



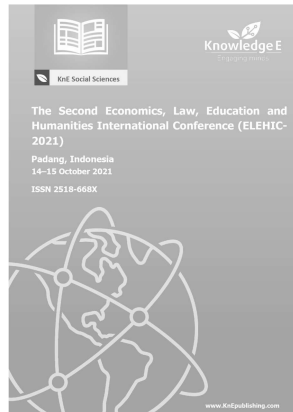
# **The Second Economics, Law, Education and Humanities International Conference (ELEHIC-2021)**

**Padang, Indonesia  
14–15 October 2021**

**ISSN 2518-668X**



# The Second Economics, Law, Education and Humanities International Conference (ELEHIC-2021)



PUBLISHED  
2022-03-22

[KnE Social Sciences](#) / The Second Economics, Law, Education and Humanities International Conference (ELEHIC-2021)

This collection contains selected papers from the **Second Economics, Law, Education and Humanities International Conference (ELEHIC-2021)** held in Padang, Indonesia on the 14<sup>th</sup> and 15<sup>th</sup> of October 2021. This event was hosted by the Universitas Bung Hatta, Indonesia.

The conference was held to discuss the latest evidence and perspectives on topics spanning across business, education, literature and the use of technology therein, the key theme being the implications of COVID-19 on finance, businesses and education in Indonesia.

This *KnE Social Sciences* collection contains 36 peer-reviewed papers on a wide range of topics. Several researchers investigate the teaching methodologies adopted by Indonesian schools during the pandemic and their effectiveness. Others discuss challenges faced by businesses, specifically SMEs, and an ideal business strategy to cope with the situation. One of the researchers assesses the usage and meanings of metaphors in a television series, while another explains the influence of euphemism and dysphemism on the Malay dialect of Kampar, Malaysia.

These papers will be of interest to academics, students and professionals researching or working in the fields of education, linguistics, politics, economics and finance.

**Conference date:** 22 March 2022

**Location:** Padang, Indonesia

**Editor:** Dr. Yusrita Yanti, M. Hum

**Organizer:** Universitas Bung Hatta, Indonesia

**Published:** 22 March 2022

**ISSN:** 2518-668X

## **The Effect of Different Pair-Work Types on Students' Writing Quality**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

Pages 1–10 • [Joni Alfino](#), [Mohammad Adnan Latief](#), [Utami Widiati](#), [Ali Saukah](#)

[54 DOWNLOADS](#)

[Download fulltext](#)

## **Critical Reading Skills of the Descriptive Genre Through E-Learning**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

Pages 11–19 • [Gusnetti Gusnetti](#), [Yetty Morelent](#), [Olin Nita](#)

[35 DOWNLOADS](#)

[Download fulltext](#)

## **Knowledge, Attitudes and Skills of Science Teachers Regarding ICT in West Sumatra**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

Pages 20–28 • [Erman Har](#), [Rona Taula Sari](#)

[39 DOWNLOADS](#)

[Download fulltext](#)

**The Effect of Age, Ethnicity and Financial Expertise of Female Directors on Earnings Quality in Indonesia**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 29–39 • Yeasy Darmayanti, Nor Azilah Husin, Aza Azlina Md. Kassim, Suryadimal Suryadimal

[61 DOWNLOADS](#)

[Download fulltext](#)

**The "New Normal" in Education and the Future of Schooling**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 40–47 • Harold John D. Culala

[75 DOWNLOADS](#)

[Download fulltext](#)

**The Impact of Payment Systems and Peer-to-Peer Lending on the Performance of SMEs in Indonesia**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 48–58 • Rika Desiyanti, Nor Azilah Husin, Aza Azlina Md Kassim, Rini Elvira

[82 DOWNLOADS](#)

[Download fulltext](#)

**Impacts of Macroeconomic Factors on Stock Returns in the Property Sector**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 59–68 • Erna Garnia, Deden Rizal, Tahmat Tahmat, Auliya Ayu Febianti Lebeharia

[63 DOWNLOADS](#)

[Download fulltext](#)

**Information System Development Using the Technology Acceptance Model to Increase State Tax Revenue**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 69–82 • Siti Rahmi, Purbo Jadmiko, Dandes Rifa, Jenrico Jenrico

[59 DOWNLOADS](#)

[Download fulltext](#)

**Predictors of Social Entrepreneurial Intention in Undergraduate Students in Padang City**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

[Pages 83–91 • Purbo Jadmiko, Eflitra Azliyanti, Reni Yuliviona](#)

[72 DOWNLOADS](#)

[Download fulltext](#)

### **Antecedents of Tourist Satisfaction With Marine Tourism in West Sumatra**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 92–99 • Reni Yuliviona, Eflitra Azliyanti, Evi Susanti Tasri, Purbo Jatmiko](#)

[38 DOWNLOADS](#)

[Download fulltext](#)

### **Is Financial Literacy Associated With SME Sustainability During COVID-19?**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 100–115 • Zaitul Zaitul, Desi Ilona](#)

[84 DOWNLOADS](#)

[Download fulltext](#)

### **Comparing the Effectiveness of a Matching Quiz and Half-Minute Paper as Formative Assessment Tools**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 115–123 • Lely Refnita, Jufrizal Jufrizal](#)

[49 DOWNLOADS](#)

[Download fulltext](#)

### **Analysis of Directive Speech in the Novel The Village Boy by Damien Dimatra**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 124–133 • Elvina A. Saibi](#)

[38 DOWNLOADS](#)

[Download fulltext](#)

### **Implications of Learning About Japanese Language and Culture for the Japanese Department Alumni Living in Japan**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 134–146 • Dewi Kania Izmayanti, Syahrial Syahrial, Nolia Sri Wahyuni](#)

[45 DOWNLOADS](#)

[Download fulltext](#)

### **Tehpai as an Expression of Filial Piety**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 146–153 • Hermina Sutami, Assa Rahmawati Kabul

28 DOWNLOADS

Download fulltext

### **The Leading Sector for West Sumatera in Facing the ASEAN Economic Community**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 154–159 • Deswita Rosra

