Stress management on the sustainability of traditional food MSME in East Priangan

Yumi Sri Andriati[a] and Lina Marlina[a]

[a]Manajemen Perusahaan, Politeknik Triguna Tasikmalaya

ABSTRACT

MSME actors greatly encourage the country's economy and need government attention so that this sector's business is long lived. However, the reality is that in running a business, MSME actors are yet to be accompanied by solid resource capabilities, which makes them vulnerable to bankruptcy. Expectations of increasing business in terms of turnover, determining strategies, and cooperation are challenged by financial pressure, market competition, and operational challenges that can cause stress. It is necessary to help overcome this shortcoming so that the sustainability of the SME business is not disrupted. This study analyzes SME business sustainability through stress management, focusing on handling problems, emotions, and unproductive actions. The quantitative research method, with an exploratory survey, involved traditional food SMEs in East Priangan. Data were collected through questionnaires and observations. The results showed that SMEs focus on handling problems in managing stress. Problem-focused handling has been proven to significantly contribute to business sustainability. Meanwhile, emotion-focused and unproductive handling do not contribute to business sustainability.

1. INTRODUCTION

National income reflects the economic growth of a country. Empowering SMEs in Indonesia plays a significant role in regional economic growth and affects the national economy (Lamazi, 2020). The 1998 monetary crisis in Indonesia confirmed the success of the Small and Medium Enterprises (SME) sector as a vital asset that has survived and is essential for the continuity of the economy, both during the crisis and now (Latifiana, 1998). The perpetrators themselves often carry out MSME management due to accidental factors, so MSME actors often do not have sufficient knowledge about how to run their businesses (Bismala, 2017).

Business sustainability is closely related to the long-term maintenance of a system, through environmental, economic, and social considerations. It is essential that every MSME actor consider (Bonn & Fisher, 2011). The management approach to business sustainability allows companies to grow profitably while providing economic, social, and environmental value (Kantabutra & Ketprapakorn, 2020). In academic circles, the

CONTACT Yumi Sri Andriati, yumisria27@gmail.com

critical concept of business sustainability is now emerging as an essential topic widely used by interdisciplinary fields to address contemporary issues, such as environmental, economic, cultural, and social problems (Salamah, 2022).

Empowering SMEs is important for increasing economic growth in Indonesia (Lamazi, 2020). Microbusinesses contributed significantly to the Gross Domestic Product (GDP) in 2019, providing a value of 37.4%. This figure is almost equivalent to the contribution of large-scale companies, which reached 39.5% in the same period. Small businesses contributed 9.5%, and medium businesses contributed 13.6% (Santika, 2023). Therefore, to achieve sustainable economic growth, it is essential for the government and the parties involved to pay special attention to the progress and prosperity of the small and medium enterprise (SME) sector in Indonesia. This will help strengthen the economy as a whole and ensure more equitable economic inclusion for various groups of society.

Micro-business growth reached 63,955,369 units, which is equivalent to 99.62% of the total business units in Indonesia. By contrast, small businesses meeting the turnover criteria of IDR 2-15 billion per year only reached 193,959 units, contributing 0.3% of the total number of Micro, Small and Medium Units (MSMEs). In addition, medium-sized businesses with sales revenue criteria of IDR 15-50 billion per year have 44,728 units, equivalent to 0.07% of total MSMEs (Muhamad 2023). The data show that the majority of companies in Indonesia are micro-businesses, contributing almost 100% of the total number of companies. However, small- and medium-sized enterprises contribute only a limited percentage. In the context of the sustainability of MSME businesses in East Priangan, stress management is relevant because small and medium-sized companies, which only contribute a small portion in number, may experience financial pressure, market competition, and operational challenges that can cause stress for their managers.

Based on the above data, MSMEs drive the country's economy, and the government needs to pay attention to the long life of the business sector. However, when running a business, MSMEs do not have strong resource capabilities, which makes them vulnerable to bankruptcy. The hope of increasing business in terms of turnover, determining strategy, and collaboration needs to be improved through financial pressure, market competition, and operational challenges that can cause stress. Therefore, SME business actors need an effective stress management strategy to ensure the sustainability and resilience of their businesses. A critical aspect of achieving business sustainability is a stress management strategy related to several indicators such as problem-focused, emotion-focused, and unproductive handling (Zimbardo & Ruch, 1978). By focusing on these indicators, SME entrepreneurs can create a healthier work environment, improve performance, and strengthen their business adaptability in facing change, thereby supporting the sustainability of their business.

Several studies discuss business sustainability and stress management. Business sustainability is closely related to the long-term maintenance of systems through environmental, economic, and social considerations, an essential point that every MSME actor needs to pay attention to (Bonn & Fisher, 2011). Utama and Dwija (2019) showed that digital technology adoption and service quality positively influence the formation of strategic alliances, which improves business sustainability (Ahmad, Kuldasheva, Nasriddinov, Balbaa, & Fahlevi, 2023). Political ability also plays a role in influences business sustainability (Siregar, 2022). Conveying consumers with the benefits of participating in digital platforms, especially regarding technology and the environment, is instrumental in creating a sustainable business model for e-marketplaces (Cano, Alejandro, Londoño-Pineda, Campo, & Fernández, 2023).

