

THE ROLE OF PURCHASE INTENTION MEDIATION IN THE RELATIONSHIP OF E-COMMERCE (MBIZMARKET) USAGE TO MSME BUSINESS PERFORMANCE IN GORONTALO PROVINCE

Khairun Mardiyah Mokoginta¹, Moh Agus S. Monoarfa², Ramlan Amir Isa³

State University of Gorontalo, Gorontalo, Indonesia¹

State University of Gorontalo, Gorontalo, Indonesia²

State University of Gorontalo, Gorontalo, Indonesia³

Email : www.khairunmmokoginta@gmail.com¹

Abstract: *This research aims to analyze the effect of e-commerce Mbizmarket usage on MSME business performance with purchase intention as a mediating variable in MSMEs in Gorontalo Province. The research uses a quantitative approach with a survey method on 85 MSME actors using Mbizmarket determined through purposive sampling technique. Data analysis is conducted using Partial Least Square Structural Equation Modeling (PLS SEM) to test the direct and indirect relationships between research variables. The results show that e-commerce usage has a positive and significant effect on business performance and MSME purchase intention. Furthermore, purchase intention is proven to have a positive and significant effect on business performance and is able to mediate the relationship between e-commerce usage and MSME business performance. These findings indicate that optimizing the utilization of digital platforms can enhance purchase intention, which impacts productivity and business performance improvement. This research provides implications that strengthening the digital transformation of MSMEs needs to be supported through increasing digital literacy, developing technology-based marketing strategies, and strengthening business competitiveness to encourage sustainability and growth of MSMEs in the digital economy era.*

Keywords: *E-commerce Usage; Purchase Intention; Business Performance.*

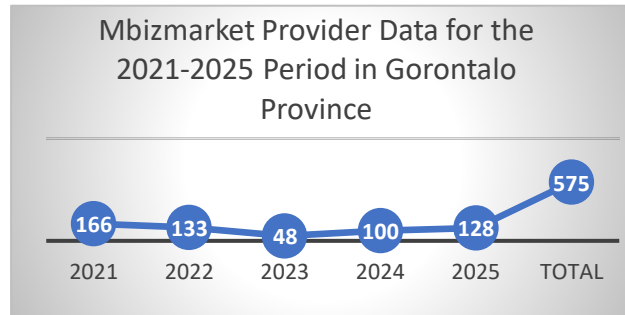
INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play an important role in the economy of Indonesia, covering about 99% of existing business units. In 2023, the number of MSMEs reached around 66 million units, indicating a significant contribution to the structure of the Indonesian economy. MSMEs contribute 61% of the Gross Domestic Product (GDP), equivalent to Rp. 9,580 trillion. This emphasizes that MSMEs are not only the main drivers of economic growth but also the backbone of the national economy.

Although MSMEs provide important contributions, they still face many challenges that need to be addressed. One of the main problems they often face is poor infrastructure (Yolanda & Hasanah, 2024), many MSMEs experience marketing and sales issues for their products. They usually do not have a strong marketing plan or a good way to convey their products to customers; most of them only sell in local areas, which limits their ability to expand their businesses beyond that.

The business sector has experienced substantial impacts due to advancements in information and communication technology, especially for micro, small, and medium enterprises (MSMEs). In research (Aisyah and Putri et al., 2023), digital transformation is driven by advancements in information and communication technology in various fields of life, including the world of trade. One aspect of the emergence of this information technology is the rise of e-commerce. E-commerce is a technology that can be used by MSMEs to market, sell, and develop their businesses more easily. The e-commerce platform specifically designed for the needs of MSMEs is Mbizmarket.

Since early 2021, the Gorontalo Provincial Government launched the online market program lipu'u "POTALI" as branding for the Gorontalo Province in the procurement of goods/services involving or collaborating with Mbizmarket. As an innovation in 2019, we as the marketplace provider introduced Mbizmarket.co.id, becoming a business medium that applies the business-to-business (B2B) and business-to-government (B2G) models, focusing on the online purchase of goods and services between companies or government agencies, as well as e-procurement solutions to assist in comprehensive corporate procurement.



