COVID-19 IMPLICATION FOR BUSINESS GROWTH:
CASE STUDY IN SAUMLAKI

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Abstrak
Since the Corona Virus outbreak in 2019, there have been several threats as well as the benefits for the business community but most people felt the negative effect of this outbreak. People force to face threat on health, mental health, losing job, losing exponential growth of their business, but on the other side several health business growth exponentially as well as digital technology, they grow in immense quantity, Goddevrind V, Schumacher T, Seetharaman R, & Spillecke D, (2021) in their research about C2C e-commerce showing that there are massive adoption of digitalization which is jump 14% for the growth that would take two or three years and still growth about 8% or 9% to 2024. In this study, researchers try to understand in a deeper situation for the next normal which is the term for people to be hand in hand with this outbreak, people to live with it, as well as in the context of business. Several researches have been done to understand this situation, but what defines the difference for this research is the widest variables applied in order to grasp a broader view. Variables used such as; human innovation, commodity, labor, technology, policy and how differ generations perceive such an outbreak. Quantitative approach will be used in this study, and making sure that this research will fulfill its objective, researchers applied multivariate analysis (Manova) as a statistical tool. Innovations made by each individual for business growth affect the distribution of goods and services and do not affect the production of goods and/or services and the amount of consumption during the Covid-19 pandemic in Saumlaki. The limited number of workers during the Covid-19 pandemic affected quantity of production in Saumlaki but did not affect distribution and consumption. Policies made by the Government affect consumption of society in the business but do not affect production and distribution. Whereas during the Covid-19 pandemic, commodities, technology and generational differences did not affect business growth at all, such as production for businesses, distribution for businesses and consumption for businesses in Saumlaki.
Keywords: Covid-19, Business Growth, Saumlaki

INTRODUCTION

Often in the world of economics, leverage is needed in increasing the income of the company, that leverage has double involvement. Double involvement (effect) on income while affecting the increase in debt, the question is 'is it good for the company?' The answer depends largely on how the directors manage the company's finances. In the covid-19 pandemic we are shown with various dark sides of covid-19 itself, such as death, distress, sadness, and socialization among human beings are limited, but just like the boost on the company, if examined further it will be seen that covid-19 has other effects that seem more positive, such as an increase in internet use, online shopping, technological improvements as artificial intelligence and virtual reality, or the use of non-fungible tokens (NFT) in transactions using digital currencies (Bit Coin).

Human creatures are able to adapt in various situations, in precarious circumstances humans can adapt to various habits, which we often know as new habits. The adjustment to the new habits is what shows the human implications for the Covid-19 pandemic, in much more specific circumstances it can be seen the implications for the economic situation

of the community. Types of economic activities include production, distribution and consumption activities. In their research Ihwanudin N, Saripudin U, and Suryani. (2020) stated that for sustainable activities there needs to be a balance in economic activities, including production, distribution and consumption.

Quoted from Kompas (2017) with the title "Saumlaki 'Sirip' Baru Penghela Ekonomi Kawasan timur" explained that as one of the frontline regions in eastern Indonesia, Saumlaki has very high economic activity, such as fishery production, distribution by relying on sea tolls, and high consumption that can be seen from the issuance of business licenses (SITU). If viewed further, the activities that occur in Saumlaki have been even more complex such as creative industries: Tanimbar Woven Fabric, agricultural industry that have been distributed throughout Indonesia even in foreign countries. Saumlaki had experienced social restrictions as the cause of Covid-19 so that economic activity became stagnant, and implied to business growth. Based on the circumstances described, researchers find out that it is important to examine the implications of Covid-19 to accelerate business growth in Saumlaki.

Research Problem

The research problem in this paper is: Are there any significant implications on Covid-19 toward business growth in Saumlaki?" Each of the variables will be discussed in 18 questions that will explain further on.

Research Objective

There are view objectives that researchers try to find out:

1. Descriptive of Economic activities in Saumlaki.
2. Economic activity that implied business activity in Saumlaki.
3. Covid-19 Implication on business activity in Saumlaki.

Visibility Study

Based on the title of this research and every variable included indicators involved, this research will have a massive effect on how people reach to face the new normal of human lives as they face it. It will give a glimpse on how people continue business in terms of new normal throughout Covid-19 pandemic and so will be endemic soon. The minor visible significance of this research will give perspective on how people face economic uncertainty on building new business.

