

**IMPACT OF E-COMMERCE AND ENTERPRISE RESOURCE PLANNING PERCEPTION ON
MICRO, SMALL AND MEDIUM ENTERPRISES POTTERY PROFITS**

Sri Lestari Prastyatini^{1*}, Dinina Mukaromah²

Universitas Sarjanawiyata Tamansiswa Yogyakarta, Indonesia^{1,2}
srilestari_yp@ustjogja.ac.id; dininamukaromah5653@gmail.com

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ABSTRACT

The development of the business world and the increasing business competition that is increasingly competitive, along with the rapid economic growth and technological advances in the era of globalization, requires various changes, especially in strategy formulation. MSME players must make several changes in marketing strategies due to the rapid development of technology. MSMEs play an important role in the national economy, but still face obstacles in utilizing modern technology such as e-commerce and ERP, which should be able to increase their efficiency and competitiveness. The use of e-commerce and enterprise resource planning (ERP) can help MSMEs to compete with other MSMEs. This study aims to determine the effect of the use of e-commerce and enterprise resource planning on the level of profit at UMKM Pottery Craftsmen in Kasongan Village, Bantul, Yogyakarta Special Region. This research uses a quantitative approach with questionnaires as the main instrument for collecting data. The sample was determined using purposive sampling method. The sample that met the research criteria was 275. However, to determine the minimum number of respondents used using the Slovin formula, which resulted in 75 as the minimum sample size. Researchers determined the number of respondents as many as 80 people in order to increase the validity and representativeness of the data in this study. The results of the research that have been conducted show that e-commerce and enterprise resource planning have a positive and significant effect on the profit level of MSMEs of pottery craftsmen in Kasongan Village, Yogyakarta Special Region. E-commerce and ERP affect the profit level of MSMEs through operational efficiency and expansion of market access. This emphasizes the need for technological support and training for MSMEs in order to optimize the benefits of digitalization in their business.

Keywords: *MSME, E - commerce, ERP, Profit level.*

ABSTRAK

Perkembangan dunia usaha dan meningkatnya persaingan bisnis yang semakin kompetitif, seiring dengan pesatnya pertumbuhan ekonomi dan kemajuan teknologi di era globalisasi, menuntut adanya berbagai

perubahan, khususnya dalam perumusan strategi. Para pelaku UMKM harus melakukan beberapa perubahan dalam strategi pemasaran karena perkembangan teknologi yang semakin pesat. UMKM berperan penting dalam perekonomian nasional, namun masih menghadapi kendala dalam pemanfaatan teknologi modern seperti *e-commerce* dan ERP, yang seharusnya dapat meningkatkan efisiensi dan daya saing mereka. Dengan penggunaan *e-commerce* dan *enterprise resource planning* (ERP) dapat membantu para UMKM untuk bersaing dengan UMKM lain. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan *e-commerce* dan *enterprise resource planning* terhadap tingkat profit pada UMKM Pengrajin Gerabah di Desa Kasongan, Bantul, Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan kuisisioner sebagai instrumen utama untuk mengumpulkan data. Sample ditentukan menggunakan metode purposive sampling. Sampel yang memenuhi kriteria penelitian sebanyak 275. Namun untuk menentukan jumlah minimum responden yang digunakan menggunakan rumus Slovin, yang menghasilkan angka 75 sebagai jumlah sampel minimum. Peneliti menetapkan jumlah responden sebanyak 80 orang guna meningkatkan validitas dan representativitas data dalam penelitian ini. Hasil penelitian yang sudah dilakukan menunjukkan bahwa *e-commerce* dan *enterprise resource planning* berpengaruh positif dan signifikan terhadap tingkat profit UMKM pengrajin gerabah di Desa Kasongan, Daerah Istimewa Yogyakarta. *E-commerce* dan ERP berpengaruh terhadap tingkat profit UMKM melalui efisiensi operasional dan perluasan akses pasar. Hal ini menekankan perlunya dukungan teknologi dan pelatihan bagi UMKM agar dapat mengoptimalkan manfaat digitalisasi dalam bisnis mereka.