Graph 1 Data of MSME Actors Using Mbizmarket in Gorontalo Province
Data Source: Department of Cooperatives, MSMEs, Industry, and Trade of Gorontalo Province (Period 2021-2025)

From previous research conducted by (Dama, 2024), it was found that the Mbizmarket application was well received by the community, especially business actors in Gorontalo. Seeing the response from those who feel that Mbizmarket can help improve their businesses, facilitate promotion, as well as ensure transparent payments and lower administrative costs compared to other markets, it can help MSME actors assess business performance by utilizing the e-commerce platform.

Based on these conditions, this research was conducted to analyze the extent to which the use of the e-commerce platform, especially Mbizmarket, can influence the improvement of business performance through the mediating role of purchase interest for MSME actors in Gorontalo Province. The research results are expected to help business actors develop their marketing strategies by utilizing the use of digital platforms, especially like Mbizmarket, and to enhance government policies to further encourage digitalization programs for business actors in Gorontalo.

LITERATURE REVIEW

Rudjito defines MSMEs as companies that play a significant role in the Indonesian economy, both in terms of the number of businesses and the jobs they create. MSME is an abbreviation for micro, small, and medium enterprises, which are classified based on assets and annual turnover of no more than Rp1,000,000,000 in accordance with Government Regulation No. 21 of 2021 concerning "Ease, protection, and empowerment of cooperatives and micro, small, and medium enterprises," which is a derivative of "Law No. 11 of 200" concerning job creation (Hutagaol, 2024).

In general, e-commerce, or what is more widely known to the public as electronic trading, is part of electronic business (e-business) whose activities are related to trade or sales transactions, banking, and service provision (Adeo et al., 2022). In the research (Wildani, 2022), the indicators of e-commerce are easy access, easy transactions, cost-effective, safe transactions, and fast service processes. Business performance is defined as the level of achievement or success of a business over a certain period. Effective performance can help a company achieve its goals, which include survival, benefit, and growth, leading to good business performance. Company performance can be determined by sales levels, profits, return on investment, turnover rates, and market share achieved, all of which indicate how well the business performs (Feriarysyah, 2023).

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Menurut Kotler dan Armstrong minat beli adalah sesuatu yang timbul setelah menerima According to Kotler and Armstrong, purchase interest is something that arises after receiving stimuli from the product seen, then a desire to buy and own it emerges. According to Schiffman and Kanuk, purchase interest is a psychological force within the individual that impacts an action. Purchase interest is considered a measure of the likelihood of consumers buying a particular product, where high purchase interest significantly impacts the likelihood of a purchase decision occurring (Tjiptono, 2022).

RESEARCH METHOD

This research was conducted on MSME actors in Gorontalo Province who apply Mbizmarket as a business activity, using a quantitative approach and causal associative design. The population in this study is 575 MSME actors. The sampling technique used is purposive sampling, which is the selection of subjects based on specific criteria. Thus, the sample used consists of 85 active MSME respondents. The research instrument is a questionnaire with 30 statement items that have passed validity and reliability tests. The data analysis technique used is inferential statistical analysis with the Partial Least Square (PLS) model to see direct and indirect relationships using the SmartPLS 4 (2025) application, (Creswell, 2022)

RESEARCH RESULTS

Convergent Validity

The convergent validity test is conducted to determine whether a questionnaire is considered valid if the questions of each indicator can explain what is intended to be measured. The validity of each concept is evaluated using the loading factor value and Average Variance Extracted (AVE). A construct is considered valid if its value is 0.7 or more than >0.7.