LITERATURE REVIEW

Human Innovation on Production, Distribution, and Consumption

Human Innovation is a terminology that describes how humans innovate a product that serves to develop the productivity of workers. According to O. S. I. Fayomi, J.O. Adelakun, and K.O. Babaremu, (2022) in the Journal of Physics: Conference Series stated that as a result of human development in science and technology causing the growth of industry in this century, innovation becomes an integral part of this development. This means that humans who innovate in their various lines of life will cause an increase in the level of productivity. Furthermore, as a result of social restrictions that occurred during Covid-19 outbreak, the distribution chain must also undergo innovation, as done by some companies in shipping goods by utilizing technology. In an article written by McCann, E. (2022) explains about the global dynamics causing changes in the supply chain of various products sold and as a basis then the company will question this "how do I find new channels to sell it?" Furthermore, human behavior in consuming various innovations that have been made is the utilization of innovative products, such as online purchase and payment of bills in hand, the use of digital wallets, or the use of virtual reality and artificial intelligence. Ozaki, R and Dodgson, M. (2022) in his research entitled "consumption and innovation" explained that consumption of innovation depends on the consumer situation and the basic value of a product. Therefore, innovation and consumption will change during the Covid-19 pandemic, as well as production and distribution.

Commodity on Production, Distribution, and Consumption

During the Covid-19 pandemic caused various changes that had permanent consequences for how various commodities were supplied and demanded. Various markets in developing countries also experience various changes permanently, because developing countries rely on production from various countries so that the costs incurred also change during the time. Quoted from Mining Technology, (2020) provides an overview that "The COVID-19 pandemic coupled with the lockdown restrictions directly impacted the commodity market by disrupting supply chains and forcing production cuts. " Emerging markets and developing economies, which are heavily dependent on commodities, are expected to be the worst affected. Further, the pandemic may result in fundamental shifts to the commodity markets including higher transportation charges, increased trade costs and stockpiling of certain commodities. As well as changes in behavior in buying a product, there is also a change in consumption behavior, according to data at the beginning of Covid-19 various commodities that can be consumed directly at the household level, experiencing drastic changes as a result of restrictions and supervision of commodities that can transmit Covid-19, for example food. Quoting from ABeam Consulting, (2022) in an article entitled "Impact of COVID-19 on Food and Consumer Goods Manufacturers and Future Responses" explained that the downsized consumption of various commodities occurred as a result of regulations in limiting the development of the spread of Covid-19.

Labor on Production, Distribution, and Consumption

The outbreak that occurred resulted in changes in labor demand, this can be seen from various activities that occurred, at the beginning of this outbreak, various industries downsized the number of workers owned (Labor Participant), citing from research conducted by Rahman, A.M., and Fatah, F. R. (2021) cases occurred in the labor market in Indonesia showed in the early Covid-19, demand changes occurred sharply, and gradually improved during the 3rd and 4th quartal of 2021 but has not returned to the starting point of high demand as a result of the economic growth that Indonesia is facing. Furthermore, the ECLAC meeting (2020) stated that "Due to the impact of COVID-19, all the countries of the region have had to make methodological, operational and technical decisions to continue the production of labor market indicators. "So that changes related to innovation must continue to occur in order to sustain.

Technology on Production, Distribution, and Consumption

During Covid-19 Pandemic massive change has been happening, several companies has changed their implementation of technology, quoted from McKensey Global Survey (2020) shown that:

"First, companies have accelerated the digitization of their customer and supply-chain interactions and of their internal operations by three to four years. And the share of digital or digitally enabled products in their portfolios has accelerated by a shocking seven years. Second, nearly all respondents say that their companies have stood up at least temporary solutions to meet many of the new demands on them, and much more quickly than they had thought possible before the crisis. What's more, respondents expect most of these changes to be long lasting and are already making the kinds of investments that all but ensure they will stick. In fact, when we asked executives about the impact of the crisis on a range of measures, they say that funding for digital initiatives has increased more than anything else—more than increases in costs, the number of people in technology roles, and the number of customers."

Most companies already have business continuity plans. The outbreak is causing widespread concern and economic hardship for consumers, businesses and communities across the globe that is why improvement of technology should massively apply.