Kata kunci: *UMKM, E-commerce, ERP. Tingkat Profit.*

A. INTRODUCTION

MSMEs are businesses that have the aim of spending little capital but getting high profits or profits to help the Indonesian economy. Profit or profit is the difference between the amount of capital spent and the amount of income received (Faraidin & Fathurrahman, 2023). Sourced from the Ministry of Cooperatives and MSMEs in 2017-2018, the number of MSMEs in Indonesia has reached 64.1 million units. This number is in line with the donations made by MSME actors worth 8,573.89 billion rupiah and an increase of 9.64% in the 2017-2018 period. Meanwhile, Bisnis.com reports that MSME donations have increased by 5% from 2018. More than 60% of Indonesia's Gross Domestic Product (GDP) data each year, reaching around IDR 8,573 trillion (Dwi Cintana et al., 2023). The percentage of 5% continues to increase constantly along with the development of the Indonesian economy which is gradually improving with the support of reality seen from the

tight business competition between fellow MSMEs or between MSMEs and large industries in Indonesia (Zarkasyi & Rahayu, 2020). MSMEs must be able to compete with competitors through an increase in superior value so that it can help MSME players in minimizing costs incurred and optimizing the benefits obtained. MSME empowerment has a significant influence on economic growth. Several studies have been conducted in various countries in the world regarding the role of MSMEs in economic growth, some of which are in India, Japan, Brazil and China (Rizka et al., 2025).

Micro, Small, and Medium Enterprises (MSMEs) are a form of productive business owned by individuals or business entities that have great potential in improving the welfare of the community (Jannati et al., 2023). MSMEs have enormous potential, especially in the Special Region of Yogyakarta where there are many MSMEs from various economic sectors, such as the tourism industry, agriculture, and many others. One of the MSMEs in the Special Region of Yogyakarta is pottery craftsmen. Precisely located in the Kasongan area, Bantul. Pottery MSMEs are one of the typical MSMEs of Bantul and have even become the main icon of Bantul Regency to date (Anggoro & Permana Saputra, 2023).

In this era of digitalization, the problems faced by MSMEs are inseparable from the use of marketing technology (Tabelessy & Turukay, 2024). The development of the business world and increasingly competitive business competition along with the rapid growth of the economy and technology in the era of globalization requires many changes in various fields, especially in strategy formulation (Madrianah et al., 2023). Successful companies are those that are able to anticipate market trends, respond quickly to customer needs, and understand market orientation (Sakinah et al., 2024). The development of technology has changed the way of interaction in marketing communication from face to face to screen to face (Akbar & Irfan, 2022). By using a digital system at this time is more promising prospects, where customers will get various products and transactions via the internet (Selasi et al., 2022). The basic principle of public procurement is to get the right goods at the right price (Wardani Dewi et al., 2021). The utilization of digital marketing in business greatly facilitates the interaction between sellers and buyers in transactions (Jamiat et al., 2020). Therefore, MSME players, one of which is pottery craftsmen in the Special Region of Yogyakarta, need to make several changes to the marketing of products to be marketed, reduce costs in producing pottery, and increase efficiency and effectiveness to increase profits higher than before. An example of one solution from technology that is widely used to improve efficiency and effectiveness in operational activities and customer service in a field is the Enterprise Resource Planning system (Hutahaean, 2024). The use of E-commerce and the application of Enterprise Resource Planning (ERP) systems and the use of E-commerce to help market products.

The utilization of transaction technology with an e-commerce system is the right solution used to increase MSME products (Rofiyustisiani P et al., 2025). E-commerce is a buying and selling activity through the internet network where buyers and sellers do not meet directly, but communicate through internet media (Zuliawati Zed et al., 2025). One of the parts that will be obtained when using e-commerce is to facilitate product

promotion(Khairil Ahsyar et al., 2020). E-commerce will reduce costs and barriers to market access, which in turn will increase sales and exports of MSMEs. E-commerce will also provide new funding models such as crowdfunding and peer to peer lending, which provide easy funding for MSMEs. In addition, e-commerce is also believed to provide a new solution to overcome the limited skills of MSME workers related to online transactions and online platforms (Akob et al., 2022). Online transaction systems are preferred over manual systems because they make it easier for users to access and transact financial products(Kurniawan et al., 2019).

