



# The Effect of Marketing Systems, Technology Utilization, and Capital Access on Going Concern in Small and Medium-Sized Enterprises

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## ABSTRACT

This study explores the contextual factors influencing the principle of going concern in small and medium-sized enterprises (SMEs) in Donggala, Central Sulawesi. The purpose of the study is to analyze how marketing systems, technology utilization, and access to capital affect the sustainability of SMEs in the household goods sector. A quantitative approach was used, with data collected through questionnaires and interviews from 168 SME owners and managers. The data was analyzed using partial least squares (PLS) analysis. The results reveal that while the marketing system does not significantly impact business sustainability, the use of technology, such as grinding machines, positively affects productivity and product quality. Additionally, access to capital plays a crucial role in ensuring business continuity, as effective capital management mitigates financial challenges. On the other hand, access to information and business planning do not show a significant effect on the principle of going concern. Despite the availability of information technology, SME owners in Donggala continue to prioritize traditional methods, limiting the potential benefits of technological advancements. The study emphasizes the need for government intervention to better integrate information technology, thereby supporting the industry's growth and enabling SMEs to access broader markets.

**Keywords:** Small and Medium-sized Enterprises, Going Concern, Marketing Systems, Technology Utilization, Capital Access

**JEL Classifications:** L26, G32, O33, M31

## 1. INTRODUCTION

Small and medium enterprises (SMEs) play a significant role in stabilizing Indonesia's economy, as evidenced during the 1997 crisis, when SMEs became the backbone of the national economy by creating job opportunities for the population. Consequently, the small industry sector must be developed, as it can significantly contribute to the economy, foster a positive business climate, and enhance the nation's image. Similarly, local industries managed by entrepreneurs are key drivers of economic growth in Indonesia and contribute to the nation's identity. Eggers (2020) stated that small businesses are the backbone of the economy and provide vast employment opportunities in every country. Additionally, Mazzarol et al. (1999) found that SMEs have made substantial

contributions to the economic development of a country. Tambunan (2019) also emphasized that micro, small, and medium enterprises should not be underestimated for their contributions to the economy, particularly in Indonesia. SMEs, as a whole, are a major source of employment and contribute significantly to the gross domestic product. Small businesses have proven to be capable of providing jobs, promoting income distribution through business opportunities, and contributing to the development of rural and regional areas.

The development of business in Indonesia has been advancing rapidly in recent years. The growing and increasingly competitive business environment demands that business owners allocate and manage their resources effectively and efficiently (Purwanti et al.,

2022). Modern business competition not only requires owners to produce goods but also to maintain and enhance the continuity of their operations (going concern). One such small business developed by the community in Donggala is SME sector which produces linen products and other household goods. Using simple tools and local labor, primarily women, this SME industry has become an alternative economic empowerment effort for the community, as it absorbs a significant amount of local labor, acting as an economic driver for the area. Linen products are primary household necessities, used by nearly everyone in both rural and urban areas.

Business competition today is becoming increasingly fierce, consumer demands are growing more diverse, and it is undeniable that people's lifestyles are becoming more practical (Farida and Setiawan, 2022). As times change, traditional products have started to lose relevance. This situation compels SME owners to innovate and think creatively in order to ensure the sustainability of their businesses. Despite the fierce competition, the traditional SMEs has managed to survive and continue to thrive, even in the face of modern alternatives. The sustainability of a business is a fundamental principle in accounting, emphasizing the importance of the assumption that an entity will continue to operate for the foreseeable future (Safrin and Simanjorang, 2023). This principle underpins the preparation of financial statements and the making of critical financial decisions. Although this principle is widely acknowledged in accounting theory, the influence of contextual factors on the going concern assumption has not yet been fully explored.

The sustainability of small and medium-sized enterprises(SMEs) can be influenced by contextual factors such as marketing decisions, the utilization of information technology, business planning, access to capital, and government assistance, all of which affect business performance and continuity (Adi et al., 2022; Utama et al., 2019). This presents an interesting topic for study, particularly regarding the contextual factors impacting the sustainability of SME business. Based on this phenomenon, the issue explored in this study is how, amidst intense competition and the emergence of more popular modern products, SME business continues to compete and maintain its existence. This suggests that SMEs has successfully achieved going concern. The aim of this study is to examine and analyze the influence of contextual factors on the going concern principle in SMEs specializing in linen products in Donggala, Central Sulawesi.

