

**FACTORS INFLUENCING THE DEVELOPMENT OF FROZEN FOOD
MSME IN TANGERANG CITY**

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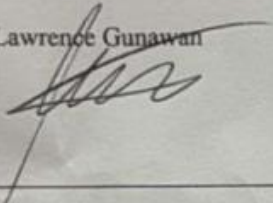
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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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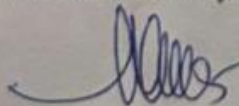
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ABSTRACT

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This study aims to examine the key factors that influence the business capabilities of frozen food Micro, Small, and Medium Enterprises (MSME) in Tangerang City. The five independent variables assessed are financial access, marketing strategies, supply chain efficiency, technology adoption, and government support. The research adopts a quantitative approach using a structured questionnaire distributed to 330 qualified respondents. Data were analyzed using SmartPLS 4.0 to test the validity and reliability of the constructs, as well as the significance of the structural relationships between variables.

The results show that all five variables have a significant positive effect on business capabilities. Technology adoption emerged as the most influential factor ($\beta = 0.260$, $t = 8.717$), followed by supply chain efficiency, marketing strategies, financial access, and government support. Although government support had the smallest effect, it remained statistically significant. These findings suggest that internal business capabilities, when supported by institutional and technological resources, can enhance the performance and sustainability of frozen food MSME in Tangerang.

The study concludes that strategic improvements in digital adoption, marketing execution, and logistical coordination—alongside targeted government programs—are essential for empowering local MSME and driving long-term competitiveness.

Keywords: Financial Access, Marketing Strategies, Supply Chain Efficiency, Technology Adoption, Government Support

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DEDICATION

To my family and friends, your constant support, patience, and belief in me made this journey possible. With all my gratitude—this work is dedicated to you.



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FACTORS INFLUENCING THE DEVELOPMENT
OF FROZEN FOOD MSME IN TANGERANG CITY

7

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF TABLES	11
CHAPTER 1 - INTRODUCTION	12
1.1. Background	12
1.2. Research Problems	13
1.3. Research Objectives	15
1.4. Significance of Study	15
1.5. Research Questions	17
1.6. Scope and Limitations	17
CHAPTER 2 - LITERATURE REVIEW	19
2.1 Theoretical Framework	20
2.2 Theoretical Foundation	20
2.2.1 Financial Constraint Theory	20
2.2.2 Resource-Based View (RBV)	21
2.2.3 Institutional Theory	21
2.3 Previous Studies	22
2.3 Gaps in Literature	26
2.4 Hypothesis Development	26
2.4.1 Financial Access and Business Capabilities	26
2.4.2 Marketing Strategies and Business Capabilities	27
2.4.3 Supply Chain Efficiency and Business Capabilities	29
2.4.4 Technology Adoption and Business Capabilities	31
2.4.5 Government Support and Business Capabilities	33
2.4.6 Business Capabilities and MSME Development	34
CHAPTER 3 - RESEARCH METHODS	37
3.1 Scope of the Study	37
3.2 Time Frame of Study	38

FACTORS INFLUENCING THE DEVELOPMENT OF FROZEN FOOD MSME IN TANGERANG CITY

	8
3.3 Population and Sample Planning	39
3.3.1. Population and Sample Planning Method	39
3.3.2. Sample Size	40
3.4. Data Sources and Collection	41
3.4.1. Type of Data	41
3.4.2. Data Collection Method	41
3.4.3. Questionnaire Development	42
3.5. Operationalization of Variables	45
3.6. Data Analysis Technique	56
CHAPTER 4 - Result and Discussions	57
4.1 Descriptive Analysis of respondent	57
4.1.1 Gender	58
4.1.2 Age	58
4.1.3 Managerial Experience	59
4.1.4 Business Location	59
4.1.5 Position in the Business	60
4.1.6 Business Scale Classification	61
4.1.7 Functional Area of Responsibility	61
4.2 Validity and Reliability Testing (Pre-Test Results Using SPSS)	62
4.2.1 Validity Test	62
4.2.2 Pre-Test Reliability Test Result	68
4.3 Dimension Reduction	70
4.4 Final Sample Test Result (Using SmartPLS4)	73
4.5 Evaluation of Measurement Model (Outer Model)	75
4.5.1 Evaluation of reflective measurement items (validity & reliability)	75
4.5.2 Discriminant Validity	80
4.6 Structural Model Evaluation (Inner Model)	82
4.6.1 Path Coefficient	82
4.7 Model Fit Assessment	84
4.8 Discussion	84
4.8.1 H1: Financial Access → Business Capabilities	84
4.8.2 H2: Marketing Strategies → Business Capabilities	85

FACTORS INFLUENCING THE DEVELOPMENT
OF FROZEN FOOD MSME IN TANGERANG CITY

	9
4.8.3 H3: <i>Supply Chain Efficiency → Business Capabilities</i>	86
4.8.4 H4: <i>Technology Adoption → Business Capabilities</i>	87
4.8.5 H5: <i>Government Support → Business Capabilities</i>	88
Chapter 5 : Conclusion and Recommendation	90
5.1 Summary of Findings	90
5.2 Recommendation	91
5.2.1 For MSME Owners	91
5.2.2 For Policymakers and Government Agencies	92
5.2.3 For Future Researchers	92
5.3 Limitation of the Study	92
References	95
Appendix 1 : Questionnaire Questions	100
Appendix 2: Translated Questionnaire Questions - Bahasa Indonesia	102
Appendix 3 : Questionnaire Result (Raw Data)	106
Curriculum Vitae (CV)	107



LIST OF FIGURES

Figure 4.1 <i>Responder Gender</i>	72
Figure 4.2 <i>Responder Age</i>	73
Figure 4.3 <i>Responder Managerial Experience</i>	74
Figure 4.4 <i>Business Location</i>	75
Figure 4.5 <i>Position in the Business</i>	75
Figure 4.6 <i>Business Scale Classification</i>	76
Figure 4.7 <i>Functional Area of Responsibility</i>	77
Figure 4.8 <i>Financial Access Correlation Test</i>	78
Figure 4.9 <i>Marketing Strategies Correlation Test</i>	79
Figure 4.10 <i>Supply Chain Efficiency Correlation Test</i>	80
Figure 4.11 <i>Technology Adoption Correlation Test</i>	81
Figure 4.12 <i>Government Support Correlation Test</i>	82
Figure 4.13 <i>Business Capabilities Correlation Test</i>	83
Figure 4.14 <i>Structural Model (Inner Model) Research Model</i>	90

LIST OF TABLES

Table 4.1 <i>Pre-Test Reliability Test Result</i>	
Table 4.2 <i>Dimension Reduction</i>	
Table 4.3 <i>Financial Access Reflective Measurement Model</i>	
Table 4.4 <i>Marketing Strategies Reflective Measurement Model</i>	
Table 4.5 <i>Supply Chain Efficiency Reflective Measurement Model</i>	
Table 4.6 <i>Technology Adoption Reflective Measurement Model</i>	
Table 4.7 <i>Government Support Reflective Measurement Model</i>	
Table 4.8 <i>Business Capabilities Reflective Measurement Model</i>	
Table 4.9 <i>Cross Loading</i>	
.....	95
Table 4.10 <i>HTMT</i>	
Table 4.11 <i>Fornell-Larcker</i>	
Table 4.12 <i>Structural Model Evaluation (Inner Model).....</i>	104
Table 4.13 <i>Coefficient Determinaton (R-Square)</i>	
Table 4.14 <i>Effect Size (F-Square)</i>	
Table 4.15 <i>Model Fit Assessment</i>	