Policy on Production, Distribution, and Consumption

Several countries are experiencing downgrades due to Covid-19; countries have to balance between keeping people safe and keeping the economy back on track, situations as mentioned need precise policy to protect poor and vulnerable people to every resource needed. Data shows that FAO (2022) has made "policy support and governance gateway" in order to make sure that every country grows in the same manner as before even if they have to improve. One of the changes made by The Organization for Economic Co-operation and Development (OECD) in their latest research showed that OECD (2022) because Covid-19 implication has affected all aspects of life policy has to be made, one of the policies is "Global Value Chains (GVCs". Moreover, governments should create a conducive regulatory environment which is not a source of additional, policy-related, risk but support the country and people to back on track.

Perspective throughout Differ Generation on Production, Distribution, and Consumption

The reason this research should be done is the difference experience in terms of exposure to Covid-19 disease, and has implications for how people or each generation has a point of view on Covid-19, Charry K. (2021) on her research stated that "while certain age groups may be less vulnerable to the health effects of COVID-19, no group has zero chance of contracting COVID-19, and the global pandemic affects everyone of all ages and all walks of life." However, reports suggest generational differences in how people respond to this outbreak. Generation breaks down into "Baby Boomer from 1946-1964" second "Generation X from 1965-1979" third "Millennial from 1980-1994", fourth "Gen Z from 1995-2012" the next generation or Alpha Generation will not be included in this research. And it is interesting to find out how differ generations perceive this outbreak in terms of production, distribution, and consumption during Covid-19.
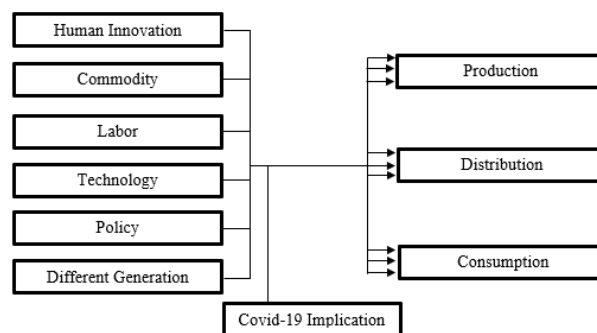

Diagram 2.1: Conceptual Framework

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Approach and Design

In the spirit of identifying the characteristics of a problem through description, then researchers will be using a quantitative approach and design applied is comparative. Quoted from William. N. (2010), stated that: "This design relies on observation as a means of collecting data." Furthermore, to the extent that the comparative approach of a particular problem provides one with a generalized understanding of a phenomenon, that in turn, can be employed to understand other specific problems, this approach is useful and acceptable.

Research Method

Creswell (2018) explains that the quantitative method that is applied in the research is a process of gathering, analyzing, interpreting and writing all the results of the study. In association with this research, therefore researchers try to make sure that every process of data gathering will be qualified for further thought and how it is analyzed and interpreted will have significant effect.

In order to make sure the relation of every part, then researchers used inferential statistics, APA (2022) explained inferential test as "any statistical procedure used to evaluate hypotheses about differences between sample and population distributions. Examples include the chi-square test, the F test, and the t test. Inferential tests more commonly are known as significance tests" there are several types of the inferential test, but in this research will be applied multivariate analysis of variance

(Manova). In its use, it requires an assumption such as a sample size greater than the univariate ANOVA, also in Manova there is a special limit in each cell (group), at least as many as 20 observations. And the number of samples in each cell should be greater than the number of dependent variables.

Population and Sample

The Population in this research is taken from Saumlaki, Kabupaten Kepulauan Tanimbar. Sample will be 100 samples, stratified random sampling will be used to select each sample according to the criteria. The criteria used are: policy maker, corporate and sample associated with policy maker and corporate. Data will be collected through questionnaires that should pass the validity and reliability test.
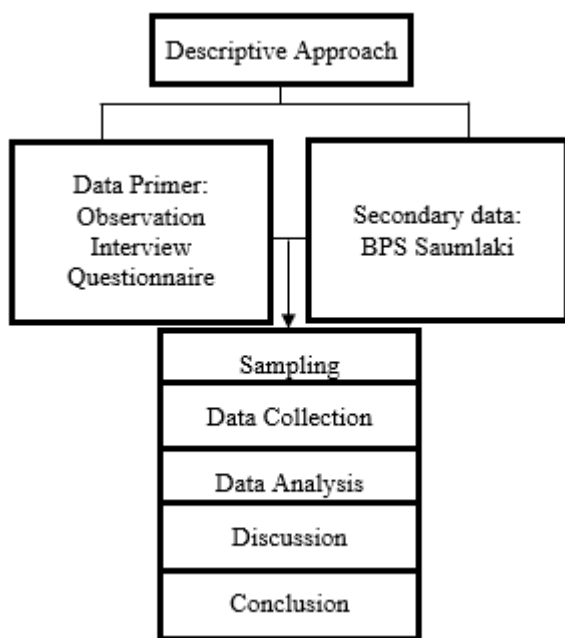