E - commerce will also increase the turnover that will be obtained by MSMEs of pottery craftsmen, it also has an impact on increasing the profits that will be obtained by MSMEs of pottery craftsmen. Reinforced by the results of research by Aprilyan et al. (2022), Putra and Syafrudin (2021), Setyorini et al (2019), and research from Madrianah (2023) with the results of e-commerce having a positive and significant effect on increasing MSME income or profit. Based on the exposure to previous research, e-commerce is important to be able to increase MSME profits.

Enterprise Resource Planning (ERP) is a system that integrates all aspects of business such as warehouse, production, finance, marketing, and human resources, information can be delivered quickly and decision making becomes faster and more accurate (Marshieleno & Susanty, 2017.). ERP can also be used to manage and integrate various resource-related processes(Sulistiami & Nopiana, 2024). In addition, ERP has the benefit of running a complex company business by providing comprehensive information for company decision making(Louise Emmanuel Geraldo & Yanda Bara Kusuma, 2023). More and more MSMEs are helped in utilizing this ERP because of the ease of managing their business starting from sales, inventory, operations, staffing and finance(Darmawan, n.d.). In the long run, the implementation of ERP systems can help MSMEs in increasing competitiveness and business growth and increasing the profits they get by optimizing business processes, increasing productivity, reducing operational costs, improving product and service quality, and expanding market share (Marshieleno & Susanty, 2015).

ERP system is an effective way to provide services to consumers making it easier for producers to market products(Shalsabila, 2023). If products can be marketed more easily, it will also affect sales and the level of profit that goes to producers. In addition, research conducted (Marshieleno & Susanty, 2015) also revealed that ERP can affect the MSME business mechanism to be easier than usual.

As for research conducted (Azka & Rachmawati, 2024), ERP can facilitate business operations and increase effectiveness in trade goods inventory. Also reinforced from the results of research conducted(Marshieleno & Susanty, 2015) shows that the existence of ERP can make it easier for companies to meet consumer needs quickly and precisely. But the results of research (Prayoga Silalahi, 2022) reveal that ERP is expected to provide benefits to its adopters because there are still several obstacles that occur when implementing ERP.

Indonesia has entered the category of a developing country whose economic growth is growing and developing quite rapidly both materially and non-materially (Diani & Lubis, 2022). MSMEs play a crucial and vital role in national development, especially in terms of economic development in various countries, especially in Indonesia. Especially as the main source of economic growth and the main source of employment opportunities (Raja et al., 2023). In order to increase the competitiveness of MSMEs, they must be able to keep up with technological developments, so that the goal of increasing profits can be achieved. MSME profitability is influenced by various variables, both internal such as operational efficiency, financial management, and marketing strategies, as well as external such as technological developments, government policies, and market dynamics. Although many studies have been conducted to identify the factors that influence the profitability of MSMEs, the results still show significant differences, both in terms of the variables used, the method of analysis, as well as the geographical and sectoral context. These differences in results indicate that the relationship between variables is not yet fully conclusive and still requires further exploration. Therefore, more in-depth and contextualized research is needed to gain a more comprehensive understanding of the factors that influence the profitability of MSMEs in Indonesia. One of them is by using e-commerce and using an ERP system. E-commerce and the use of ERP systems can be said to be a strategy to compete with other MSMEs in the era of globalization. The profit level of MSMEs plays an important role in the Indonesian economy and is influenced by various variables. Although many studies have been conducted, the results of the study of these variables still show significant differences. This is what makes the author interested in re-examining the level of profit as variable Y, the use of e-commerce as variable X1 and ERP as variable X2. The author determines Kasongan Village to be the population to be studied because the pottery center in Kasongan has penetrated the international market, and Kasongan tourism is one of the icons of Bantul City.

Based on the above statement, it can be found that the existing problem is whether the use of e-commerce and enterprise resource planning can affect the profit level of MSMEs of pottery craftsmen in the Special Region of Yogyakarta, especially in Kasongan Village. With the existing problems, it can be studied based on theory, namely strategic management theory. Management has many meanings. Management is "The process of administering and coordinating resources effectively and efficiently in an effort to achieve the goals of the organization." (Akob et al., 2022). This means that management is a process that administers and coordinates various resources effectively and efficiently by all means to achieve the goals of MSME actors. Strategic management is the process of planning, directing, organizing and controlling various strategic decisions and actions of a business with the aim of achieving competitive advantage (Madrianah et al., 2023)

Strategic management deals with various strategic decision management. One good strategy to increase the profit level of an MSME is to implement a good management system and maximize the use of technology. ERP and the use of e-commerce are the right solution to overcome this. E-commerce and ERP can be strategic to compete with other

MSMEs in this era of globalization. The effect that will result is that it will improve the performance of the company which will then increase the level of profit as well (Gustina et al., 2022).