30 DOWNLOADS

Download fulltext

### **The Effect of Regional Finance in Improving the Quality of Human Resources in West Sumatra**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 160–168 • Ega Guspita, Erni Febrina Harahap

37 DOWNLOADS

Download fulltext

### **Minangkabau Women in the Novel Mengurai Rindu by Nang Syamsuddin**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 169–180 • Aimifrina Aimifrina

25 DOWNLOADS

Download fulltext

### **The Prosodic Aspects of Politeness in Instructional Interactions of Elementary School Teachers in Surabaya**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 181–195 • Agung Pramujiono, Taufik Nurhadi, Nunung Nurjati, Ferra Dian Andanty, Amelia Widya

Hanindita

41 DOWNLOADS

Download fulltext

### **Speech Acts of Protest Expressed by Followers of the World Health Organization Instagram Account**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 196–206 • Sanita Tri Utami, Yusrita Yanti

[43 DOWNLOADS](#)

[Download fulltext](#)

**Hospital Service Quality and Behavioral Compliance: The Role of Patient Satisfaction as Mediator**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 206–212 • Sefnedi Sefnedi, Wiry Utami](#)

[60 DOWNLOADS](#)

[Download fulltext](#)

**Technology Adoption in Mediating the Effect of Leadership Succession on Family Business Sustainability in West Sumatra**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 213–225 • Dahliana Kamener, Norasekin Ab. Rashid, Nor Azilah Husin, Irda Irda](#)

[62 DOWNLOADS](#)

[Download fulltext](#)

**Metaphors and Their Meanings in Lady Whistledown's Utterances in the Television Series Bridgerton**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 226–233 • Ummi Shafira Ramadian, Diana Chitra Hasan](#)

[91 DOWNLOADS](#)

[Download fulltext](#)

**The Influence of Euphemism and Dysphemism on Politeness in the Malay Dialect of Kampar**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 234–245 • Yetty Morelent, Bambang Irawan](#)

[35 DOWNLOADS](#)

[Download fulltext](#)

**Economic Competitiveness and Quality of Human Resources in West Sumatra**

[THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE \(ELEHIC-2021\)](#)

[Pages 246–253 • Erni Febrina Harahap, Helmawati Helmawati, Siti Rahmi, Zaqiah Ramadhani, Mora Mora](#)

[39 DOWNLOADS](#)

[Download fulltext](#)

### **The Identities of Second-Generation Indonesian Diaspora Communities**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 254–264 • Dewicynthia Stümer

34 DOWNLOADS

Download fulltext

### **Strategy for Strengthening the Business Management of Joint BUM Desa/BUM Desa and its Business Units**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 265–274 • Suamperi,

34 DOWNLOADS

Download fulltext

### **Open-Ended Online Module to Improve Creative Thinking of Elementary School Students**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 275–283 • Zulfa Amrina, Vita Nova Anwar, Joni Alfino

42 DOWNLOADS

Download fulltext

### **Contextual Problem Presentation in Students' Mathematics Book and Students' Perceptions**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 284–298, • Syukma Netti, Khairul Khairul, Listy Vermana, Anisa Arnaz

39 DOWNLOADS

Download fulltext

### **Tube Volume in the Malamang Tradition**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 299–305 • Fauziah Fauziah, Yusri Wahyun, Rieke Alyusfitri

37 DOWNLOADS

Download fulltext

### **The influence of economic growth, energy consumption, poverty and population on Indonesia's environmental quality index**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 306–319 • Evi Susanti Tasri, Kasman Karimi, Irwan Muslim, Yudi Dwianda

[42 DOWNLOADS](#)

[Download fulltext](#)

**Theme, Characterisation, Background, Plot, and Social Class in the Novels Gadis Pantai and Para Priyayi: An Intertextual Review**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 320–328 • Hasnul Fikr, Syofiani ., Dilaila Setiwati

[34 DOWNLOADS](#)

[Download fulltext](#)

**Advantages and Disadvantages of Online Learning During the COVID-19 Pandemic: The Perceptions of Students at Bung Hatta University**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 329–338 • Temmy Thamri, Diana Chitra Hasan, Nova Rina, Maulid Hariri Gani, Maulid Hariri Gani, Anisa Maharani Miranda

[250 DOWNLOADS](#)

[Download fulltext](#)

**The Business Strategy of Small Enterprises in the Digital Period in West Sumatra**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 339–354 • Teti Chandrayanti

[84 DOWNLOADS](#)

[Download fulltext](#)

**English Expressions Employed at Hotel Restaurants in Padang, West Sumatra, Indonesia**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 355–372 • Sonya Sri Amelia, Elfondri .

[48 DOWNLOADS](#)

[Download fulltext](#)

**Creating Science Online Learning Media Using Scratch App Block Programming**

THE SECOND ECONOMICS, LAW, EDUCATION AND HUMANITIES INTERNATIONAL CONFERENCE (ELEHIC-2021)

Pages 372–384 • Erwinsyah Satria, Wahyu Sopandi

[92 DOWNLOADS](#)





[Download fulltext](#)



## Contact

**Email**      [publishing@knowledgee.com](mailto:publishing@knowledgee.com)  
**Phone**      +971 4 4227043  
**Address**      Knowledge E  
Office 4401-04  
Jumeirah Bay X2 Tower  
Jumeirah Lakes Towers (JLT)  
P.O. Box 488239  
Dubai, UAE

## Follow us

 [@KnePublishing](https://twitter.com/KnePublishing)  
 [facebook.com/KnowledgeEGlobal](https://facebook.com/KnowledgeEGlobal)  
 [Youtube](https://www.youtube.com/KnowledgeEGlobal)  
 [KnowledgeEGlobal](https://www.linkedin.com/company/KnowledgeEGlobal)

[Find out more about Knowledge E from our corporate page](#)

## Research Article

# Is Financial Literacy Associated With SME Sustainability During COVID-19?

Zaitul Zaitul<sup>1\*</sup>, and Desi Ilona<sup>2</sup>

<sup>1</sup>Faculty of Economics and Business, Universitas Bung Hatta, Padang, Indonesia