Diagram 3.1: Research Flow

RESULT AND DISCUSSION

Validity And Reliability

The questionnaire used in this study is self-constructed questionnaire made by the researcher himself using various references from previous research study, resulting 18 (eighteen) questions which are grouped into 9 (nine) main indicators, all of which consist of 2 (two questions, namely innovation indicator (*Human Innovation Indicator*), commodity indicator (*Commodity Indicator*), worker indicator (*Labor Indicator*), technology indicator (*Technology Indicator*), regulatory indicator (*Policy Indicator*), generation difference indicator (*Differ Generation Indicator*), production indicator (*Production Indicator*), distribution indicator (*Distribution Indicator*), and consumption indicator (*Consumption Indicator*) Furthermore, the 18 (eighteen) questions were distributed to 100 (one hundred) samples used in this study which were categorized into 5 (five) groups of work/business being carried out, namely civil servants, traders, workers at PT. Tanimb ar Energi, workers in Regional Drinking Water Corp (PDAM), and workers at PT. Kalwedo Kidabela. The scale used in the questionnaire is a *Likert* starting from 1 (one) refer to strongly disagree, 2 (two) disagree, 3 (three) neutral, 4 (four) agree, and 5 (five) strongly agree.

By using the assumptions described above, the researchers found the following validity results were, 12 (twelve) questions were valid at the significant level of 0.05 or 95% confidence level, and for 6 (six) questions were valid at the significant level of 0.01 or 99% confidence level. Furthermore, for the reliability test of the questionnaire, *Cronbach's Alpha* 66.9% for 21 (twenty-one) questions, 3 (three) of which were qualitative questions such as, type of business, age, and type of technology used. Based on the results obtained by this questionnaire, the researchers concluded that the questionnaire used was valid and reliable to be used as the main instrument in this study.

Research Result

After the questionnaires were distributed and collected again, the researchers carried out a series of procedures to ensure that the tabulated data would later meet various research assumptions, including the classical test by using SPSS 21, where the results showed that based on the normality test with the *Kolmogorov-Smirnov* and *Shapiro-Wilk* categorized based on the type of business, age, and type of technology for each indicator variable research found that the results are significant with a significance level of 0.000 but for the indicators in the three categories used there are some that are not counted because they

do not meet the number of samples, such as type of business at PT. Tanimbar Energi and PT. Kalwedo Kidabela, for the vulnerable age category, ages 21-30, for the category of technology that is not used because it does not meet the minimum number of samples, and other types of technology. Based on the normality test data above, the *one sample* does not produce data with a normal distribution, in the sense that there is a phenomenon of unequal distribution of the number of jobs that occurs in Saumlaki, but because of the factual distribution of work in Saumlaki, the researcher continues to do research to the next stage. by using the homogeneity test. Based on the results of the homogeneity test of data variation, it was found that 2 variables did not experience a sample distribution of variance, namely the innovation indicator of 0.754 or 75.4% and the consumption variable with a variance of 0.389 or 38.9%. Furthermore, for other variables such as commodities, workers, technology, policies, generation, production and distribution, the variance is the same at 0.000 to 0.002 or equivalent to 0% and 2%, here is the homogeneity table:

Table 4.1. Tes Homogenitas Variance

Indikator Penelitian	Levene Statistic	Sig.
Human Innovation Indicator	,399	,754
Commodity Indicator	12,197	,000
Labor Indicator	9,138	,000
Technology Indicator	17,763	,000
Policy Indikator	5,985	,001
Different Generation Indicator	11,693	,000
Production Indicator	11,693	,000
Distribution Indicator	5,383	,002
Consumption Indicator	1,017	,389

The next test is the research hypothesis test conducted by the researcher, using multivariate analysis of variance (*Manova*), the hypothesis test consisted of the null hypothesis (H0) and the alternative hypothesis (Ha) compared to 6 (six) independent variables (*independent*) and 3 dependent variables (*dependent*).