Research Framework

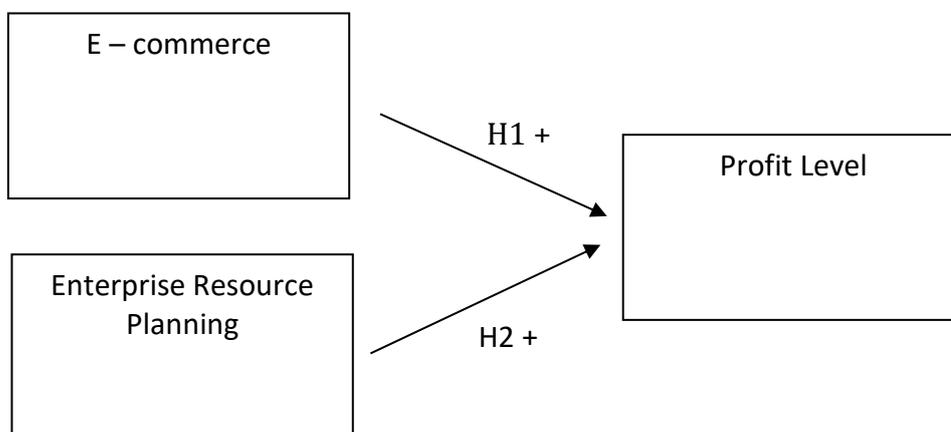


Figure 1. Framework

Effect of E - commerce Usage on Profit Level

E-commerce is a process of buying and selling goods electronically, conducted by consumers as well as from businesses to industries, with computers serving as intermediaries for business transactions. E-commerce encompasses business activities involving consumers, manufacturers, service providers, and intermediaries, utilizing various networks, particularly the internet. E - commerce can also improve the operational efficiency of MSMEs (Muhammadiyah Mataram et al., n.d.). In conclusion, e-commerce can be defined as all forms of commercial transactions involving the trade of goods or services through electronic media (Setyorini et al., 2019). This variable is also supported by strategic management theory, which pertains to the management of various strategic decisions—decisions that significantly influence the long-term viability and existence of a company (Janis, 2021). Utilizing e-commerce can expand market share, which in turn positively influences business performance. Consequently, when a micro, small, and medium enterprise (MSME) or company experiences improved performance, it will also lead to increased revenue and profit levels. This assertion is supported by previous research, such as (Gustina et al., 2022); (Setyorini et al., 2019); and (Madrianah et al., 2023).

H1: The use of e-commerce has a positive effect on the level of profit.

The Effect of Enterprise Resource Planning Use on Profit Levels

Theoretically, ERP provides the foundation for the digital transformation required by MSMEs to improve their competitiveness (Tondo Anton, 2024). Enterprise Resource Planning (ERP) offers several benefits for organizations, including cost reduction, data and information sharing, and improved business process management. The use of ERP is very useful and can improve the efficiency of business processes (Azizah et al., 2024). An integrated ERP system can support dropshipper performance and speed up the production process (Ammar Fauzan & Sisepahputra, 2024). An integrated ERP system can support

dropshipper performance and speed up the production process(Tjan et al., 2023). These advantages are achieved through the effective integration and control of ERP processes. Furthermore, other researchers have stated that ERP systems are utilized to enhance various organizational functions—such as finance, accounting, human resources, procurement, manufacturing, and sales—thereby facilitating company operations in trading and production activities(Marshieleno & Susanty, 2015). This variable is supported by strategic management theory, which posits that the success of a company is determined by the strategies it employs. These strategies can be systematically planned by taking into account the optimal utilization of current technological developments(Janis, 2021). Also supported by previous research such as (Shalsabila, 2023); (Azka & Rachmawati, 2024); dan (Zarkasyi & Rahayu, 2020)

H2: Enterprise Resource Planning Has a Positive Effect on Profit Levels

B. RESEARCH METHOD

This research uses a quantitative approach with a questionnaire as the main instrument to collect data in the form of numbers that are analyzed statistically. The measurement of e-commerce variables in this study uses a five-point Likert scale, ranging from strongly disagree to strongly agree. The following is a table of research instruments.