<sup>2</sup>Faculty of Economics and Business, Universitas Putra Indonesia YPTK, Padang, Indonesia

### ORCID

Zaitul Zaitul: 0000-0001-6454-9607

**Abstract.** The role of small-medium enterprises (SMEs) and their contributions to the economy are well recognized in the literature. However, SMEs have been challenged by COVID-19. There are limited empirical findings suggesting how the government lockdown policy affected SME sustainability. This study investigated the sustainability of Indonesia's SMEs, and their social media adoption, financial literacy and financial access during the COVID-19 pandemic. This study also determined the effect of social media adoption, financial literacy, and financial access on SME sustainability. The resources-based theory was applied to understand the phenomena. Twenty-six SMEs operating in Pariaman city participated in this study. Variables were measured by a five-point Likert scale, and were analyzed descriptively. Furthermore, structural equation modelling was utilized, and in this case, smart-pls 3.2.8. was used. The results showed that the level of social media adoption was extremely low (mean = 2.20). The SMEs' financial literacy was adequate (mean = 3.56). SMEs could access financial resources (mean = 3.84). Finally, the sustainability of SMEs was extremely low (mean = 2.35). Also, out of the three latent independent variables (social media adoption, financial literacy, financial access), only social media adoption had a positively significant effect on SME sustainability. This study implies that SMEs should increase social media adoption to gain higher sustainability. The authority should help build SME capabilities in digital marketing so that they survive in this turbulent time. This study contributes to the resources-based theory because variation in SME sustainability was determined by the SMEs' resources, such as their digital marketing capability.

**Keywords:** SME sustainability, financial literacy, financial access, social media adoption

## 1. INTRODUCTION

The sudden appearance of coronavirus diseases -2019 (COVID-19) has severely influenced the global economy [1] and challenged the world [2]. The case was first identified in Wuhan, Hubei, China, in December 2019 and has yielded an underway pandemic [3]. As of November 25<sup>th</sup>, 2020, more than 60 million cases were reported from 188 countries, deriving in more than 1.4 million deaths. Asian Development Bank predicted that the global economy could undergo between \$5.8 trillion and \$8.8 trillion in losses -equal to 6.4%-9.7% of gross domestic product (GDP) globally due to pandemic coronavirus

Corresponding Author: Zaitul

Zaitul; email:

zaitul@bunghatta.ac.id

Published 22 March 2022

Publishing services provided by  
Knowledge E

© Zaitul Zaitul, and Desi Ilona

. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the 2nd-ELEHIC-2021 Conference Committee.

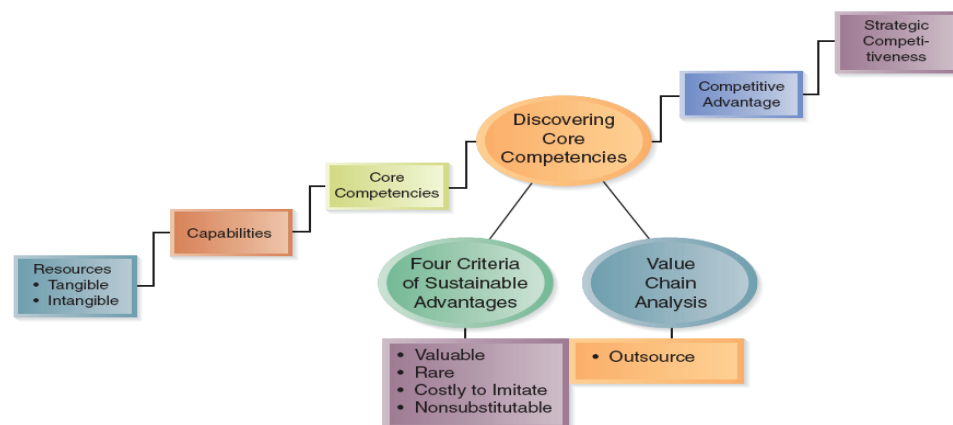
### OPEN ACCESS

disease [4]. The impact of COVID-19 negatively is limited to the loss of human lives and short and long-term social, economic, and political effects [5]. [1] argue that there are several impacts of COVID-19 on enterprises, such as transportation disruption, supply chain disruption, cancellation of export orders, material shortage, decreased demand, etc. Small-medium enterprise (SME) is the major victim of the COVID-19 outbreak because it does not have sufficient resources and is prepared well for such disruption [6]. Therefore, the sustainability of the small-medium enterprise will be threatened.

Small-medium enterprise roles and their contribution to the real economy are well acknowledged, and previous studies have been documented. In Indonesia's context, almost 75% of employment in Indonesia works in the small-medium enterprise, and Indonesia's SME contributed to the country's gross domestic product enormously [7]. Besides, SMEs became the center of economic rotation of the economy in local government [8]. However, the sustainability of SMEs during COVID-19 is intimidated. A study on SMEs has been done largely [9]; however, it did not concentrate on COVID-19 time. Even though previous studies are using SMEs during COVID-19 (Hardilawati, 2020; Marlinah, 2020; Pakpahan, 2020), they did not focus on sustainability from social media adoption, financial access, and financial literacy during COVID-19. Therefore, this study investigates the relationship between social media adoption, financial access, and financial literacy on SME sustainability. This work is organized as follows: the first session is discussing the background of the study. Second place, it deliberated about the theoretical aspect and followed by research methods. Fourth session converse about results and discussion. Finally, the conclusion and recommendation are in the fifth session.

## 1.1. Sustainability

Business management outcome is competitive advantage or sustainable competitive advantage (SCA). Resources-based view [10,11], resources affect the competitive enterprise advantage. Besides, resources could be measured by tangible and intangible resources. Machine, building and other physical assets are an example of tangible resources. An intangible asset refers to an asset that is not physical in nature. These resources could be company capability and, finally, core competencies. Core competencies are developed using VARIO criteria (value, rare, costly to imitate, and non-substitutable) and value chain analysis. If the resources are suited to VARIO criteria, they become a competitive advantage and sustainable competitive advantage. Figure 1 demonstrates the enterprise sustainable competitive advantage framework.



