

Entrepreneurial Role Networking , Digitalization Of Information And Utilization Of Collaboration For Business Growth in Coffee Shop in Sukabumi City (Survey on Coffeeshop in Sukabumi City)

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Abstract

Keywords :

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This study aims to analyze the influence of entrepreneurial networking, information digitalization, and collaboration on business growth in coffee shops in Sukabumi City. The phenomenon of the rise and fall of the number of coffee shops in recent years indicates a significant challenge in maintaining and developing businesses in this sector. The research approach used is quantitative with descriptive and associative research types. Primary data were collected through questionnaires from 42 coffee shops which were the population and samples using saturated sampling techniques. Data analysis was carried out through validity tests, reliability tests, classical assumption tests, multiple linear regression, F tests and t tests. The results of the study indicate that entrepreneurial networking, information digitalization, and collaboration have a positive and significant influence on business growth. Information digitalization makes the greatest contribution to driving operational efficiency, expanding markets, and increasing customer interaction. Entrepreneurial networking helps business actors build strategic relationships that have an impact on expanding access to information and business resources. Meanwhile, collaboration between business actors has proven effective in increasing innovation, expanding marketing networks, and overcoming internal limitations. The implications of this study indicate that coffee shops in Sukabumi City need to optimize the use of information technology, actively expand business networks, and establish strategic collaborations with various parties to encourage sustainable business growth. This study is expected to be a reference for MSME actors and academics in understanding the factors that influence business growth in the digital era.

INTRODUCTION

Currently, the culinary business in Sukabumi City is growing rapidly and becoming a promising business opportunity. In the era of globalization, the progress of the times has also driven the growth of the food and beverage sector, which plays a role in meeting food needs as a primary human need. This industry includes various businesses such as restaurants, cafes and coffee shops.

The growth of the number of MSMEs continues to increase every year, so entrepreneurs need to develop their businesses. More and more business people are starting their own businesses, especially without paying attention to their business strategies. According to data from

the Central Statistics Agency of West Java Province, from 2021 to 2022, MSMEs in West Java have increased, but decreased in 2023.

Table 1. Number of West Java MSMEs in 2024

No	Year	Number of MSMEs
1	2021	622.225
2	2022	667,795
3	2023	641,639

Source: BPS West Java Province, processed by author 2025

Table 1.1 shows the fluctuation of the number of MSMEs in West Java, with rapid growth from 2021 to 2022 and a decline in 2023. Every MSME in West Java is required to pay attention to business growth to maintain their business. Therefore, MSMEs must always be able to optimize existing potential and utilize collaboration, technology and relationships between entrepreneurs to be able to maintain their business.

One of the cities in West Java, namely Sukabumi City, has experienced an increase and decrease in the MSME sector. Quoted from the West Java Provincial Statistics Agency, MSMEs in Sukabumi City since 2021 - 2023 are as follows:

Table 2. Number of MSMEs in Sukabumi City 2024

No	Year	Number of MSMEs
1	2021	5.392
2	2022	5,787
3	2023	3,505

Source: BPS West Java Province, processed by author 2025

In Sukabumi City, there are various UMKM engaged in various sectors, especially in the food and beverage trade. One example is a soft drink shop, which has become a new trend in recent years. Many people think that visiting a soft drink shop not only fulfills their needs, but also provides a higher sense of confidence for visitors(Deni Muhammad Danial et al., 2022).

Several businesses have emerged due to innovative ideas that have then developed into market segments, one example is a coffee shop or what can be called a modern coffee shop. The habit of consuming coffee in Indonesia has developed into a part of people's lifestyle. This can be seen from the increasing number of coffee shops that have emerged. A coffee shop is a place that serves various types of coffee and other non-alcoholic drinks in a relaxed and comfortable atmosphere. Usually, this place is equipped with music, either from a player or live performances, as well as additional facilities such as television, reading material, distinctive interior design,

friendly service, and wireless internet connection in some locations (Putri et al., 2021). The tradition of drinking coffee that has long existed in Indonesia is a great opportunity for the development of the coffee industry as a whole, from increasing productivity to post-harvest management.