Loading Factor Value

The output of the outer loading estimation results is measured from the correlation between the indicator scores (instruments) and their constructs (variables). An indicator is considered valid if it has a correlation value above 0.7; if there are indicators that do not meet the requirements, they must be discarded. The data results of convergent validity in the research are detailed in Table 4.9 below:

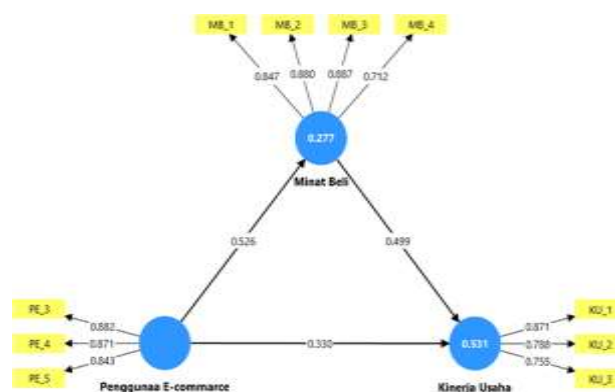
Table 1 Results of Outer Loading Convergent Validity Test

Indicator	E-commerce Usage	Purchase Interest	Business Performance	Description
PE_3	0.882			Valid
PE_4	0.871			Valid
PE_5	0.843			Valid
MB_1		0.847		Valid
MB_2		0.880		Valid
MB_3		0.887		Valid
MB_4		0.712		Valid
KU_1			0.871	Valid

KU_2			0.788	Valid
KU_3			0.755	Valid

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on table 1 above, it can be seen that the factor loading values for the e-commerce usage variable (X) have 3 out of 5 indicators that are stated as valid. For the business performance variable (Y) and the purchase intention variable (Z), all statement indicators are declared valid. This is due to the outer loading values being greater than (> 0.70). This qualification indicates that each indicator corresponds to the concept being studied and is capable of measuring the variable effectively. Thus, these indicators have met the validity standards in this research, meaning all indicators have fulfilled the validity requirements, and therefore, all can be used in further analysis. The results of the validity test diagram are illustrated as follows:



Gambar 1 Full Model Calculation data
Source: Processed Data SmartPLS 4.1.16 (2025)

Average Variance Extracted (AVE)

Table 2 AVE Results Convergent Validity Test.

Variabel	Average variance extracted (AVE)	Description
Business Performance	0.650	Valid
Purchase Interest	0.697	Valid
E-commerce Usage	0.749	Valid

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on the output results of the average variance extracted (AVE) test for convergent validity, it is known that all variables received values greater than 0.50, so all latent variables are said to be valid. Compared to other variables, the variable "use of e-commerce" received the highest AVE value of 0.749, which represents both variables that have indicators and is most suitable for describing the measured construct. In contrast, the variable "business performance" obtained an AVE value of only 0.650; however, this value is still at the minimal threshold and can still be considered valid. On the other hand, there is an indicator from the variable "purchase intention" with a value of 0.697 that seems to accurately reflect that variable.

Discriminant Validity

Discriminant validity is used to ensure that the variables in the measurement model truly measure different things or do not overlap with each other. Discriminant validity can be measured using three criteria values that will be evaluated, namely cross-loading, heterotrait – monotrait ratio (HTMT), and Fornell-Larcker.

Cross Loading

Tabel 3 Resultl Cross Loading Discriminant Validity Test

Indikator	Business Performance	Purchase Interest	E-commerce Usage	Description
KU_1	0.871	0.593	0.503	Valid
KU_2	0.788	0.430	0.452	Valid
KU_3	0.755	0.581	0.473	Valid
MB_1	0.493	0.847	0.507	Valid
MB_2	0.507	0.880	0.427	Valid
MB_3	0.611	0.887	0.387	Valid
MB_4	0.612	0.712	0.426	Valid
PE_3	0.494	0.394	0.882	Valid
PE_4	0.506	0.516	0.871	Valid
PE_5	0.535	0.447	0.843	Valid

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on Table 3 above, it can be seen that the results of processing the cross loading values for the variables of E-commerce Usage, Purchase Intention, and Business Performance, obtain correlation values between indicators with the variable > (greater than) the indicators in other constructs (variables).

Heterotrait – Monotrait Ratio (HTMT)

Table 4 Results of the Validity Discriminant Heterotrait – monotrait ratio (HTMT)

Variabel	Business Performance	Purchase Interest	E-commerce Usage
Business Performance			
Purchase Interest	0.837		
E-commerce Usage	0.757	0.620	

Source: Processed Data SmartPLS 4.1.16 (2025)

The variables in this study have HTMT matrix values of less than 0.9, meaning the model shows that the evaluation of discriminant validity can be accepted. This indicates that each variable actually measures different concepts because there are no issues related to discriminant validity.