## 2. LITERATURE REVIEW AND HYPOTHESES

According to Finney and Miller (1959), business continuity refers to a well-established business expected to continue indefinitely. Going concern is an accounting concept and assumption that assumes a company will not be liquidated or dissolved (Lombardi, 2021). Going concern, also known as continuity, is an accounting assumption that expects a business to continue without a set time limit. Every business naturally strives to maintain its existence, especially SMEs with limited resources, who make various efforts

to ensure their business survives. The sustainability of a company, particularly SMEs, is significantly influenced by both internal and external factors, which can be observed through short-term and long-term performance. According to Baporikar et al. (2016), the performance of a business, especially SMEs, is reflected in factors such as increased sales, higher capital, high employment growth, wide market growth, profit growth, customer base, and supplier relationships.

Utama et al. (2019) define context as explicit and implicit information about the state or situation affecting an entity. In other words, contextual factors are crucial elements in SMEs that are directly related to the business's continuity. These factors can be influenced by both internal and external conditions. External conditions may include political policies, government interventions, and economic, technological, environmental, and legal factors. Internal conditions can be observed through organizational aspects, input acquisition, and customer relationships. Research by Utama et al. (2019) on the sustainability determinants of SMEs in Gianyar found that contextual factors such as marketing systems, technology, access to capital, access to information, business planning, and government assistance significantly impact the sustainability of SMEs. This study selects several contextual factors, including marketing systems, technology, access to capital, access to information, business planning, and government assistance. Gilmore et al. (2007) highlight that a common problem faced by SMEs is marketing. Generally, SMEs in Indonesia market their products traditionally, such as by waiting for buyers. With intense competition, SMEs must proactively expand their markets. Similarly, Totanan et al. (2021) emphasize that for small businesses, sustainability can be achieved through increased product sales. Thus, the following hypothesis is proposed:

- $H_1$ : The marketing system has a positive impact on the going concern principle.

Business productivity can be enhanced through technology, as it simplifies management processes and leads to increased business revenue. The development of technology in SMEs is influenced by factors such as human resource capabilities for technological development, availability of capital for technology procurement, the role of research institutions in supporting technological advancement, and monetary and fiscal policies. Technology represents a change in production functions, reflected in the existing production techniques. Subedi (2024) and Chi and Shen (2022) found that the utilization of technology can boost the going concern principle. Similarly, Rupeika-Apoga and Petrovska (2022) discovered that traditional micro, SMEs need to transform into digital SMEs as a long-term strategy for sustainable survival. Therefore, continuous technical changes are made to ensure maximum usage.

- $H_2$ : Technology has a positive impact on the going concern principle.

The ease of obtaining capital perceived by entrepreneurs during their business activities plays a significant role in the sustainability of their enterprises. With easy access to capital, entrepreneurs are more confident in expanding their businesses. Access to capital

is crucial for SMEs to sustain their operations, as it encourages business owners to innovate and create new business opportunities (Osano and Languitane, 2016). This access to capital, along with innovation, helps increase the income of SMEs, ensuring their continued operation. Research on access to capital, conducted by Dewi et al. (2018), Nurachmad et al. (2025), and Agyemang and Ansong (2017), found that access to capital positively influences the performance of SMEs. Therefore, the following hypothesis is proposed:

- H<sub>3</sub>: Access to capital has a positive impact on the going concern principle.

Uang et al. (2006) state that access to information refers to the ease with which an individual or community can obtain the public information they need. According to the Minister of Communication and Informatics Regulation No. 10 of 2010 on Information and Documentation Management Guidelines, information is defined as any data, facts, explanations, or ideas that have value, meaning, and messages that can be seen, heard, or read, presented in various formats aligned with advancements in information and communication technologies. Easy access to information can enhance performance and, ultimately, help SMEs sustain their operations (Susanto et al., 2023). Tjahjadi et al. (2024) found that information capital ensures the continuity of business operations. Therefore, the following hypothesis is proposed:

- H<sub>4</sub>: Access to information has a positive impact on the going concern principle.