Although the growth of the coffee shop business shows a positive trend, many business actors still face various challenges. Business growth is used as an indicator to assess whether a company can maintain its economic position along with economic and industrial developments in its operating environment (Norisanti et al., 2023). Some coffee shops have been forced to close their businesses due to lack of entrepreneurial knowledge and limitations in managing human resources. In addition, the use of technology and strategic collaboration is often not optimal. In fact, *entrepreneurial networking*, information digitalization, and collaboration have an important role in supporting business growth.

In the past few years, Sukabumi City has experienced significant development in the culinary industry, especially coffee shops. This place has become the center of attention not only for coffee lovers, but also for those looking for a space to socialize, work, or enjoy a relaxed atmosphere. Based on the data, the number of coffee shops in Sukabumi City shows a fluctuating growth trend.

Table 3. Number of Coffee Shops in Sukabumi City in 2024

No	Year	Number of Coffee Shop Units
1	2020	66 units
2	2021	100 units
3	2022	116 units
4	2023	43 units
5	2024	42 units

Source: opendata.kotasukabumi.go.id (2024)

In 2020, there were 66 coffee shops spread across various corners of Sukabumi City. This number increased sharply in 2021 to 100 coffee shops, reflecting the enthusiasm of business actors and the increasing public interest in coffee. This positive trend continued in 2022 with a total of 116 coffee shops, indicating the peak of the development of this industry. However, in 2023, there was a drastic decline with only 43 coffee shops remaining in operation. And finally, the number of coffee shops in Sukabumi City decreased to 42 spread across Sukabumi City. This decline indicates the challenges faced by coffee shop business actors to pay attention to the growth of their business. The increasingly rapid growth of the company can indicate an increasing need for funds for

business expansion, thus encouraging the company to increase profits. (Norisanti et al., 2024) This phenomenon is an interesting reflection of the growth of the coffee shop business in Sukabumi City, which not only reflects the trend of public consumption, but also how business actors must adapt in facing business growth.

Many coffee shops operate independently without establishing close relationships with other business actors. This phenomenon often arises because coffee shop owners feel that competitors are a threat, so they are reluctant to work together. This phenomenon is often seen when coffee shops do not utilize the local community as part of a *networking strategy*. For example, there are many opportunities to collaborate with creative communities, local musicians, or event organizers, but this is often overlooked. As a result, coffee shops lose opportunities to expand their customer base while improving their reputation. In addition, many coffee shop owners do not understand the importance of digitizing information. This phenomenon is often seen in traditional coffee shops or those managed by individuals without a technology background. They tend to rely on manual methods for inventory management, transaction recording, or marketing. Then, there is the problem of collaboration in coffee shops in growing a business, revealing the challenges faced in building strategic partnerships to expand market reach, increase innovation, and create added value.

Entrepreneurial networking shows a positive and significant influence on business growth. A strong network can act as an intervening variable that strengthens the relationship between various supporting factors for business growth. In addition, entrepreneurial *networking* also has a positive influence on increasing business growth consistently (Tjandrawati & Pandowo, 2020). Information digitalization plays an important role in driving business growth by expanding access to resources, market opportunities, and strategic information. Effective digital transformation not only increases competitiveness but also contributes significantly to sustainable business growth (Qamari et al., 2021). Collaboration or business partnership strategies show a positive and significant influence on business development. Collaboration or business partnerships can act as intervening variables that strengthen the relationship between various supporting factors for business development. In addition, collaboration/business partnerships also have a positive influence on increasing business development consistently. (Agustina et al., 2024).

METHODS

The type of research used is descriptive research with a quantitative approach. According to (Prasastiningtyas, 2016) descriptive research with a quantitative approach, namely a research approach that emphasizes data testing in producing a conclusion. The data used is primary data,

namely data obtained directly from the field and analyzed using instrument testing which is then processed using multiple linear regression analysis, f test for model feasibility, and t test to determine the effect of entrepreneurial networking, digitalization of information, and collaboration on business growth in coffee shops in Sukabumi City .

Population is the entire object of research and meets certain characteristics. According to (Megasari & Latif, 2022b)"Population is a group of people, events, or interesting things and then researchers want to investigate and make opinions. While Sugiyono (2018:72) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are drawn. The population of this study is a coffee shop in Sukabumi City with a population of 42 Coffeeshop members.