Test Fornell – Larcker Criterion

Table 5 Result of the Validity Diskriminan Fornell – Larcker Criterion

Variabel	Business Performance	Purchase Interest	E-commerce Usage
Business Performance	0.806		
Purchase Interest	0.672	0.835	
E-commerce Usage	0.592	0.526	0.866

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on the test results in the table above, it is known that based on the AVE Fornell Larcker criteria, the indicators for the research variables have discriminant validity values. This indicates that compared to the indicators in other blocks, the latent construct can predict its indicators in its own block more accurately. According to the criteria, discriminant validity is accepted when the square root of the AVE on the diagonal line or the AVE Fornell Larcker Criterion value is higher than the other columns.

Construct Reliability

Construct reliability can be analyzed using two methods, namely by analyzing the Cronbach's Alpha value and Composite Reliability. These two methods are parts used to test the reliability values of the indicators in a variable.

Cronbach's Alpha

Cronbach's Alpha is an important indicator in testing the reliability of variables in the PLS SEM model. A high Cronbach's Alpha value indicates that the variable is measured well and consistently for measurement validity in PLS analysis.

Table 6 Result of the Cronbach's Alpha

Variabel	Cronbach's alpha	Description
Business Performance	0.729	Reliabel
Purchase Interest	0.852	Reliabel
E-commerce Usage	0.833	Reliabel

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on table 6 above, it shows the results of the reliability test, the variable of e-commerce usage has a Cronbach's alpha value of 0.833. In addition, the purchase intention variable has a Cronbach's Alpha score of 0.852, and lastly, the business performance variable has a Cronbach's alpha value of 0.729. Overall, all variables in this research model have a Cronbach's Alpha value above the

minimum threshold of 0.70, which indicates that each variable in this study has a high level of reliability, it can be concluded that the residual regression model is normally distributed. Overall, all variables in this research model have a Cronbach's Alpha value above the minimum threshold of 0.70, which indicates that each variable in this study has a high level of reliability, meaning that the research instrument can be used for further analysis.

Composite Reliability

Reliability is generally defined as a series of tests to evaluate the items of questions. The reliability test is used to assess how consistent a measuring tool is in measuring how consistently respondents answer statement items in the research instrument in the questionnaire. Composite Reliability is used to ensure the internal consistency of the indicators that form the latent variable. In SmartPLS, Composite Reliability is the main tool for measuring reliability and a CR value > 0.70 is considered to meet the standards for research.

Table 7 Results of Composite Reliability

Variabel	Composite reliability (rho_c)	Description
Business Performance	0.847	Valid
Purchase Interest	0.901	Valid
E-commerce Usage	0.900	Valid

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on the output results of the Composite Reliability (CR) test in the table above, it is known that the CR value is at the minimum recommended threshold of 0.70, so the research variables have proven that the indicators of each variable have very good consistency in measuring the variables.

Nilai R- Square (R²)

As stated by Ghozali & Latan (2015) in the study (Mafazatya et al., 2022), the R Squared value that has > 0.67 is classified as strong, while moderate if the value is > 0.33 but still lower than 0.67, and a lower value (< 0.19) is said to be weak.

Table 8 Results of R Square Value Tes (R²)

Variabel Dependent	R-square	R-square adjusted
Business Performance	0.531	0.519
Purchase Interest	0.277	0.268

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on Table 8 above, the R square value test result for business performance is only 0.531 with an adjusted R square of 0.519, indicating that the independent variable (e-commerce usage) in the model can only explain business performance by 53.1%, while the remaining 46.9% is influenced by other variables outside the research model. Similarly, the R Square value for purchase intention is also only valued at 0.277 and adjusted R square 0.268, showing that the independent variable can only explain purchase intention by 27.7%, while other variables outside the research model

have an impact of 72.3%. It can be concluded that the use of e-commerce still has limitations in explaining purchase intention but is quite effective in explaining business performance.

