which show that business competitiveness has a significant effect on the effectiveness of business continuity, then managers of online-based MSMEs are able to create the effectiveness of business continuity well in maintaining the continuity of the business of online-based MSME products that are managed by providing productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction.

The results of the model estimates test of business competitiveness variables consist of indicators of availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. Furthermore, the variable effectiveness of business continuity consists of indicators of productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction. In line with research conducted by Herciu and Ogrean (2018) shows that business competitiveness has a significant effect on the effectiveness of business continuity.

The results of the t-value test model and the results of the business competitiveness variable hypothesis consist of indicators of availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships. In line with research conducted by Vatamanescu, et al (2017) which states that business competitiveness affects the effectiveness

of business continuity and obtains positive and significant results. In other words, increasing the competitiveness of online-based MSME businesses in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province, will affect the effectiveness of business continuity in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. So the fifth hypothesis is accepted. This is in line with the results of research conducted by Yani, et al (2020) stating that entrepreneurial literacy and entrepreneurial character through business competitiveness affect business success which will have an impact on the effectiveness of sustainable business continuity. This shows that business competitiveness that has been carried out by online-based MSME managers can directly affect the creation of business continuity effectiveness.

Conclusions and suggestions
Conclusion

Based on the test results and discussion above, the conclusions of this study are marketing technology variables through indicators of online community, interaction, content sharing, accessibility and credibility. Consumer purchase interest variables through indicators of transactional interest, referential interest and exploratory interest have a direct and indirect effect on the effectiveness of business continuity through indicators of productivity and efficiency, profit and business development, business stability and enthusiasm and job satisfaction through business competitiveness variables through indicators of availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships of online-based MSME managers in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province. Hypotheses 1, 2, 4 and 5 are accepted while hypothesis 3 of the direct effect of consumer buying interest variables on the effectiveness of business continuity is rejected.

Suggestion

Based on the research results and conclusions that have been described, there are several suggestions in terms of marketing technology, what MSME managers must do is to know more clearly about the indicators that form them, including online communities, interactions, content, accessibility and credibility to improve the marketing technology of online-based MSME managers. In terms of consumer buying interest, what needs to be done by online-based MSME managers is to pay attention to the indicators that form it, including the interests of the wants and needs of consumers in maintaining business competitiveness and the effectiveness of the business continuity of online-based MSMEs. In terms of business competitiveness, what must be done by managers of online-based MSMEs is to look at the availability and environmental conditions, business capabilities, policies and infrastructure, research and technology, financial support and partnerships in maintaining business competitiveness and the effectiveness of business continuity of online-based MSMEs. In terms of business continuity effectiveness, what must be done by online-based MSME managers is to increase productivity and efficiency, profit and good business development, business stability and enthusiasm and job satisfaction in maintaining business competitiveness and the effectiveness of online-based MSME business continuity which ultimately increases in 6 districts / cities including Makassar, Gowa, Takalar, Jeneponto, Bantaeng and Bulukumba in South Sulawesi Province.

For further research, it is hoped that this research will be able to increase the scope of research, not only on online-based MSME managers but in other sectors or it can also replace research locations that are not only in the same research district / city location, so as to provide a more qualified and generally applicable perspective. Further research is also expected to be carried out on an ongoing basis because environmental and technological developments change all the time.

Acknowledgments

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