Kraus et al. (2008) and Dwikat et al. (2022) empirically demonstrated that strategic business planning has a positive and significant impact on SME performance. The higher the maturity level in strategic business planning, the better the SME's performance. This finding highlights that good business planning helps SMEs focus on achieving their vision and mission, ensuring their continued existence in an increasingly competitive market. Business planning can be measured by referring to Falshaw et al. (2006), which includes procedures for preparation, review of strategy planning, time determination for review, presentation of planning results, complete strategic planning documents, open discussions, mandatory decision-making, progress evaluation, and accountability. Thus, the following hypothesis is proposed:

- H<sub>5</sub>: Business planning has a positive impact on the going concern principle.

Small and Medium Enterprises (SMEs) play a crucial role in achieving national economic development goals such as economic growth, job creation, increased foreign exchange earnings, and regional economic development. SMEs are expected to contribute to national economic growth, which necessitates the protection of government policies such as laws and regulations. Government support, such as capacity building, training, improved management, financial aid, and other forms of assistance, is crucial. According to Astrini et al. (2025), the more government support available, the more SMEs will thrive and develop. Thus, government assistance can support SMEs in maintaining their business sustainability, even amid growing competition. Therefore, the following hypothesis is proposed:

- H<sub>6</sub>: Government assistance has a positive impact on the going concern principle

### 3. RESEARCH METHODS

This study employs a quantitative research design with a survey approach, utilizing a structured questionnaire to collect data. The focus of the research is to explore the impact of contextual factors on the going concern principle of small and medium enterprises (SMEs). The independent variables in this study are six key contextual factors: marketing systems, technology, access to capital, access to information, business planning, and government assistance. The dependent variable, or the outcome variable, is the principle of going concern, which measures the sustainability and continuity of the business.

The research is conducted in Donggala Regency, Central Sulawesi, targeting SMEs specializing in linen and household products. According to the data from the local office in 2023, the study employs a saturated sampling method, meaning that all 168 workers are included in the sample. This approach ensures that the findings are representative of the entire population of SMEs in the district. The research model is formulated as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + e$$

In this equation, Y represents the going concern principle, X1 to X6 represent the contextual factors,  $\beta_1$  to  $\beta_6$  are the coefficients for each factor, and e is the error term. The study tests six hypotheses related to the impact of each contextual factor on the going concern principle. Each hypothesis is evaluated based on the coefficient values and significance levels. A hypothesis is accepted if the coefficient value aligns with the expected direction and the significance level is <5% (0.05). Conversely, a hypothesis is rejected if the significance level exceeds 0.05. Data analysis is performed using partial least squares (PLS), a statistical technique suitable for examining complex relationships between variables in a research model. The PLS analysis will test the relationship between contextual factors (independent variables) and the going concern principle (dependent variable).

### 4. RESULTS

Table 1 presents the Composite Reliability and Cronbach's Alpha values for each latent variable in the study. Composite reliability and Cronbach's alpha are used to assess the internal consistency and reliability of the measurement model. Values

**Table 1: Composite reliability and cronbach's alpha**

Latent variabel	Composite reliability	Cronbach's alpha
Marketing system (X1)	0.857	0.774
Utilization of Technology (X2)	0.929	0.884
Access to capital (X3)	0.933	0.892
Access to information (X4)	0.875	0.713
Business planning (X5)	0.900	0.828
Government assistance (X6)	0.927	0.880
Going concern principle (Y)	0.895	0.857

>0.70 indicate acceptable reliability. In this table, all variables exceed the recommended threshold, demonstrating good internal consistency. Notably, the highest composite reliability is observed for “Access to Capital” (X3) at 0.933, while the lowest is for “Access to Information” (X4) at 0.875. Similarly, all variables show satisfactory Cronbach’s alpha values, supporting the reliability of the constructs used in the study.

Figure 1 illustrates the empirical research model, highlighting the significance of the relationships between the independent and dependent variables. The P-values generated in the study are all below 0.05, indicating that the relationships between the variables are statistically significant. Table 2 presents the coefficient values and P-values for each variable. The results show that “Access to Capital” (X3) has the highest positive coefficient value of 0.339 with a P < 0.001, indicating a strong and highly significant positive impact on the going concern principle. “Utilization of Technology” (X2) also shows a significant positive relationship with a coefficient of 0.230 and a P = 0.015. In contrast, “Marketing System” (X1) has a negative coefficient of -0.208 with a P = 0.025, indicating a significant but negative relationship. Other variables such as “Access to Information” (X4), “Business Planning” (X5), and “Government Assistance” (X6) show no significant impact, with P > 0.05.