Table 1. Research Instruments

Variable	Scale	Indikator
Profit Level	1–5	1. Increased sales transactions 2. Increase in sales volume 3. Increase in number of customers
<i>E – Commerce</i>	1–5	1. Customer or market reach 2. Relationship with customers 3. Seeking general information
<i>Enterprise Resource Planning</i>	1–5	1. Subscription service 2. Profit improvement 3. Operational efficiency

The sample was determined using purposive sampling method, which is based on certain criteria relevant to the research objectives. The minimum sample size was calculated using the Slovin formula, which calculates the population size and error tolerance level to ensure a representative sample. The following formula from Slovin is:

$$n = \frac{N}{1 + N(e)^2}$$

Description

n = number of samples

N = Population size

e = allowance for inaccuracy due to tolerable sampling error, then squared.

The population of this study is pottery artisans in Kasongan Village, Bantul, Yogyakarta Special Region. Data was collected in October 2024 through a google form distributed via Whatsapp. So that the following data was obtained:

Table 2. Data Collection Results

Description	Total
Total craftsmen in Kasongan	300
Total craftsmen not using technology	25
Total respondents who met the criteria	275

Based on the data in Table 1, there are 300 MSMEs and 25 MSMEs that do not involve technology in their operations. Therefore, the number of MSMEs that meet the research criteria is 275. However, to determine the minimum sample size required, the Slovin formula was used, which resulted in 75 as the minimum sample size. Nonetheless, the researcher decided to set the number of respondents to be used in this study to 80, with the aim of increasing the validity and representation of the data. After that the data is processed using the IBM spss version 25. Tested with descriptive quantitative methods, which include descriptive test data processing, classical assumption tests, and multiple linear regression tests.

C. RESULTS AND DISCUSSION

Results

The population of this research is pottery craftsmen in Kasongan Village, Bantul, Yogyakarta Special Region. Before the questionnaire was distributed to the respondents, the questionnaire was tested through a pilot test by distributing it to 30 respondents. With the results stating that all statements submitted are valid and reliable.

Descriptive Statistics Test

This study uses 2 independent variables consisting of e-commerce and enterprise resource planning and one dependent variable, namely the level of profit. The descriptive statistical analysis test was conducted to determine the data description of each variable. Descriptive statistical test results can be seen through the following table.

Tabel 3. Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
<i>E – commerce (X1)</i>	80	12	30	24,41	3,95
<i>Enterprise Resource Planning (X2)</i>	80	11	30	23,50	4,53
Profit Level (Y)	80	12	30	23,91	3,87
Valid N (<i>listwise</i>)	80				

Source: Data was analyzed using SPSS version 25

Based on table 4.8 above, it can be described that the amount of data (N) is 80 with the results of the e-commerce variable (X1) having a minimum of 12, a maximum of 30 with an average of 24.41 and a standard deviation of 3.95. The enterprise resource planning variable with 80 respondents has a minimum value of 11, a maximum of 30, with an average of 23.50, and a standard deviation of 4.53. The profit level variable with 80 respondents

has a minimum value of 12, a maximum of 30, an average of 23.91, and a standard deviation of 3.87.

Classical Assumption Test

Normality Test

The data normality test aims to test whether in the regression model the disturbing or residual variables have a normal distribution. Data normality testing uses the Kolmogrov - Swirnov test with the help of the IBM SPSS version 25 program. If the significance value is > 0.05, it can be said that the data is normally distributed. Below presents the results of data normality testing:

Table 4. normality test
One – Sample Kolmogrov – Smirnov Test

		<i>Unstandardized Residual</i>
<i>N</i>		80
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	,0000000
	<i>Std. Deviation</i>	2,28234757
<i>Most Extreme Differences</i>	<i>Absolute</i>	,049
	<i>Positive</i>	-,049
	<i>Negative</i>	,049
<i>Test Statistic</i>		,049
<i>Asymp. Sig. (2-tailed)</i>		,200 ^{c,d}

Source: Data was analyzed using SPSS version 25

Through table 4.10 above, it can be declared normally distributed. This is indicated by the result of the Asymp. Sig (2 - tailed) of 0.200. So it can be said that the data is normally distributed.