Tabel 4.2. Multivariate Tests

Effect		F	Hypothesis df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	33557,270[b]	3,000	,000	,999
	Wilks' Lambda	33557,270[b]	3,000	,000	,999
	Hotelling's Trace	33557,270[b]	3,000	,000	,999
	Roy's Largest Root	33557,270[b]	3,000	,000	,999
Human Innovation Indicator	Pillai's Trace	4,821[b]	3,000	,004	,140
	Wilks' Lambda	4,821[b]	3,000	,004	,140
	Hotelling's Trace	4,821[b]	3,000	,004	,140
	Roy's Largest Root	**4,821[b]**	**3,000**	**,004**	**,140**
Commodity Indicator	Pillai's Trace	,032	6,000	1,000	,001
	Wilks' Lambda	,032[b]	6,000	1,000	,001
	Hotelling's Trace	,032	6,000	1,000	,001
	Roy's Largest Root	**,065[c]**	**3,000**	**,978**	**,002**
Labor Indicator	Pillai's Trace	12,849[b]	3,000	,000	,302
	Wilks' Lambda	12,849[b]	3,000	,000	,302
	Hotelling's Trace	12,849[b]	3,000	,000	,302
	Roy's Largest Root	**12,849[b]**	**3,000**	**,000**	**,302**
Technology Indicator	Pillai's Trace	,017[b]	3,000	,997	,001
	Wilks' Lambda	,017[b]	3,000	,997	,001
	Hotelling's Trace	,017[b]	3,000	,997	,001
	Roy's Largest Root	**,017[b]**	**3,000**	**,997**	**,001**
Policy Indicator	Pillai's Trace	4,481	6,000	,000	,130
	Wilks' Lambda	4,817[b]	6,000	,000	,140
	Hotelling's Trace	5,148	6,000	,000	,149
	Roy's Largest Root	**10,521[c]**	**3,000**	**,000**	**,260**
Differ Generation Indicator	Pillai's Trace	,000[b]	3,000	1,000	,000
	Wilks' Lambda	,000[b]	3,000	1,000	,000
	Hotelling's Trace	,000[b]	3,000	1,000	,000
	Roy's Largest Root	**,000[b]**	**3,000**	**1,000**	**,000**

The result showed that innovation simultaneously affects production variable, distribution variable and consumption variable with a significance result at 0.004 with the magnitude of the effect being 0.140 or 14% using the *Roy's Largest Root*. The second hypothesis that is accepted is the H0 hypothesis, namely there is no simultaneous effect of commodities on the production variable,

distribution variable, and consumption variable with a significance value at 0.978 or 97.8% with a magnitude of effect of 0.002 or equivalent to 2%. Furthermore, the third hypothesis is accepted as an alternative, namely there is an effect of the worker variable on the production variable, distribution variable and consumption variable with a significant magnitude at 0.000 with a total effect of 0.302 or 30.2%. Regarding the technology variable, the accepted hypothesis is that there is no significant and simultaneous effect of technology on the production variable, distribution variable and consumption variable with a significant level of 0.997 and a magnitude of 0.001 or 1%. The fifth hypothesis, the policy has a simultaneous and significant effect on the production variable, distribution variable and consumption variable of 0.000 with a percentage of influence of 26%. The sixth hypothesis that is accepted is the null variable, that is, there is no effect of the generation variable on the production variable, distribution variable and consumption variable with a value of 1 or 100% with a magnitude effect at 0%.

Tests of Between-Subjects Effects

Source	Dependent Variable	F	Sig.	Partial Eta Squared
Corrected Model	Production Indicator	3,758	,001	,248
	Distribution Incator	1,931	,065	,145
	Consumption Indicator	4,512	,000	,284
Intercept	Production Indicator	35895,958	,000	,997
	Distribution Incator	24000,984	,000	,996
	Consumption Indicator	27950,135	,000	,997
Human Innovation Indicator	Production Indicator	,037	,848	,000
	Distribution Incator	14,666	,000	,139
	Consumption Indicator	,118	,732	,001
Commodity Indicator	Production Indicator	,013	,987	,000
	Distribution Incator	,034	,967	,001
	Consumption Indicator	,040	,960	,001
Labor Indicator	Production Indicator	29,352	,000	,244
	Distribution Incator	,084	,773	,001
	Consumption Indicator	4,749	,032	,050
Technology Indicator	Production Indicator	,007	,936	,000
	Distribution Incator	,018	,895	,000
	Consumption Indicator	,021	,885	,000
Policy Indicator	Production Indicator	,007	,994	,000
	Distribution Incator	,017	,983	,000
	Consumption Indicator	15,548	,000	,255
Differ Generation Indicator	Production Indicator	,000	1,000	,000
	Distribution Incator	,000	1,000	,000
	Consumption Indicator	,000	1,000	,000