Table 2 presents the coefficient values and p-values for the independent variables and their impact on the dependent variable, the going concern principle. The coefficient values indicate the direction and strength of the relationships between the independent variables and the dependent variable. For example, “Access to Capital” (X3) has the highest positive coefficient of 0.339 with a P < 0.001, suggesting a strong and highly significant positive effect on the going concern principle. “Utilization of Technology” (X2) also shows a positive relationship with a coefficient of 0.230 and

a P = 0.015, indicating a significant impact. On the other hand, “Marketing System” (X1) shows a negative relationship with a coefficient of -0.208 and a P = 0.025, suggesting a significant negative effect. Variables such as “Access to Information” (X4), “Business Planning” (X5), and “Government Assistance” (X6) have non-significant relationships with P > 0.05. Based on the coefficient value, it can be formulated

$$Y = \alpha -0.208X1 + 0.230X2 + 0.339X3 - 0.031X4 + 0.028X5 - 0.033X6 + e.$$

Furthermore, the test results have been conducted to assess several model fit indicators, including the average path coefficient (APC), Average R-squared (ARS), average adjusted R-squared (AARS), average block VIF (AVIF), and average full collinearity VIF (AFVIF), as shown in Table 3.

Based on Table 3, it shows that the APC, ARS, and AARS, which measure the average value of the path coefficient, R-squared, and adjusted R-squared, yield the following results: APC = 0.145, ARS = 0.395, and AARS = 0.333. All these values are considered significant, with P-values ranging from <0.001 to 0.033. The recommended p-value for APC, ARS, and AARS as fit model indicators is <0.05, indicating that the goodness-of-fit criteria for this research model are met. The presented results are supported by the AVIF and AFVIF values, which serve as indicators to determine whether multicollinearity exists. The estimated AVIF and AFVIF values are 1.609 and 1.453, respectively. The GoF value of 0.538 indicates that the model’s accuracy falls within the largest category (0.452 > 0.36). This suggests that the current empirical research model fully meets the criteria, and there are no multicollinearity issues between the indicators and exogenous variables.

The R-squared value, as shown in Table 4 for the financial report quality variable, is 0.393. This means that the variables of information technology utilization, government internal control systems, and human resource competency moderation can influence the financial report quality variable by 39.3%. The predictive validity value in this research model is considered good, as the Q-squared value for financial report quality is 0.409, which is above zero.

Table 5 presents the effect size values for variables influencing the going concern principle (Y). The marketing system (X1)

Figure 1: Research model

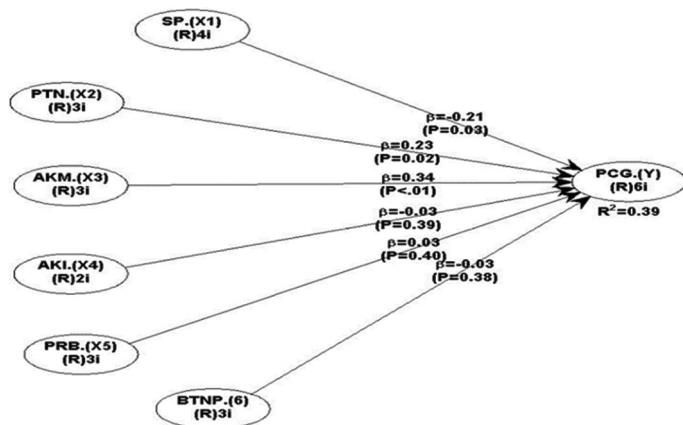


Table 2: Coefficient and P values

Dependent variable	Coefficient	P-value
Marketing system (X1)	-0.208	0.025
Utilization of Technology (X2)	0.230	0.015
Access to capital (X3)	0.339	<0.001
Access to information (X4)	-0.031	0.388
Business planning (X5)	0.028	0.398
Government assistance (X6)	-0.033	0.379

Table 3: Model fit indicator

Parameter	Value	Limit	Conclusion
Average path coefficient	0.145	P<0.5	Model fit
Average R-squared	0.393	P<0.5	Model fit
Average adjusted R-squared	0.333	P<0.5	Model fit
Average block Vif	1.609	Acceptable if ≤5, Ideally ≤3.3	Model fit
Average full collinearity VIF	1.453	Acceptable if ≤5, Ideally ≤3.3	Model fit
Tenenhous Gof	0.538	Small ≥0.1, Medium ≥0.25, Large ≥0.36	Model fit