Value Q^2 Test (Predikticve Relevance)

The overall value produced by the model is evaluated using the Q Square (Q^2) test. If the Q^2 value > 0 (greater), the model is said to be relevant predictively, and if $Q^2 < 0$ (less than), then the model is not relevant predictively. This is in accordance with the research of Ghazali and Latan (2015) in (Rini, 2024), the results of the Q Square test can be seen in the following table:

Table 9 Results of Q Square Value Test (Q^2)

Variabel	Q^2 predict	RMSE	MAE
Purchase Interest	0.252	0.886	0.709
Business Performance	0.323	0.843	0.648

Source: Processed Data SmartPLS 4.1.1 (2025)

Based on the results of the predictive relevance test (Q^2) which shows that the purchase intention variable receives a value of 0.252 (> 0), this indicates that the model has good predictive ability, the indicated value falls into the fairly good (moderate) category, meaning the model can predict purchase intention with a sufficient level of accuracy. On the other hand, the business performance variable with a value of 0.323 (> 0) shows that this model has good and fairly strong ability in predicting the research variable. This is supported by facts related to the prediction error rate for business performance with RMSE (0.843), MAE (0.648), and for purchase intention RMSE value (0.886), MAE (0.709).

Effect Size Test (F^2)

This test is used to determine the level of influence of the latent predictor variables. At the structural level, exogenous latent variables have small, medium, and large influences, with recommended Effect Size (F^2) values of 0.02, 0.15, and 0.35, respectively. The following are the results of the F-Square (F^2) test in the table below:

Table 10 Results of effect size Test (F^2)

Variabel	F-square
E-commerce Usage -> Business Performance	0.168
E-commerce Usage -> Purchase Interest	0.383
Purchase Interest -> Business Performance	0.383

Source: Processed Data SmartPLS 4.1.16 (2025)

Based on the results in Table 4.19, the following explanation can be provided:

a) E-Commerce Use on Business Performance

The f^2 value of 0.168 is in the moderate category. This indicates that e-commerce use (Mbizmarket) significantly improves MSME business performance.

b) E-commerce Use on Purchase Intentioni

The f^2 value of 0.383 is considered quite strong, indicating a significant impact of e-commerce use on purchase intention. It can be seen that the likelihood of increasing purchase intention increases with increasing effectiveness of e-commerce use.

c) Purchase Intention on Business Performance

The f^2 value of 0.383 also indicates a fairly strong influence, indicating that purchase intention plays a role in influencing business performance. This means that companies are able to increase consumer purchase intention, which in turn can reflect improved business performance.

Uji Hipotesis

Hypothesis testing or significance testing of relationships in PLS-SEM is conducted to determine whether the relationships between latent variables in the model can be considered statistically significant. This process uses bootstrapping, in which the data is resampled to calculate path coefficients and their standard errors. Decisions are based on T-statistics at a significance level of 0.05 (Syamsul et al., 2023). The results of the bootstrapping test for direct effects are shown in the following table:

Table 11 Results of Path Coefficient (derrect effect)

Path Coefficients	Original sample	T Statistic	P values	Description
(H1) E-commarce Usage → Business Performance	0.330	3.707	0.000	Proven
(H2 E-commerce Usage -> Purchase Interest	0.526	6.248	0.000	Proven
(H3) Purchase Interest -> Business Performance	0.499	4.983	0.000	Proven

Source: Processed Data SmartPLS 4.1.16 (2025)

The results of the path coefficient test above draw the conclusion that the coefficient values for all these paths provide positive results, namely having a P value (0.000) or less than 0.05, thus stated significant. This means that all variables have a direct influence that is significant on other variables, so all path coefficients starting from the use of e-commerce on business performance, the use of e-commerce on purchase interest, to purchase interest on business performance are statistically proven.

Mediation Test

The mediation analysis test is conducted to see the high coefficient values of direct and indirect effects. Indirect output can be used to test whether the mediation variable effectively mediates the impact of the independent variable on the dependent variable. The independent variable affects the dependent variable through the mediation variable if the p value is less than 0.05. The following are the results of the indirect effect test in the table below:

Table 12 Results of Path Coefficient Test (indirect effect)

Koefisien Jalur	Original sampel (O)	Sampel mean (M)	Standard deviatio (STDEV)	T statistics	P value
E-commerce Usage -> Purchase Interest → Business Performance	0.262	0.264	0.065	4.067	0.000

Source: Processed Data SmartPLS 4.1.16 (2025)

The results of the indirect path analysis show that purchase interest successfully mediates the relationship between the use of e-commerce and business performance, as evidenced by the statistical values in the table above.