Meanwhile, if this data is seen partially, then there are only a few variables that have a significant effect. Among them, the innovation

variable has a partial effect on the distribution with a significant level of 0.000 and an effect at 13.9%. The labor variable has an effect on the production variable with a significant level of 0.000 or an effect at 24.4%. The policy variable has a partial effect on consumption with a significance level of 0.000 and has an effect on the consumption variable at 25.5%. Meanwhile, the other variables based on the data were declared have no partial effect.

Discussion

The following is the interpretation of the research results based on the hypothesis. First, innovation has a simultaneous effect on production variable, in the sense that during the Covid-19 pandemic, whether employees, traders and other office workers have made innovations or made adjustments to the Pandemic period, this is marked by sellers who modify shops by provide a barrier for buying and selling activities, but it is well recognized that the magnitude of its influence is still too small for the community scale. Kadi1 DCAK, et all (2022) stated that "Innovation is needed, especially in the new normal" this is due to a decrease in demand from consumers so that innovation is needed to be carried out continuously. The second hypothesis being discussed is that there is no simultaneous effect of commodity variable on production variable, distribution variable and consumption variable. This can be caused by the types of commodities that are produced, distributed and even consumed by producers and consumers during the Covid-19 pandemic, this can be proven by the scarcity of certain goods during the pandemic such as masks and eggs in Saumlaki, this phenomenon is a phenomenon of "panic buying" so that certain commodities do not get the main proportion in the list of disbursement of goods in Saumlaki. Ashari M. (2021) states that "there is a shortage of some commodities that are urgently needed when the world is in a pandemic" and this panic buying phenomenon causes no significant effect of commodities on production, distribution and consumption variable. Furthermore, there is a significant and simultaneous positive effect of the labor variable on the production, distribution and consumption variables. Barembang, (2020) stated that the Covid-19 pandemic has a very significant impact on the workforce for the economic sector, it is estimated that 29.12 million Indonesians face this impact. Furthermore, the same thing also happens to the workforce in Saumlaki, this can be proven from the increasing unemployment rate.

The fourth hypothesis states that, there is no significant and simultaneous effect between technology variable on production variable, distribution variable and consumption variable. This can be caused by the very limited number of skilled workers in Saumlaki, so that when social restrictions occur, the implementation and amplification of technology in business is not implemented significantly, and the community continues to trade traditionally, but when it is read the magnitude of the influence of 1% on the data shows that there are some jobs that have implemented technology such as digital commerce processes but not significantly. The fifth hypothesis, policy variable has a significant and simultaneous effect on production variable, distribution variable and consumption variable. When the pandemic began to spread to all regions, policies in the form of regulations and appeals continued to be carried out intensively to all community representatives, including the business world, one of the policies taken by the Central Government and Regional Governments was Large-Scale Social Restrictions (PSBB). Of course PSBB has a significant impact on the growth of the business world. Even based on the results of this research, it shows that the effect is positive, so that if there is a decrease in social restriction policies, there will be a decrease in the amount of production, distribution and consumption as a result of people being directly affected by the Covid-19 Pandemic so to prevent and even protect the community, PSBB must be adopted as a policy, which is gradually easing. The discussion on the last hypothesis is that there is no significant and simultaneous effect between generational differences on the production variabel, distribution variabel, and consumption variabel. Where, in principle,

generational differences have an impact on preferences in choosing the type of production, but not the quantity of production, preferences in distributing not on the quantity of distribution, and consumption preferences on the quantity of consumption because in principle consumption is a natural thing.

CONCLUSION

Based on the data generated on this research, the conclusions from the various indicators in this study are:

1. Innovations made by each individual for business growth affect the distribution of goods and services and do not affect the production of goods and/or services and the amount of consumption during the Covid-19 pandemic in Saumlaki;
2. The limited number of workers during the Covid-19 pandemic affected quantity of production in Saumlaki but did not affect distribution and consumption;
3. Policies made by the Government affect consumption of society in the business but do not affect production and distribution;
4. Whereas during the Covid-19 pandemic, commodities, technology and generational differences did not affect business growth at all, such as production for businesses, distribution for businesses and consumption for businesses in Saumlaki.

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