**Figure 1:** Sustainable competitive advantage framework.

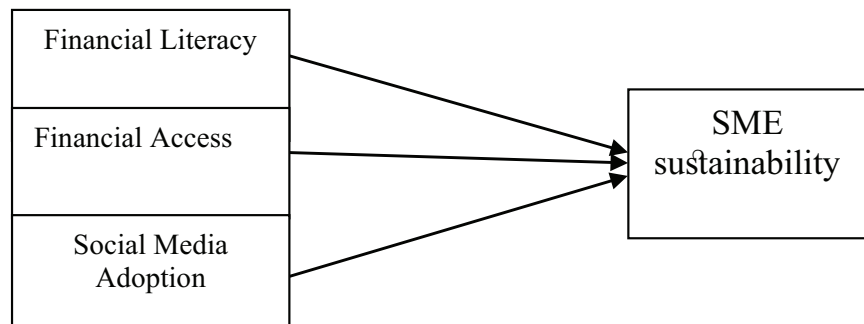
## 1.2. Financial Literacy

The financial literacy of manager-owners of small and medium enterprises is derived from the above framework. Knowledge and cognitive capability are required to manage finance and make effective financial decisions regarding a financial matter. SMEs need to develop their financial literacy to understand and execute an effective plan for assessing finance [12]. Other experts believe that SMEs with financial literacy tend to make better financial decisions with fewer management faults than their financially literate competitors [13]. In addition, financial literacy also helps SMEs make optimal financial decisions and selection [14]. This condition will make SMEs be able to access financial resources through banks and other financial institutions. In addition, SMEs with financial literacy could manage their working capital, capital budgeting, capital structure, dividend policy, internal and external financing decisions. Finally, SMEs with financial literacy would have a positive relationship with SME performance. The previous study also supports a positive relationship between SME financial literacy and its sustainability [12,14,15]. Based on this argumentation, we develop the first hypothesis.

H1: there is a positive relationship between financial literacy and SME performance.

## 1.3. Financial access

Financial access is the enterprise's ability to enter financial resources from financial institutions, such as banks and financing companies. On the supply side, financial access is defined as the financial service's availability such as credit, payments, insurance, and demand deposit [16]. If the company can access financial services that are usable, affordable, and meet their financial needs, it has good access to finance [17]. Financial access is believed to be the most important factor in determining SME growth and



**Figure 2:** Research framework.

survival. The previous researcher documented the relationship between financial access and sustainability [12,15]. [12] investigates the effect of financial access on sustainability using SMEs operating in Uganda and concludes that financial access and SME sustainability are significant. In addition, [15] analyzes the relationship between financial access and SME sustainability. They reveal that financial access is significantly related to SME sustainability. Based on these arguments, we formulate the second hypothesis.

H2: there is a significant relationship between financial access and SME sustainability.

#### 1.4. Social media adoption

Social media adoption is the use of social media by SMEs. There are so many benefits to using social media, such as (i) increase sales, (ii) reducing costs, (iii) improving customer services, (iv) reach and brand awareness [18,19]. [20] found a positive relationship between social media adoption and SME sustainability. Studies about technology and social media have been done in Indonesia setting [21-27]. However, only two studies investigate social media adoption among SMEs [21,22]. Social media provide access to the market and help develop customer relationship marketing, contributing to SME growth [28]. [29] also documented the evidence on the relationship between social media adoption and SME performance and concluded that there is strong evidence of this relationship. The recent finding also reveals a positive association between social media adoption and SME performance [21]. Based on the above argumentation, we developed the third hypothesis as follows.

H3: there is a positive relationship between social media adoption and SME sustainability.

The research framework is demonstrated in Figure 2.

## 2. METHODOLOGY/ MATERIALS

The Small-medium enterprises operating in Pariaman city (Indonesia) is an object of this research. There are twenty-six Small and medium enterprises participating in this study. The data was collected from June to August 2020 (during Covid19). Primary information is employed and managed through a survey. This study has two types of variables: latent dependent variable (SME sustainability) and latent independent variable (financial access, financial literacy, and social media adoption). Access to finance consists of ten items developed by [12]. In addition, the variable of financial literacy was created by [30], and it has thirteen items. Further, the social media adoption use instruments (5 items) was developed by [31]. Finally, the SME sustainability use questionnaires were constructed by [32]. All variables were measured by five scale Likert. The secondary data is analysed using Structural Equation Model. In this case, the smart-pls is employed to accept or reject the hypotheses. The t-statistic or p-value is used to confirm the hypotheses. The value of t-statistic below 0.05 with expected direction, the hypothesis is accepted and otherwise. However, the measurement model and structure model assessment should be executed to gain the model's fitness [33].

## 3. RESULTS AND DISCUSSIONS

### 3.1. SME profile

This study investigates the level of sustainability, financial literacy, financial access, and social media adoption among small-medium enterprises in Pariaman city, Indonesia. Besides, this study also determines the effect of financial literacy, financial access, and social media adoption on SME's sustainability. The primary data using a survey is used to answer the study's objectives. Table 1 demonstrates the demography data gathered from the study. The gender of SME's owners is 26.9% is male, and the rest is female. This data indicate that female is dominated as SME's owners. SME owners' education shows that education is dominated by senior high school graduates (38.5%). Diploma and bachelor graduates of SME's owners are 26.9% and 26.9%, respectively. The rest is master older and graduate. Based on SME age, age less than five years took first place (50%). Besides, SMEs' ages of 6 to 10 years and greater than ten years are 38.5% and 11.5% successively. According to business property ownership, 76.9% of SME business property is owned by SME's owners, and the rest is by renting. Most business types are trading (73.3%), and the rest is service business type (26.9%).