Multicollinearity Test

Multicollinearity test is conducted to see if there is a correlation between independent variables. This test uses the tolerance value and VIF (Variance Inflation Factor) using the IBM SPSS version 25 program.

Table 5. multicollinearity test

Model	<i>Collinearity Statistic</i>	
	<i>Tolerance</i>	<i>VIF</i>
1.(Contantant)		
Ecom	,442	2,265
ERP	,442	2,265

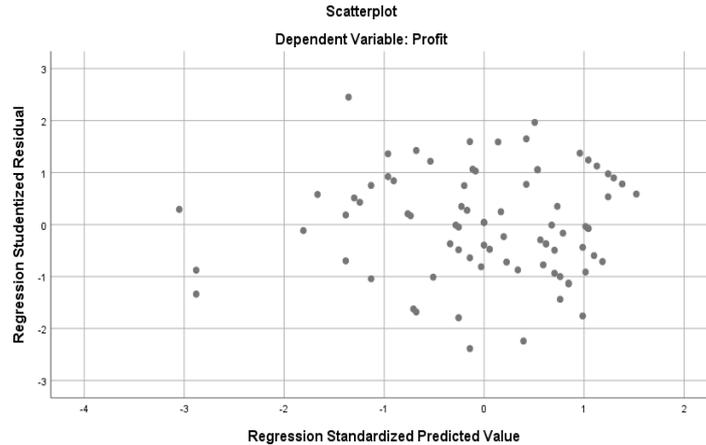
Source: Data was analyzed using SPSS version 25

Based on table 4.11 coefficient above, it can be seen that the tolerance value of the independent variable is > 0.10 and seen from the VIF value < 10. So it can be concluded that the research variables do not experience multicollinearity.

Heteroscedasticity Test

Uji heteroskedastisitas dilakukan untuk melihat apakah adanya perbedaan varian dari model residual. Model regresi yang baik adalah yang tidak hetereskesdastisitas

Figure 2. heteroscedasticity test



Source: Data was analyzed using SPSS version 25

Based on the figure above, it can be seen that there is no particular pattern and the points spread randomly around the zero horizontal line. So it can be concluded that in this test, the independent variables are free from heteroscedasticity.

Multiple Regression Test

T Test

Table 5. T Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.842	1.642		2.950	0.004
	Ecom	0.441	0.099	0.451	4.458	0.000
	ERP	0.353	0.086	0.413	4.090	0.000

Source: Data was analyzed using SPSS version 25

Based on the table above, it is found that the results for the first hypothesis produce a significance value for the e-commerce variable of 0.00 <0.05 with a t value of 4.458 > 1.991. So it can be concluded that the first hypothesis (H1) which states that e-commerce has a positive effect on the profit level of UMKM pottery craftsmen in Kasongan Village. And the results for the second hypothesis show that the significance value is 0.00 <0.05 with a calculated t value of 4.090 > 1.991. So it can be concluded that the second hypothesis (H2) states that enterprise resource planning has a positive effect on the profit level of pottery craftsmen in Kasongan Village.

F Test

Table 6. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	772.868	2	386.434	72.306	.000b
Residual	411.52	77	5.344		
Total	1184.388	79			

Source: Data was analyzed using SPSS version 25

Based on the table above, the F test results are obtained which have an F count of $72.306 > F$ table of 3.12 and a significance probability of $0.000 < 0.05$. So it can be concluded that the independent variables in this study have a significant influence and can be said to be fit.

Determinant Coefficient (R)

Table 7. koefisiensi determinan (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808a	0.653	0.644	2.3118

Source: Data was analyzed using SPSS version 25

Based on table 4.15 above, it is known that the R value is 0.808, then the R square value is 0.653 and the Adjusted R value is 0.644. Based on this value, it is stated that the influence of the independent variables in this study is able to explain the dependent variable by 64.4% and the rest is influenced by variables outside the study.