According to (Dewi, 2021)the sample is part of the population that is the source of data in the study, where the population is part of the number of characteristics possessed by the population. In this study, the saturated sampling technique was used as a sampling method. Saturated sampling is a technique used when all members of the population are used as research samples. The population in this study was all coffee shops in Sukabumi City, totaling 42 coffee shops . By using saturated sampling, all 42 coffee shops became research samples, so that the results of the study are expected to describe the actual conditions accurately.

RESULTS AND DISCUSSION

RESULT

The following are the results of the Validity and Reliability tests using SPSS 27 software which show the following results:

Table 4. Validity Test Results

Variables	R Count	R Table	Information
Entrepreneurial Networking	0.654	0.304	Valid
	0.566	0.304	Valid
	0.687	0.304	Valid
	0.592	0.304	Valid
	0.528	0.304	Valid
	0.720	0.304	Valid
	0.581	0.304	Valid
	0.599	0.304	Valid
	0.574	0.304	Valid
Digitalization of Information	0.550	0.304	Valid
	0.546	0.304	Valid
	0.502	0.304	Valid
	0.601	0.304	Valid
	0.406	0.304	Valid

	0.532	0.304	Valid
	0.611	0.304	Valid
	0.467	0.304	Valid
	0.392	0.304	Valid
	0.349	0.304	Valid
	0.529	0.304	Valid
	0.498	0.304	Valid
Collaboration	0.490	0.304	Valid
	0.461	0.304	Valid
	0.609	0.304	Valid
	0.449	0.304	Valid
	0.416	0.304	Valid
	0.611	0.304	Valid
	0.660	0.304	Valid
	0.426	0.304	Valid
	0.505	0.304	Valid
	0.631	0.304	Valid
Business Growth (Y)	0.510	0.304	Valid
	0.640	0.304	Valid
	0.306	0.304	Valid
	0.471	0.304	Valid
	0.584	0.304	Valid

Source: Processing Results, 2025

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Standard Value	Description
Entrepreneurial Networking (X1)	0.790	> 0.7	Reliable
Digitalization of Information (X2)	0.866	> 0.7	Reliable
Collaboration (X3)	0.792	> 0.7	Reliable
Business Growth (Y)	0.715	> 0.7	Reliable

Source: Processing Results, 2025

The classical assumption test is carried out with several tests including: normality, multicollinearity, autocorrelation, and heteroscedasticity. The test results can be seen in the following table:

Table 6. Results of the Classical Assumption Test

Test	Criteria	Scale	Results	Information
Classical Assumptions	Normality	0.05	0.200	Normal
	Multicollinearity	Toll : 0.1 VIF 10	X1 : <i>Tolerance</i> : 0.578 VIF : 1,729	There is no multicollinearity

		X2 : <i>Tolerance</i> : 0.818	
		VIF : 1.223	
		X3 : <i>Tolerance</i> : 0.619	
		VIF : 1,616	
Autocorrelation	Du<DW<4-Du	(1,661<1,665<2,339)	No Autocorrelation Occurs
Heteroscedasticity	0.05	X1 : 0.065 X2 : 0.056 X3 : 0.077	No Heteroscedasticity Occurs

Source: Questionnaire Data Processing Results, 2025

The results of table 4.6 show that the normality test of Entrepreneurial Networking, Information Digitalization, and Collaboration on Business Growth, obtained a probability value of 0.200 exceeding 0.5 so that it can be declared normal because it exceeds the confidence value of 0.05. In the calculation of Multicollinearity, the tolerance value of entrepreneurial networking is 0.578 and VIF 1.729, information digitalization with a tolerance value of 0.818 and VIF 1.223 and collaboration with a tolerance value of 0.619 and VIF 1.616 with the whole exceeding the tolerance value of 0.1 and the VIF value is less than 10, so it does not have a linear relationship. The autocorrelation test shows that the Du value is smaller than Dw and smaller than 4-Du (1.661 < 1.665 < 2.339) so it can be stated that there is no change in the sample over time. In the Heteroscedasticity test on the entrepreneurial networking, digitalization of information and collaboration variables, there is a significant value exceeding the standard value of 0.05, it can be said that there is no heteroscedasticity in this study.