TABLE 1: Demography data

Demography Data	Category	Frequency	Per cent
Owner's gender	Male	7.0	26.9
	Female	19.0	73.1
Owner's education	Senior high school	10.0	38.5
	Diploma	7.0	26.9
	Bachelor	7.0	26.9
	Master	1.0	3.8
	Other	1.0	3.8
SME's age	< 5 years	13.0	50.0
	6 to 10 years	10.0	38.5
	> 10 years	3.0	11.5
Business property's ownership	Self-own	20.0	76.9
	Rent	6.0	23.1
Business's type	Trading	19.0	73.1
	Service	7.0	26.9

### 3.2. Statistic Descriptive

The study's first objective is to investigate the level of sustainability, financial literacy, financial access, and social media adoption. Table 2-5 demonstrates SMEs' sustainability, financial literacy, financial access, and social media adoption level during COVID-19. Table 2 indicates that the sustainability level is 1.64 (five-scale Likert). Based on this data, the level of SME sustainability is incredibly low. Most SMEs state an increase in operating cost, reducing profit growth rate and customer satisfaction, inadequate confirmation of customer orders, poor response to market demand, decreasing product or service delivery time, reducing profit margin, and decreasing return on investment. COVID-19 causes a low level of sustainability. The government (central government and local government, including the Pariaman city government) introduced the lock-down policy. Therefore, there was decreasing in product or service demand. For example, SMEs operating in school and public premises were closed because of a lock-down policy.

The second descriptive statistic is financial literacy. There are thirteen items are represent the financial literacy construct. However, there are only four valid items. As shown in Table 3, the mean value of financial literacy is 3.56. It can conclude that the financial knowledge of SME owners is adequate. The valid items are (i) aware of a required document to get a loan (f18), (ii) aware of the cost and benefit of having credit

TABLE 2: Descriptive statistic for valid item Sustainability

Sustainability	Minimum	Maximum	Mean	SD
sus1	1.00	3.00	1.38	0.70
sus2	1.00	3.00	1.42	0.64
sus3	1.00	3.00	1.92	0.80
sus4	1.00	3.00	1.77	0.71
sus5	1.00	3.00	1.62	0.75
sus6	1.00	3.00	1.81	0.75
sus7	1.00	3.00	1.58	0.70
sus8	1.00	3.00	1.62	0.75
Average			1.64	

TABLE 3: Descriptive statistic for valid item Financial literacy

Financial literacy	Minimum	Maximum	Mean	SD
fl8	1.00	5.00	3.31	1.59
fl9	1.00	5.00	3.50	1.58
fl10	1.00	5.00	3.69	1.35
fl11	1.00	5.00	3.73	1.19
Average			3.56	

(fl9), (iii) able to calculate the interest (fl10), and (iv) having skills required to assess the financial outlook (fl11).

Financial access consists of 10 items and five valid items. The mean value of financial access is 3.84, which can conclude that financial access is high. The valid items are (i) aware of saving product offered by the bank is safe (fa5), (ii) aware of load product provided by bank suits the need (fa6), (iii) term and conditions on bank loans are favorable (fa7), (iv) financial service offered by the bank is safe (fa8), and (v) account opening charged by the bank is affordable (fa9).

There are six items initially used for social media adoption. However, only one thing has a convergent validity (see table 5): social media adoption length by SME (sm6). The mean value for that item is 2.35, and it means that SMEs adopted social media 2 and 3

TABLE 4: Descriptive statistic for valid item Financial access

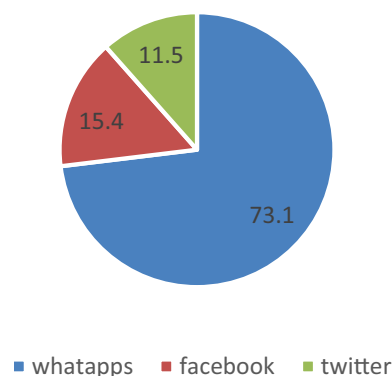
Financial Access	Minimum	Maximum	Mean	SD
Fa5	1.00	5.00	3.85	1.16
Fa6	1.00	5.00	3.81	1.10
Fa7	1.00	5.00	3.73	1.34
Fa8	2.00	5.00	4.00	0.94
Fa9	1.00	5.00	3.81	1.13
Average			3.84	



TABLE 5: Descriptive statistic for valid item Social Media Adoption

Social Media Adoption	Minimum	Maximum	Mean	SD
sm6	1.00	5.00	2.35	1.41
average			2.35	

### Social Media Type



**Figure 3:** Social media type used by SME (%).

years ago. As we can see from Figure 1, the type of social media used was dominated by WhatsApp's (73.1%), and it is followed by Facebook (15.4%) and Twitter (11.5%)

### 3.3. Measurement model

This study's second objective is to determine the effect of financial literacy, financial access, and social media adoption on SME sustainability. To achieve the research, this study uses the structural equation model (SEM). In this case, smart-pls 3.2.8 is employed. In smart-pls, Measurement and structural models are assessed [34]. The measurement model evaluation consists of convergent and discriminant validity. Table 6 shows the result of convergent validity. Four SEM-PLS properties were assessed: outer loading, Cronbach alpha, composite reliability, and average variance extracted. There are five valid items for the financial access construct (fa5, fa6, fa7, fa8, and fa9). All valid item has an outer loading value greater than 0.70 [35]. In addition, Cronbach alpha and composite reliability for the financial access construct also support the convergent criteria, greater than 0.70 [36]. Meantime, the average value extracted for financial access is 0.70, and it can conclude that it supports the convergent validity criteria. Further, the financial literacy construct has four valid items based on the outer loading value (fl8, fl9, fl10, and fl11). Besides, Cronbach alpha (CA), composite reliability (CR), and average variance extracted (AVE) for this construct are suit to criteria (Bagozzi & Yi, 1988; Hair et al., 2017;

TABLE 6: Convergent validity

Construct	Item	Outer Loading	CA	CR	AVE
Financial Access	Fa5	0.79	0.89	0.92	0.70
	Fa6	0.89			
	Fa7	0.83			
	Fa8	0.93			
	Fa9	0.74			
Financial Literacy	fl10	0.94	0.88	0.91	0.73
	fl11	0.73			
	fl8	0.88			
	fl9	0.84			
Social Media Adoption	sm6	1.00	1.00	1.00	1.00
Sustainability	sus1	0.84	0.93	0.94	0.74
	sus2	0.70			
	sus4	0.81			
	sus5	0.91			
	sus7	0.95			
	sus8	0.90			