DISCUSSION

The Influence of E-commerce Use (Mbizmarket) on the Business Performance of MSMEs

Based on the results of the research analysis, it is seen that the variable of e-commerce use (Mbizmarket) has a positive influence in improving business performance in MSMEs in Gorontalo Province. This is proven that business performance has the potential to increase sales, productivity, and market expansion along with the effective use of the e-commerce platform (Mbizmarket). Conceptually, MSMEs can utilize e-commerce to expand the number of consumers, streamline transaction processes, and enhance promotional effectiveness. Business actors can also manage orders and distribution in a more organized manner with digital platforms like Mbizmarket.

From discussions and additional interviews conducted during the questionnaire collection, one factor that explains why this situation can occur is that purchases on the Mbizmarket platform are made in bulk or large quantities, as the majority of buyers are government agencies or organizations that require products in bulk a large number. As previously explained, the business model implemented by Mbizmarket is the B2G (business to government) model, thus involving government parties in business activities. This condition directly contributes to a more consistent and higher-value sales volume compared to retail sales. MSME actors can reap significant profits in just one transaction thanks to the bulk purchasing system at Mbizmarket; transactions with this method can increase time and cost efficiency compared to conventional sales. As a result, MSME actors can improve business performance by optimizing the use of e-commerce.

This research concludes that the use of e-commerce, particularly Mbizmarket, has significantly improved the business performance of MSME actors. Based on the findings of the analysis, the use of e-commerce is categorized as "good." The smoothness of business operations is influenced by factors such as cost efficiency, security, ease of access, ease of transactions, and service speed. Business performance is proven to be directly, positively, and significantly influenced by the use of Mbizmarke.

The Influence of E-Commerce Use (Mbizmarket) on Purchase Intention

Based on the hypothesis testing results, the use of e-commerce (Mbizmarket) has a significant influence on purchase intention. This finding can be explained by looking at the characteristics of respondents' purchase intentions in using the platform through the B2B (business to business) method; this purchase intention refers to the tendency of MSME actors or respondents to make purchases on the Mbizmarket platform. Based on the hypothesis testing results, purchase intention in the B2B model is proven to be greatly influenced by the use of the Mbizmarket e-commerce platform. This indicates that organizations or companies may be more interested and willing to buy goods and services from other MSMEs if they use this digital platform for other business needs.

The results of this analysis are also relevant to the research conducted by Dewiyan (2021), which states that the use of e-commerce on purchase intention has a significant positive influence; this shows that as the benefits of the product increase, customers' willingness to make purchases will also increase. Relevant research from Karuehni & Mahrita (2022) found that there is a significant

positive influence between the ease of using e-commerce and purchase intention. In this study, the researcher used general purchase intention indicators such as transactional interest, referential interest, preferential interest, and exploratory interest, which are in line with consumer needs.

Based on the hypothesis testing results, it can be concluded that e-commerce, particularly Mbizmarket, has a significant impact on purchase intention. This shows that the use of digital platforms can increase consumer interest in making purchases; customers' purchase intentions increase along with the more effective utilization of Mbizmarket. One of the main reasons for this increase is the ease of access and the ease of the transaction process, which enhances consumer comfort while shopping. Additionally, the transparency of product information also increases consumer trust in sellers, where security in the payment system creates a sense of safety during transactions.

The Influence of Purchase Intention on Business Performance

According to the analysis results, the purchase intention variable has a real or significant positive influence on business performance. This shows that the marketing strategy implemented by Mbizmarket is able to attract the purchase intention of MSME actors because it facilitates easy transaction activities among business actors, making activities more efficient, structured, and professional. Business actors can utilize this platform to meet business needs using just one digital system, from product search, price comparison, marketing procedures, to integrated payment. The trust from MSME actors regarding the practicality of the procurement process, which can save time and costs, has increased interest in making purchase transactions.