Discussion

The Effect of E - commerce on the Profit Level of Kasongan Village Pottery Craftsmen, Yogyakarta Special Region

The results of the hypothesis test concluded that e-commerce has a positive effect on the profit level of MSMEs of Kasongan Village pottery craftsmen. This is evidenced by the results of the e-commerce t-test $t_{count} 4.458 > t_{table} 1.991$ with a significance of $0.00 < 0.05$ and a standardized coefficient beta of 0.451 positive direction, so Hypothesis 1 (H1) in this study is supported. It can be concluded through the majority of respondents stating that the existence of e-commerce provides convenience in facilitating faster customer service, thus having a positive impact on improving the image and branding of their products. Increased customer satisfaction resulting from more optimized services contributes to increased sales volume. In addition, e-commerce also enables the expansion of market reach without the need for large investments in promotions that incur additional operational costs. Thus, increased profits can be achieved without a significant increase in operational costs incurred by the company. It can be concluded from the above statement that e-commerce facilitates the buying and selling process for pottery MSMEs, thus contributing to increased profits.

This finding is in line with strategic managerial theory, which states that the right strategic decisions can improve company performance and have an impact on MSME profits. Strategic managerial theory also explains that the competitive advantage of a business can be achieved through effective planning and implementation of strategies, including the use of technology. In the context of e-commerce, digital strategies implemented by companies can affect profit levels by expanding market reach, reducing operational costs, and increasing customer service efficiency. The results of this study are in line with research conducted by (Akob et al., 2022); (Setyorini et al., 2019); and (Madrianah et al., 2023).

The Effect of Enterprise Resource Planning Use on Profit Levels

The results of the hypothesis testing concluded that enterprise resource planning has a positive effect on the profit level of MSMEs of Kasongan Village pottery craftsmen. This is evidenced by the results of the t test $t_{count} 4.090 > t_{table} 1.991$ with a significance of $0.00 < 0.05$ and a standardized coefficient beta of 0.413 positive direction, so Hypothesis 2 (H2) in this study is supported. From the data obtained by researchers, it shows that the use of ERP has a positive impact on increasing profits obtained by MSMEs pottery craftsmen. The majority of respondents stated that the implementation of Enterprise Resource Planning (ERP) was able to improve the quality of service to customers, which in turn contributed to increasing business profits. In addition, ERP implementation can also optimize operational efficiency by reducing the time required in the production process, thereby increasing productivity. With the acceleration in the production process, sales activities can be carried out more easily, which in turn has the potential to increase sales volume. This increase directly impacts the level of profit earned by Micro, Small and Medium Enterprises (MSMEs).

This finding is in line with strategic management theory, strategic managerial theory emphasizes the importance of effective strategic planning and implementation to increase the competitiveness and profitability of the company. In the context of Enterprise Resource Planning (ERP). ERP acts as a system that integrates various business functions, improves operational efficiency, and optimizes resource management, which ultimately has an impact on increasing company productivity and profitability. With effective ERP implementation, companies can reduce operational costs, speed up the production process, and improve the quality of customer service, which directly contributes to increasing profit levels. The results of this study are in line with research conducted by (Shalsabila, 2023); (Azka & Rachmawati, 2024); and (Zarkasyi & Rahayu, 2020).

D. CONCLUSION

Based on the results of the hypothesis testing that has been carried out, it can be concluded that the use of e-commerce and Enterprise Resource Planning (ERP) has a positive effect on the profit level of MSME pottery craftsmen in Kasongan Village, Yogyakarta Special Region. The use of e-commerce is proven to simplify the transaction process, accelerate customer service, and improve image and market reach without requiring large promotional investments, thus having a direct impact on increasing sales volume and profits. Meanwhile, ERP implementation contributed significantly to improving operational efficiency, speeding up the production process, and improving service quality, which in turn had an impact on increasing business productivity and profitability.

These findings are in line with strategic managerial theory that emphasizes the importance of effective strategy planning and implementation, including the utilization of digital technology to improve competitiveness and firm performance. Both e-commerce and ERP act as digital strategies that can expand market share, reduce operational costs, and improve efficiency and service quality, which overall have a positive impact on increasing MSME profits. The results of this study are also supported by previous studies,

such as those conducted by Akob et al. (2022), Setyorini et al. (2019), Madrianah et al. (2023), Shalsabila (2023), Azka & Rachmawati (2024), and Zarkasyi & Rahayu (2020).

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