TABLE 7: Fornell-Lacker criterion

Construct	SUS	FA	FL	SMA
SUS	0.86			
FA	-0.43	0.84		
FL	-0.35	0.67	0.85	
SMA	0.30	-0.07	0.24	1

Hulland, 1999). The other two constructs also indicate we comply with the rule of thumb. Social media adoption has one correct item (sm6) due to its outer loading greater than 0.7. In addition, sustainability has six valid items (sm1, sm2, sm4, sm5, sm7, and sm8). These two constructs have good reliability (Cronbach alpha and composite reliability). The detailed information about outer loading, Cronbach alpha, composite reliability, and AVE are demonstrated in table 6.

Discriminant validity employed two tests: Fornell-Lacker criterion and cross-loading. Fornell-Lacker criterion is shown in table 7. All construct has a good discriminant validity due to their square root of construct AVE being higher than the construct relationship with other constructs. For example, sustainability has a square root of its AVE (0.86) higher than its relationship with FA (-0.43), FL (-0.35), and SMA (0.30).

The second method to access the discriminant validity is cross-loading. The result of cross-loading all constructs and their items can be seen in table 8. As shown in the table below, all construct fits their items. For example, items fl8, fl9, fl10, and fl11 were more

TABLE 8: Cross-loading

Items	SUS	FA	FL	SMA
Fa5	-0.22	<b>0.79</b>	0.68	0.28
Fa6	-0.37	<b>0.89</b>	0.63	-0.08
Fa7	-0.28	<b>0.83</b>	0.44	-0.12
Fa8	-0.43	<b>0.93</b>	0.74	0.00
Fa9	-0.40	<b>0.74</b>	0.33	-0.23
fl10	-0.30	0.75	<b>0.94</b>	0.14
fl11	-0.21	0.49	<b>0.73</b>	0.37
fl8	-0.41	0.54	<b>0.88</b>	0.18
fl9	-0.11	0.42	<b>0.84</b>	0.17
sm6	0.30	-0.07	0.24	<b>1.00</b>
sus1	<b>0.84</b>	-0.31	-0.14	0.27
sus2	<b>0.70</b>	-0.07	0.03	0.36
sus4	<b>0.81</b>	-0.41	-0.47	0.20
sus5	<b>0.91</b>	-0.46	-0.41	0.17
sus7	<b>0.95</b>	-0.36	-0.32	0.36
sus8	<b>0.90</b>	-0.45	-0.30	0.28

TABLE 9: Heterotraits-heteromethod correlations

Construct	SUS	FA	FL	SMA
SUS				
FA	0.42			
FL	0.33	0.73		
SMA	0.33	0.18	0.27	

loaded to financial literacy than other constructs. Therefore, it achieved the validity test criteria.

The third test of discriminant validity is heterotraits-heteromethod correlations. The discriminant validity is satisfied if the HTMT value is lesser than 0.85 [37]. The result (see table 9) shows that there is no HTMT value greater than 0.85. Therefore, it achieves discriminant validity. The measurement model can be seen in Figure 4.

### 3.4. structural model

The following assessment is a structure model. There are two types of statistic property evaluated in the structure model: Q square (predictive relevant) and R square (predictive power). As shown in Table 10, the Q square is 0.18, categorized as medium predictive relevance. In addition, the R square is 0.30, and it is classified as moderate predictive power. In addition, the effect of financial access, financial literacy, and social media

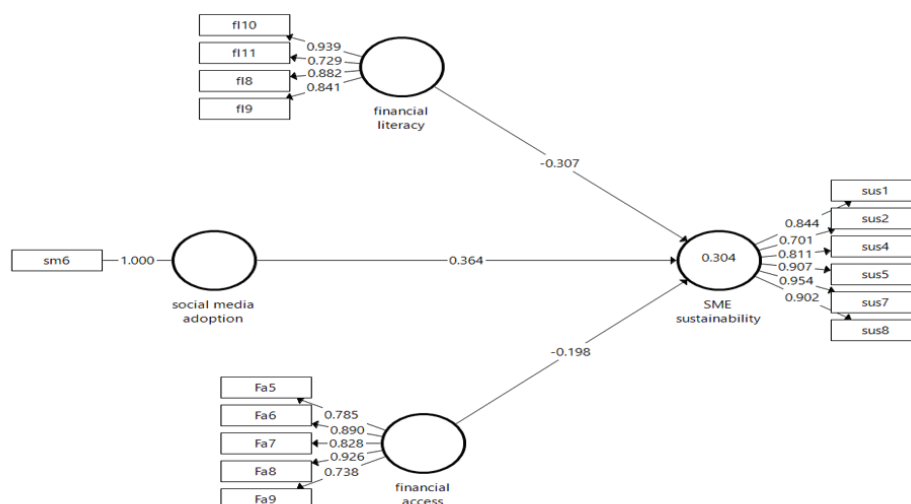


Figure 4: Measurement model.

TABLE 10: Structural model assessment

Endogenous construct	Q square	decision	R square	decision
Sustainability	0.18	medium	0.30	moderate
Relationship	coefficient	t statistic	p value	conclusion
financial access -> Sustainability	-0.20	0.69	0.49	not supported
financial literacy -> Sustainability	-0.31	1.07	0.29	not supported
social media adoption -> Sustainability	0.36	1.85	0.07	supported

adoption on SME sustainability is employed the t statistic or p-value. The result shows that social media adoption is significantly related to the sustainability of small-medium enterprises at 10% (H3 accepted). However, the relationship between financial access and sustainability is significant because its p-value is greater than 0.05 (H1 rejected). The effect of financial literacy on sustainability is also not significant (H2 rejected).