**Table 4: R-square & Q-square**

Variable	R <sup>2</sup>	Criteria	Adj R <sup>2</sup>	Q <sup>2</sup>	Criteria
Exogenous	0.393	Moderate	0.333	0.409	Moderate
Endogenous					
X1					
X2					
X3					
X4					
X5					
X6					

**Table 5: Effect size value**

Variable	Coefficient Value
Going concern (Y)	0.082
Marketing system (X1)	0.108
Access to capital (X3)	0.189
Access to information (X4)	0.004
Business planning (X5)	0.013
Government assistance (X6)	0.004

demonstrates a coefficient value of 0.108, indicating a moderate effect, while access to capital (X3) shows the highest influence with a coefficient value of 0.189, emphasizing its significant contribution to the going concern principle. In contrast, variables like access to information (X4), business planning (X5), and government assistance (X6) exhibit minimal impacts, with coefficient values of 0.004, 0.013, and 0.004, respectively. Overall, the table highlights the varying degrees of influence of each variable on business sustainability.

## 5. DISCUSSION

This study found that the marketing system does not contribute to enhancing the going concern principle. This indicates that the presence of a marketing system does not guarantee the sustainability of businesses in the studied context. However, this does not imply that the business owners lack a marketing system altogether. They employ conventional methods of marketing, leveraging a loyal customer base and perceiving modern marketing techniques as unnecessary. This approach has allowed the industry to persist. Currently, SMEs predominantly use traditional marketing methods, with no reliance on social media for product promotion. Their products are distributed to other regions through regular customers, and some are sold directly by displaying them in front of their homes. Ideally, a robust marketing system would enhance the going concern principle. However, in this context, the marketing system does not appear to ensure business sustainability. The three indicators used to measure the marketing system—marketing plans, pricing, distribution, and promotion—are minimally applied by the SME owners. Instead, the business owners rely on intuition and inherited generational experience to manage these aspects.

The coefficient value from the hypothesis test for H<sub>2</sub> is 0.230, with a significance value of 0.02, which is below the 0.05 threshold. This result confirms that, statistically, hypothesis H<sub>2</sub> is accepted. These findings support hypothesis two, which posits that the utilization of technology positively impacts the going concern principle. This research concludes that the utilization of technology

positively enhances the going concern principle. This indicates that the more effectively SME owners utilize technology, the greater the impact on business sustainability. Improved technology utilization leads to increased productivity, simplifies business processes, and ultimately results in higher income (Sumarlin and Nuvriasari, 2024). With greater revenue, the sustainability of the industry in Donggala can be better ensured. The technology used by SME owners includes machines, which expedite processing and improve the quality of raw materials for producing products and linens. The raw materials received from suppliers cannot be used directly; they must first be processed, as improper processing can compromise the final product quality. This separation process cannot be done manually, necessitating tools to ensure efficiency and consistency. In this context, SMEs rely on technology to produce high-quality products, making it a critical factor for sustaining their business operations in Donggala.

The coefficient value from the hypothesis test for H<sub>3</sub> is 0.339, with a significance value of 0.01, which is <0.05. This result indicates that hypothesis H<sub>3</sub> is statistically accepted. Based on these findings, hypothesis three, which states that access to capital positively impacts the going concern principle, is confirmed. The results suggest that access to capital significantly influences the sustainability of SMEs in the studied region. For SME owners, the availability, proper utilization, and quality of capital are critical for business development and sustainability. SME owners in this region effectively manage their capital according to its intended use, demonstrating that access to capital is a key factor in maintaining business operations. Osano and Languitone (2016) highlighted that access to capital is essential for entrepreneurs to sustain their businesses and create new opportunities. This study aligns with Dewi et al. (2018), who found that access to capital positively impacts SME performance. The SME owners in this study are in a favorable financial condition, with no significant financial issues, and have sufficient capital to support their business activities. The availability of capital reflects their financial health, enabling them to sustain their businesses without capital-related challenges. This reinforces the importance of access to capital as a determinant of business longevity.

