

CHAPTER V CONCLUSION

5.1 Summary

1. Based on the answers regarding the market structure of a total of 66 respondents consisting of two groups, namely 33 business actors who use GO-FOOD and 33 business actors who do not use GO-FOOD, the result is that GO-FOOD has a positive relationship to the market structure of business actors. This is indicated by business actors using GO-FOOD dominating the medium market structure where the market structure is the dominance of the market structure category of all respondents. This positive relationship occurs because business actors who use GO-FOOD have made innovations that are useful for surviving and competing in the market. Innovation is a very important step because in this study the type of market structure is a monopolistic competition market which requires innovation to survive and compete in the market.
2. Based on the answers regarding conduct from a total of 66 respondents consisting of two groups, namely 33 business actors who use GO-FOOD and 33 business actors who do not use GO-FOOD, the result is that GO-FOOD has a positive relationship to the conduct of business actors. This is indicated by business actors using GO-FOOD dominating the medium conduct where the moderate conduct dominates the conduct category of all respondents. This positive relationship occurs because business actors who use GO-FOOD have made innovations in conduct which are marked by more business actors using GO-FOOD having carried out promotions compared to business actors who do not use GO-FOOD. Promotion is a benchmark of innovation that is useful for attracting buyers and increasing sales and promotion is an innovation as a benchmark for using technology that is useful for marketing goods outside the market it is facing.
3. Based on the answers regarding the performance of a total of 66 respondents consisting of two groups, namely 33 business actors who use GO-FOOD and 33 business actors who do not use GO-FOOD, the result is that GO-FOOD has

a positive relationship to the performance of business actors. This is indicated by business actors using GO-FOOD dominating at medium performance where moderate performance is the domination of the performance category of all respondents. This positive relationship occurs because business actors who use GO-FOOD dominate small businesses because it is assumed that business actors who use GO-FOOD have conducted conduct and market structure that can affect demand and supply.

4. The relationship between market structure and conduct towards profit has a parallel relationship. Before GO-FOOD existed, the relationship between market structure and conduct had a positive relationship with the higher the conduct, the higher the market structure. Meanwhile, the relationship between market structure and conduct towards profit has a positive relationship, the higher the conduct and market structure, the higher the profit obtained. This is the same result as when there was GO-FOOD, the higher the market structure and conduct, the higher the profit. This incident had a positive relationship on micro and small enterprises using GO-FOOD because some micro and small enterprises have gone one step further because they innovated and were able to adapt to the digital market.

5.2 Research Implication

5.2.1 Theoretical Implication

The theoretical implication of this research is that technology has a positive relationship with market structure, conduct, and business conduct and is related to business supply and demand. With the existence of technology, the level of business production is also related.

Based on the SCP paradigm theory according to E.S. Mason and Joe S. Bain stated that market structure will affect market conduct and market conduct will affect business performance. In this study, it can be assessed through the profits of micro and small enterprises. In this study there is a positive relationship between market structure and conduct. Then, market structure and conduct have a positive relationship to performance and

profitability rate. With the existence of GO-FOOD has a positive relationship to market structure, conduct, profitability rate, and performance. Micro and small enterprises that use GO-FOOD services feel a positive relationship. In accordance with the demand and supply theory according to Mankiw which states that demand and supply will increase if an increase is made, in this case the price policy and product quality increase (Mankiw, 2014).

Micro and small enterprises that use GO-FOOD are one step ahead because they can increase demand and supply. By using technology, they can easily make policies regarding prices and other innovations regarding quality and product types. In addition, benefits for GO-FOOD micro and small enterprises can be defined by the theory of production according to Mankiw. According to Mankiw (2009), it is said that if the input increases, the output will increase. In this study, micro and small enterprises that use GO-FOOD can increase their inputs by using technology that increases their output which is marked by increased sales and profits.

5.2.2 Practical Implication

Related to the problem of the ever-increasing growth of micro and small enterprises and the type of market structure for micro and small enterprises is a perfect competition market or monopolistic competition, namely a market that is easy to enter and exit the market and there are many competitors and markets that really need innovation to survive in the market. GO-FOOD is one way to solve this problem.

The existence of GO-FOOD can be related to market structure, business conduct, and the performance of micro and small enterprises. GO-FOOD is a technology that can increase innovation which is useful for increasing sales as a benchmark for market structure. The existence of technology makes an increase in innovation which has a very important effect on sales. However, in this study, the relationship between GO-FOOD and market structure, conduct, and performance can be seen in business

actors using GO-FOOD. This can be seen in the dominance of market structure, conduct, performance, and profitability rate. Meanwhile, micro-small businesses that do not use GO-FOOD can develop and increase if these micro-small businesses have a strategic location and have been businesses that have been around for a long time. Even so, the domination is more visible in business actors who use GO-FOOD because business actors who use GO-FOOD are one step ahead in terms of innovation compared to business actors who do not use GO-FOOD.

Viewed from business conduct, product promotion and innovation are benchmarks in technological developments. According to the Office of Cooperatives and Micro Small Enterprises of Padang City, promotion is the most important thing in order to improve the quality of micro and small enterprises. Promotion is a benchmark for innovation in viewable digital. Micro and small enterprises that use GO-FOOD have a positive relationship in terms of business conduct. Meanwhile, micro and small enterprises that do not use GO-FOOD have a negative relationship. It can be seen that micro and small enterprises that already own and innovate can make significant business conduct improvements. Taking advantage of technology as a solution is the best step to improve business conduct.

GO-FOOD as a step to improve business performance. This is indicated in this study by the existence of a positive relationship between GO-FOOD and business performance and business actors who use GO-FOOD have positive business performance because they are already in an appropriate market structure and can survive with appropriate conduct by carrying out various innovations. which can outperform micro and small enterprises who do not use GO-FOOD as well as the relationship between market structure and conduct that is in line with their profitability rate and performance. This is in accordance with the theory of production according to Mankiw which states that the higher the input, the higher the output (Mankiw, 2009).

5.3 Recommendations

In accordance with the results and conclusions of this study, there are useful suggestions to complement and perfect further research. These suggestions are:

1. For further research, to add a number of indicators and questions related to research on the relationship of technology on micro and small enterprises so that they can further examine the relationship felt and find out the actual conditions experienced by micro and small enterprises. In addition to expanding the population and technology used to deepen the relationship of this technology on micro and small enterprises.
2. For micro and small enterprises, it is better to start innovating in doing their business. This is because the relationship of this innovation is useful for surviving conditions in the digital era.
3. For the government to pay attention to micro and small enterprises that need attention, especially micro and small enterprises that are difficult to innovate related to technology. By adding or reducing capital in order to achieve the technology used. In addition to adding knowledge related to technology so that technological capabilities can be felt by all micro and small enterprises.