Data analysis was carried out using multiple linear regression techniques with the following testing stages: coefficient of determination, F test, multiple linear regression and hypothesis T test. The test results can be seen in the following table:

Table 7. Data Analysis and Hypothesis Testing

Test	Criteria	Scale	Results	Information
Data analysis	Correlation Coefficient	0.600 – 0.799	X1 : 0.640 X2 : 0.691 X3 : 0.675	Strong
	Coefficient of Determination	Kd 1	51%	Strong Influence
	Simultaneous Test (F Test)	Fcount>Ftable	13,381>2.85	significant
	Multiple Linear Regression	Y= a + b1x1 + b2x2 + b3x3	Y = 10.127 + 0.274 x1 + 0.201 x2 + 0.254 x3	Positive Constant Value
	Partial Test (T-Test)	Tcount > Ttable	X1 : 2.542 > 2.022 X2 : 3.975 > 2.022 X3 : 2.818 > 2.022	Significant

Source: Questionnaire Data Processing Results, 2025

Based on the calculation results of the correlation coefficient test, it is categorized as strong because all variables are on an interval scale of 0.600 - 0.799. In the determination coefficient test, the Rsquare value is 0.717, so it can be said that the influence between the independent variable and the dependent is strong because it approaches the value of 1. In the simultaneous F test, it can

be seen that this hypothesis can be accepted and is declared feasible to explain the dependent variable analyzed because the calculated $F > F$ table ($13.381 > 3.23$). In the calculation of multiple linear regression equations without entrepreneurial networking variables, information digitalization, collaboration, and business growth variables increase by 10.127 if entrepreneurial networking increases (1) unit then the business growth variable increases by 0.274 if the information digitalization variable increases then the business growth variable increases by 0.201 and if the collaboration variable increases, then the business growth variable increases by 0.254. In the T test, the T-count value for entrepreneurial networking, digitalization of information and collaboration on business growth has a T-count value greater than T-table, so H1, H2 and H3 are accepted, so it can be said that there is a significant influence on the overall T test.

In the world of entrepreneurship, networking is an important foundation in building and developing a business. This network is not just a social relationship, but includes the exchange of information, moral support, access to resources, and strategic collaboration. An entrepreneur who is able to build a wide and diverse network tends to have a competitive advantage over those who work alone. In practice, networks can be formed through business associations, industry communities, online forums, and informal meetings that provide collaborative and inspiring opportunities.

DISCUSSION

Based on the test on entrepreneurial networking on business growth, it has a t-count value $>$ t-table ($2.542 > 2.022$) and sig ($0.003 < 0.06$). The results of the hypothesis test indicate that H1 is accepted. This means that the hypothesis test shows a positive and significant influence between the entrepreneurial networking variable and business growth. According to Singh and Basri (2024), involvement in entrepreneurial networks contributes to increased business performance, because entrepreneurs who have high self-confidence and extroverted traits tend to be more active in building networks. This is in line with the opinion of Sedziniauskiene and colleagues (2019), who stated that entrepreneurial networks have an important role in accelerating the internationalization process in new global businesses. However, they also emphasized the need for further research to understand more deeply the real impact of these networks on early and rapid growth in international markets.

According to Ratten (2020), *entrepreneurial networking* is the process of building and maintaining business relationships that can provide access to information, resources, and business opportunities. This network is important to strengthen competitiveness and encourage innovation in business, including in the MSME sector such as coffee shops. In addition, according to Arslan and Zaman (2021) also stated that the involvement of business actors in entrepreneurial networks has a positive impact on business growth, because it can accelerate market expansion and strengthen strategic cooperation with business partners.

Based on this, entrepreneurial networking is quite strong towards business growth. To build relationships and business growth, coffee shops in Sukabumi City require cooperation, high trust and establishing communication with business partners. In addition, a coffee shop entrepreneur also needs to contribute maximally to the growth and success of cooperation with partners so that the cooperation relationship is increasingly smooth and achieves goals.

Based on the test results on the influence of digitalization of information on business growth, the t-count value $>$ t-table ($3.975 > 2.022$) and sig ($0.001 < 0.05$). The results of the hypothesis test indicate that H2 is accepted. This means that the hypothesis test shows that there is a significant positive influence between digitalization of information on business growth. This is in line with the fact that digitalization in the coffee shop industry helps improve operational efficiency, expand customer coverage, and face challenges such as initial investment costs, data security, and system integration effectively, and in writing (Setiawan & Frara, 2023).