The first finding shows that there is no effect of financial access on sustainability. This finding is not consistent with the finding of previous research (12,15), which conclude that there is a positive relationship between financial access and sustainability. The second result also indicates that there is no relationship between financial literacy and SME sustainability. This finding differs from previous research findings (12,14,15). The third result is supported by previous research (21,28,29), which concludes that SMEs with higher social media adoption bring higher sustainability. The structural model is shown in Figure 5.

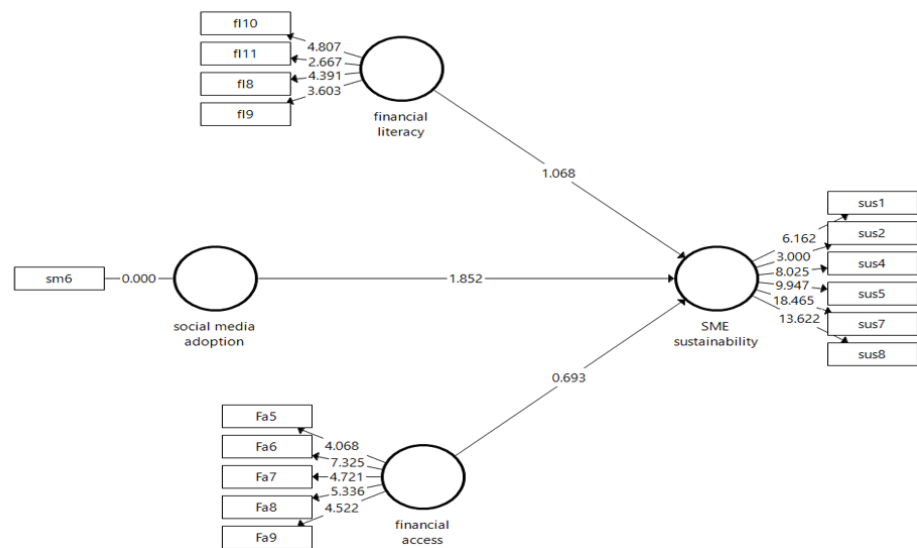


Figure 5: Structural model.

## 4. CONCLUSION AND RECOMMENDATION

Due to the covid-19, SME sustainability is being threatened. Previous studies have been documented the impact of the Covid-19 outbreak on SME performance, thus its sustainability. However, limited studies are using Indonesian data. This study concludes that the sustainability level (1.64) of SMEs during Covid-19 is very low. Even though their financial literacy and financial access are high (3.56 for financial literacy and 3.84 for financial access). However, the level of social media adoption is relatively low. Based on the smart-pls structure model assessment, we conclude that financial access and financial literacy do not affect SME sustainability during Covid-19. However, social media adoption plays an important role in determining SME sustainability. This study theoretically implies that knowledge based theory [38] and dynamic capability theory (Helfat & Peteraf, 2003) partially explain the variation in sustainability. Practically, SME stakeholders can consider this finding, especially since the adoption of social media among SMEs is relatively low. Social media adoption can be used to develop SME sustainability during Covid-19. This study has several limitations, such as a small sample and limited independent variables. The future researcher can add more samples in their research and put other independent variables from another perspective.

## ACKNOWLEDGEMENTS

We thanks to Rector of *Universitas Bung Hatta* and *Universitas Putra Indonesia YPTK* for motivating us to do research and publish the article. We also thank to Small Medium Enterprise (SME) agency of Pariaman city for helping in data collection.

## References

- [1] Shafi M, Liu J, Ren W. Impact of COVID-19 pandemic on micro, small, and medium-sized Enterprises operating in Pakistan. *Research in Globalization*. 2020;2:1-14
- [2] Gössling S, Scott D, Hall CM. Pandemics, tourism and global change: A rapid assessment of COVID-19. *Journal of Sustainable Tourism*. 2020;29(1):1–20. <https://doi.org/10.1080/09669582.2020.1758708>
- [3] Zhao B. COVID-19 pandemic, health risks, and economic consequences: Evidence from China. *China Economic Review*. 2020;64:2–32. <https://doi.org/10.1016/j.chieco.2020.101561>
- [4] Zheng C, Zhang J. The impact of COVID-19 on the efficiency of microfinance institutions. *International Review Economics & Finance*. 2021;71:407–23.
- [5] Farzanegan MR, Gholipour HF, Feizi M, Nunkoo R, Andargoli AE. International tourism and outbreak of coronavirus (COVID-19): A cross-country analysis. *Journal of Travel Research*. 2020:1–6.
- [6] Bartik A, Bertrand M, Cullen Z, Glaeser EL, Luca M, Stanton C. How are small businesses adjusting to COVID-19? Early evidence from a survey. *Electron Journal*. 2020;20(102):1–37.
- [7] Anton SA, Muzakan I, Muhammad WF, Syamsudin, Sidiq NP. An assessment of SME competitiveness in Indonesia. *Journal of Competitiveness*. 2015;7(2):60–74.
- [8] Muda I, Sihombing M, Jumilawati E, Dharsuky A. Critical succes factors downstream palm oil based small and medium enterprises (SME) in Indonesia. *International Journal of Economic Research*. 2016;13(8):3531–8.
- [9] Ahmad SZ, Ahmad N, Bakar ARA. Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes?: Evidence from the UAE. *Telemat Informatics*. 2018;35:6–17. <https://doi.org/10.1016/j.tele.2017.09.006>
- [10] Barney JB. Is the resource-based ‘view’ a useful perspective for strategic management research. *Academy Management Review*. 2001;26(1):41.