The coefficient value for hypothesis testing of H<sub>4</sub> is -0.031, with a significance value of 0.390, which exceeds the 0.05 threshold. This result indicates that, statistically, hypothesis H<sub>4</sub> is rejected. Consequently, hypothesis four, which states that access to information positively impacts the going concern principle, is not supported by the findings. The research reveals that access to information does not significantly influence the going concern principle in SME industry. This suggests that information technology development is not a crucial factor for sustaining businesses in this industry. Despite the region's close proximity to the provincial capital of Palu City, which facilitates communication among SME owners, access to information remains insignificant in this context. The traditional practices of the community, where activities are conducted conventionally, may explain this result. SME owners generally do not join business associations or groups, as they perceive such participation to be unnecessary.

The research reveals that achieving the going concern principle is not reliant on access to information. Although SME owners have access to information, their traditional business practices reduce its significance. Government involvement is crucial to optimize information utilization for SME owners, particularly in this region, to keep pace with rapid technological advancements. Such efforts could enable SME owners to expand into national and international markets. Improved access to information has the potential to enhance performance, ultimately supporting business sustainability. This study aligns with the findings of Saleh et al. (2025), which indicate that information technology negatively impacts the going concern principle.

The coefficient value for hypothesis testing of  $H_5$  is 0.028, with a significance value of 0.40, which exceeds 0.05. This result indicates that, statistically, hypothesis  $H_5$  is rejected. Empirically, hypothesis five, which posits that business planning has a positive impact on the going concern principle, is accepted in the opposite direction. The findings suggest that business planning does not significantly influence the going concern principle for SME owners in this context. Most SME owners still rely on traditional approaches to business strategy. They generally do not develop formal plans such as budgets, work plans, or performance evaluations for their enterprises.

Ideally, effective business planning would enhance the going concern principle, but in this study, business planning does not ensure the sustainability of SME owners' businesses, particularly in this context. While SME owners have managed to sustain their businesses so far, business planning has not been a critical factor in their business continuity. This research does not support the findings of Kraus et al. (2008), which suggest that strategic business planning positively and significantly affects SME performance. Their study further posits that the more mature the strategic business planning, the better the performance of SMEs. However, this finding could not be demonstrated in SME industry in this case. The industry has been able to persist even without formal business planning.

The coefficient value for hypothesis testing of  $H_6$  is  $-0.033$  with a significance value of 0.380, which is  $>0.05$ . This result indicates that, statistically, hypothesis  $H_6$  is rejected. Empirically, this means hypothesis six, which states that government assistance does not have a positive impact on the going concern principle, is accepted in the opposite direction. The research shows that government assistance does not significantly affect the going concern principle for SME owners in this context. This finding contradicts the statement by Astrini et al. (2025), which asserts that the more support or assistance from the government, the more likely SMEs are to grow and develop.

In the face of the rapidly growing modern products industry, products from remain a choice for some local consumers and even consumers from other regions. According to the SME owners, they have rarely received government assistance, whether in the form of training, business mentoring, or capital. Nevertheless, they have managed to sustain their businesses through determination and experience. Lubis and Junaidi

(2016) mentioned that the low use of information technology among Small and Medium Enterprises (SMEs) is due to limited understanding of its benefits, low availability of investments, and lack of support from government institutions. Despite the lack of government support, the SME owners in have been able to sustain their businesses. Their production process is carried out based on personal abilities without any government-provided training or mentoring. Even with the rise of modern products, traditional products still hold a place in the hearts of certain consumers. Ideally, government support for SME owners should be strengthened, especially considering the rapid technological advancements.

## 6. CONCLUSION

This study found that the marketing system does not have a significant effect on the business sustainability (going concern) of owners in, who still use conventional marketing methods despite having loyal customers. In contrast, the use of technology, such as grinding machines, has a positive impact on business sustainability, as it improves productivity and product quality. Additionally, access to capital positively influences the going concern principle, as good capital management supports the continuity of the business without significant financial issues. However, access to information does not influence business sustainability, as SME owners still prioritize traditional methods in running their businesses. This indicates that, despite easy access to information technology, SME owners do not prioritize it. The study also highlights the need for government involvement to optimize the use of information to support the development of the industry in so that it can penetrate broader markets.

This study has several limitations such as it focuses on SME owners in a specific region, limiting the generalizability of the findings to other areas or industries. Future research could explore a broader range of industries and regions to verify the results. Additionally, investigating the role of digital marketing and advanced information technologies could provide insights into their potential to enhance business sustainability. Lastly, examining government support programs in more detail would contribute to understanding their impact on SME growth.

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