Information digitization is the application of digital technology in business processes to improve efficiency, accuracy, and speed of decision-making. According to Verhoef et al. (2021), digitalization drives the transformation of business models that are more adaptive to market changes through the use of data and information technology, such as cloud-based systems, the Internet of Things (IoT), and Artificial Intelligence (AI).

Based on this, information digitalization is quite strong in the relationship between information digitalization and business growth. The digital system used can automatically process work quickly and efficiently, so that coffee shop entrepreneurs can easily carry out production, marketing, and service. In addition, the use of digital technology can also make it easier for businesses to develop products according to customer desires. With the digitalization of information, coffee shop entrepreneurs can increase the growth of coffee shop businesses in Sukabumi City.

Based on the test on collaboration on business growth has a t-count value $>$ t-table ($2.818 > 2.022$) and sig ($0.001 < 0.06$). The results of the hypothesis test indicate that H3 is accepted. This means that the hypothesis test shows that there is a significant positive influence between collaboration on business growth according to According to (Lahiri, 2024) Collaborative network orientation has a positive and significant relationship to business success, both for small business owners and large business owners, because it is able to encourage the creation of synergy, exchange of resources, and opportunities for wider business development.

According to Zhou & Li (2020), it is emphasized that cross-organizational collaboration, both in the form of formal partnerships and digital platforms, facilitates the exchange of resources,

access to technology, and risk sharing which ultimately accelerates business growth. In the context of MSMEs such as coffee shops, collaboration can also facilitate access to market information and distribution through digital networks.

Based on this, collaboration is quite strong in the relationship between collaboration and business growth. To increase business growth, coffee shop entrepreneurs must be able to have trust in partners to collaborate and facilitate cooperative relationships. In addition, coffee shop entrepreneurs can also easily access data on supplier capacity and availability through virtual platforms.

CONCLUSION

Based on the results of research that has been conducted regarding the influence of entrepreneurial networking, digitalization of information and collaboration on business growth in coffee shops in Sukabumi City, the following conclusions can be drawn:

1. Coffee shop entrepreneurs in Sukabumi City have a high level of entrepreneurial networking, as shown through active involvement in business communities and professional networks that have a positive impact on access to information, collaboration, and business growth. In addition, the level of information digitalization is also quite good, where most respondents have utilized digital technology for operational efficiency, marketing, and data-based decision making. Meanwhile, collaboration is considered important and has been implemented by entrepreneurs through strategic cooperation with various parties, which contributes to innovation, market expansion, and business resilience amidst challenges.
2. Entrepreneurial networking has been proven to have a positive and significant effect on business growth, indicated by the $t\text{-count value} > t\text{-table}$ and significance approaching the critical limit. This finding is in line with various expert opinions, which emphasize that active involvement in entrepreneurial networks can improve business performance, accelerate market expansion, and strengthen strategic cooperation. In the context of coffee shops in Sukabumi City, this shows that building a network based on trust, good communication, and active contribution from business actors is very important to encourage business growth and sustainability.
3. Information digitalization is proven to have a positive and significant influence on business growth, with the $t\text{-count value} > t\text{-table}$ and the significance value is within the acceptable limits, so that the H2 hypothesis is accepted. This finding shows that the application of digital technology in the coffee shop industry can improve operational efficiency, expand customer reach, and strengthen business competitiveness. This is in line with the views of

experts who state that digitalization supports adaptive business model transformation through the use of data and technology such as cloud, IoT, and AI, which have a direct impact on accelerating business growth.

4. Collaboration is proven to have a positive and significant influence on business growth, with a *t-count value* > *t-table* and significance within the accepted limits, so that the H3 hypothesis is declared accepted. Collaboration, both in the form of direct partnerships and through digital platforms, can encourage the exchange of resources, expand market access, and accelerate business development. In the context of a coffee shop, collaboration based on trust between partners allows entrepreneurs to strengthen business relationships, facilitate distribution, and increase competitiveness through mutually beneficial synergies.

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