- [11] Ulrich D, Barney JAYB. Perspectives in organizations: Resource dependence, efficiency, and population. *Academy Management Review*. 1984;9(3):471–81.
- [12] Okello GCB, Ntayi JM, Munene JC, Malinga CA. The relationship between access to finance and growth of SMEs in developing economies: Financial literacy as a moderator. *Review of International Business and Strategy*. 2017;27(4):520–38.
- [13] Fatoki O. The financial literacy of micro entrepreneurs in South Africa. *Journal of Social Science*. 2014;40(2):151–8.
- [14] Okello GCB, Ntayi JM, Munene JC, Nabeta IN. Financial inclusion in rural Uganda: Testing interaction effect of financial literacy and networks. *Journal of African Business*. 2016;17(1):106–28.
- [15] Ye J, Kulathunga KMMCB. How does financial literacy promote sustainability in SMEs? A developing country perspective. *Sustainability*. 2019;11(10):1–21.
- [16] Inoue T, Hamori S. Do workers' remittances promote access to finance? Evidence from Asia-Pacific. *Emerging Market Finance and Trade*. 2016;52(3):765–74.
- [17] Claessens S. Access to financial services: A review of the issues and public policy objectives. *The World Bank Research Observer*. 2006;21(2):207–40.
- [18] Kaplan AM, Haenlein M. Users of the world, unite! The challenges and opportunities of social media. *Business Horizon*. 2010;53:59–68.
- [19] McCann M, Barlow A. Use and measurement of social media for SMEs. *Journal of Small Business and Enterprise Development*. 2015;22(2):273–87.
- [20] Bakri AA. The impact of social media adoption on competitive advantage in the small and medium enterprises. *Journal of Business Innovation and Research*. 2017;13(2):255–69.
- [21] Novianti N, Zaitul Z., Ilona D, Herawati. The role of social media adoption as mediating variable between environment context and SME performance. Paper presented at: Proceedings of the Second International Conference on Social, Economy, Education and Humanity (ICoSEEH 2019); 5-7<sup>th</sup> September, 2019.
- [22] Ilona D, Melmusi Z, Pratiwi H, Zaitul Z. Technology context and social media adoption among small and medium enterprises. *Journal of Physics: Conference Series*. 2019;1339, 1–7.
- [23] Pratimaratri U, Ilona D, Zaitul Z. Digital medical data protection compliance among medical staffs. *Journal of Physics: Conference Series*. 1339, 2019:1–7.
- [24] Puspa DF, Ilona D, Zaitul Z. Behavioural intention to use MYOB accounting application among accounting students. *Journal of Physics: Conference Series*. 1339, 1-7, 2019.
- [25] Khairuddin, Herawati S, Ilona D, Zaitul Z. Antecedents of intention to use e-learning. Paper presented at: MATEC Web of Conferences; 28-29<sup>th</sup> August, 2018.

- [26] Aditia E, Tela IN, Saleh N, Ilona D, Zaitul. Understanding the behavioral intention to use a university web-portal. Paper presented at: MATEC Web of Conferences; 28-29<sup>th</sup> August, 2018.
- [27] Zaitul, Ramadhani F, Ilona D. Determinants of web-user satisfaction: Using technology acceptance model. Paper presented at: MATEC Web of Conferences; 28-29<sup>th</sup> August, 2018.
- [28] Jagongo A, Kinyua C. The social media and entrepreneurship growth (A new business communication paradigm among SMEs in Nairobi). *Journal of Humanities and Social Science*. 2013;3(10):213–27.
- [29] Ainin S, Parveen F, Moghavvemi S, Jaafar NI, Shuib NLM. Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management Data System*. 2015;115(3):570–88.
- [30] Bongomin GOC, Munene JC, Ntayi JM, Malinga CA. Exploring the mediating role of social capital in the relationship between financial intermediation and financial inclusion in rural Uganda. *International Journal of Social Economics*. 2018;45(5):828–46.
- [31] Cesaroni FM, Consoli D. Are small businesses really able to take advantage of social media?? *Electronic Journal of Knowledge Management*. 2015;14(4):257–68.
- [32] Mikalef P, Pateli A. Information technology-enabled dynamic capabilities and their indirect effect on competitive performance: Findings from PLS-SEM and fsQCA. *Journal of Business Research*. 2017;70:1–16. <http://dx.doi.org/10.1016/j.jbusres.2016.09.004>
- [33] Hair JF, Hult GTM, Ringle CM, Sarstedt M. A primer on partial least squares structural equation modeling (PLS-SEM). Los Angeles: SAGE Publication; 2017.
- [34] Hair JF, Hult GTM, Ringle CM, Sarstedt M. A primer on partial least squares structural equation modeling (PLS-SEM). Thousand Oaks: Sage; 2013.
- [35] Hulland J. Use of partial least square (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*. 1999;20:195–204.
- [36] Bagozzi RR, Yi Y. On the evaluation of structural equation models. *Journal of Academy of Marketing Science*. 1988;16(1):74–94.
- [37] Kline RB. Principles and practice of structural equation modeling. New York: Guilford Press; 1998.
- [38] Grant RM. Toward a knowledge-based theory of the firm. *Strategic Management Journal*. 1996;17(2):109–22. <http://doi.wiley.com/10.1002/smj.4250171110>





# CERTIFICATE

*is awarded to*

Dr. Zaitul, SE., MBA., Ak., CA

---

as a **Presenter** of The Second Economics, Law, Education, and  
Humanities International Conference 2021.

14<sup>th</sup> - 15<sup>th</sup> October 2021

Theme: "Social and Cultural Sciences on  
Sustainable Development for World Challenge in Digital Era"

with a paper entitled:

Does financial literacy associate with SME sustainability during Covid-19



---

**Prof. Dr. Tafdil Husni, S.E.,  
M.B.A**  
Rector

---

**Dr. Yusrita Yanti, S.S.,  
M.Hum.**  
Conference Chair



# CERTIFICATE

*is awarded to*

Desi Ilona, SE., MSc. PhD

---

as a **Presenter** of The Second Economics, Law, Education, and  
Humanities International Conference 2021.

14<sup>th</sup> - 15<sup>th</sup> October 2021

Theme: "Social and Cultural Sciences on  
Sustainable Development for World Challenge in Digital Era"

with a paper entitled:

Does financial literacy associate with SME sustainability during Covid-19



---

**Prof. Dr. Tafdil Husni, S.E.,  
M.B.A**  
Rector

---

**Dr. Yusrita Yanti, S.S.,  
M.Hum.**  
Conference Chair