In previous research conducted by Syifa (2024), it was shown that the purchase intention variable can provide a positive and significant influence on the productivity of store performance at "Saudi Store" in Banda Aceh. The relevance of these findings is that MSME actors as platform users already have an interest in transactional cooperation with other business actors through the Mbizmarket e-commerce platform; from interviews conducted, business actors stated that this purchase intention or transaction interest has arisen since the platform was first introduced. Seeing many benefits that can be felt, many business actors are interested in becoming part of the users of this platform. With the increasing interest, the number of customers can increase.

According to research results, it concludes that the performance of MSMEs is positively influenced by the buying interest in using the Mbizmarket platform with a business-to-business model. This is due to the fact that the likelihood of sales transactions, repeat purchases, and long-term partnership agreements increases as more companies, organizations, or business actors show interest and establish partnerships.

The Influence of E-commerce Usage on Business Performance Mediated by Buying Interest

Based on the results of the research analysis, buying interest can act as a mediating variable in the relationship between e-commerce usage (Mbizmarket) and business performance, because previous findings also reveal that e-commerce usage directly has a significant effect on business performance and also on buying interest. This indicates that MSME actors in Gorontalo Province have optimized the utilization of e-commerce (Mbizmarket) to increase buying interest and improve business performance.

Based on this analysis, it aligns with the findings from (Mahyuni, 2022) which show that buying interest has a positive value to become a mediating variable for the influence of e-commerce on purchasing decisions. Research from (Wang, 2022) is also relevant, showing that buying interest can be an intermediary of e-commerce usage on business performance. This result indicates that e-commerce usage can certainly generate sufficient buying interest to influence consumer choices. In a broader sense, this situation also affects how business performance and e-commerce usage are interrelated.

The increase in e-commerce usage is likely to have a significant impact on increasing sales, profits, or company expansion if buying interest can effectively mediate purchasing decisions. Based on the findings of this study, it concludes that buying interest is a useful mediating variable in the relationship between e-commerce usage and business performance. In this study, e-commerce usage is the main driver of business performance improvement. This indicates that e-commerce usage affects business performance both directly and indirectly through increased buying intention, which in turn generates more transactions. Therefore, the impact on improving business performance increases along with the level of buying interest generated, so that business

performance can optimally and sustainably improve, appropriate and sustainable strategies are needed to enhance buying interest and strengthen business-to-business transaction activities

CONCLUSION

Based on the research results, the use of e-commerce Mbizmarket has been proven to have a positive and significant effect on business performance and buying interest of MSMEs in Gorontalo Province. The utilization of digital platforms supported by ease of access, cost efficiency, transaction security, and service speed can increase consumer interest in making purchases. Furthermore, buying interest has also been proven to have a positive and significant effect on business performance, which is reflected through increased sales volume, revenue, customer loyalty, and business competitiveness. In addition, buying interest can mediate the relationship between e-commerce usage and business performance, thus indicating that optimizing the use of digital platforms is an important factor in driving productivity improvement and the success of MSMEs in the era of digital transformation.

SUGGESTIONS

- 1) MSMEs in Gorontalo Province registered on the Mbizmarket platform are advised to further optimize the use of e-commerce comprehensively, not only as providers of goods/services but also as active users in the digital ecosystem. MSMEs need to improve digital literacy, enhance the quality of catalogs and product descriptions, and utilize available promotional features to increase visibility and transaction opportunities.
- 2). To make the findings more representative and general, it is recommended to cover a wider area, in-depth interviews and a mixed-method approach should be used in the research. Therefore, further research is expected to provide a more complete picture and a more comprehensive contribution to the development of MSME actors.
- 3). The government is also expected to strengthen digital infrastructure, such as stable and equitable internet access, especially for business actors in the regions. The government needs to provide assistance programs or supporting facilities for MSMEs to develop their businesses through digital transformation. With this support, it is hoped that consumer purchasing interest can continue to increase, thereby driving improvements in business performance, competitiveness, and economic growth both regionally and nationally.

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