Research related to stress management strategies was conducted by Azad, Hassan-vand, and Eskandari (2022). Job stress management training was 67.5% effective and stable for two months after training. Alzahem, Henk, De Van Der Molen, and Boer (2015) introduced a new stress management program called the Dental Education Stress Management (DESM) Program. The results showed that the DESM program had the desired effect of lowering participants' stress levels, which persisted for at least two weeks. Research on the Influence of Social Media Use by the Majority of SMEs. Consequently, marketing and product promotions can increase sales by 100% if information is updated consistently every day through the platform.

Previous research has provided an overview of stress management and business sustainability in various contexts. These differences highlight specific aspects of the SME business sector, including the challenges traditional food SMEs face in East Priangan. The urgency of this research is critical because of the need to understand how stress management can be the key to improving business sustainability in the SME sector, providing insight that can help traditional food SMEs face challenges and strengthen business performance to achieve sustainability of traditional food SMEs in East Priangan.

2. RESEARCH METHODS

This research method used information collected through questionnaires. Descriptive and exploratory surveys are information-gathering techniques that involve part of the population using questionnaires that aim to obtain their opinions about a research problem directly at the research location. Descriptive and explanatory survey methods are used to describe profiles, characteristics, relevant aspects, and variables related to humans, organizations, and industries (Sekaran & Bougie, 2013), so that researchers get something important and actual about the phenomenon of traditional food SME businesses in East Priangan. Therefore, this research finds and analyzes the sustainability of traditional food SMEs in East Priangan through stress management. The development method used was cross-sectional, also known as snapshot research, involving data collection at a certain point.

The subjects of this research are traditional food SME business actors in the East Priangan region. This selection is based on the fact that SMEs have relatively fewer numbers, contributing less to the total number of SMEs and large companies. SMEs can experience financial pressure, market competition, and operational challenges, which can cause stress for their managers. The object of this research is four variables, including: stress management (X), and business sustainability (Y).

This research uses primary data sources, namely data collected directly from the source, such as the results of interview interactions or information collected through filling out questionnaires which are generally carried out by researchers. (H. Umar, 2010). In this case, the primary data source was visitors to the tourist villages in Tasikmalaya. A population is a generalization that consists of objects or subjects with quantities and characteristics determined by researchers to study and reach conclusions(Sugiyono 2020). The population of this study includes food SME business actors in the East Priangan.

Because the population was large, the sample and sampling techniques were determined. A sample is a small part of a population that is considered representative of the population using a certain data-collection technique. In this research, the sampling technique was random sampling. The data required in this research are quantitative be-

cause they are obtained by measuring variables in the sample or population. This type of primary data refers to data collected directly from the scene of an event, specifically for the purposes of this research. According to experts, data collection techniques can be divided into three techniques: interviews, questionnaires, and observation (Sekaran & Bougie, 2013).

Data will be used according to the determined research objectives and analyzed using descriptive and quantitative analysis methods with Structural Equation Modeling (SEM). Descriptive analysis was used to provide an overview of the data collected through the distribution of variable items, which was then presented descriptively in a frequency table.

2.1. Descriptive Analysis

In this study, the data analysis technique used to answer the first question is descriptive analysis. This method was used to describe the characteristics of a situation with the aim of showing the state of the research variables being studied. To carry out descriptive analysis, the initial stage is to collect data from the research questionnaire responses and then analyze it using mode, median, and frequency table methods. The results of this analysis show the states of the main variables studied.

2.2. Basis for selecting PLS-SEM

The tool used in the verification analysis in this study is Structural Equation Modeling (SEM), which is operated using SmartPLS Version 3 software. In this study, SEM was used to analyze the data. SEM is a statistical technique that can examine the relationship between latent constructs and their indicators, the relationship between one latent construct and another, and direct measurement error. SEM is part of the multivariate dependent statistical family that allows analysis to be carried out directly on several dependent and independent variables (Hair Jr et al. 2019).

In this study, the PLS-SEM method was used for model evaluation because it is suitable for developing theory and testing predictive relationships between constructs. The evaluation using PLS is based on making predictions and has non-parametric characteristics. This method was chosen because it is the most suitable for the objectives of the research being carried out.

2.3. PLS-SEM Analysis Tool

Using PLS-SEM for analysis, there are five interrelated process stages, where each step influences the next step (Ghozali, 2006), as depicted in the following image. The stages in Figure 1 will be implemented to obtain results that can be analyzed for discussion and research findings.

3. RESULTS AND DISCUSSION

3.1. Profile of Respondent Characteristics

The demographic profile of respondents in this study focused on two variables: gender, age, and turnover. Information regarding the respondents' characteristics can be found in the following summary table:

Table 1. Characteristics of Respondents

Criteria	Respondent	Frequency	Percent
Gender	Man	58	36%
	Woman	109	64%
	19-25 years old	35	22%
Age	26-35 years old	73	43%
	36-45 years old	58	35%
	<Rp. 10 Million	17	10%
	10 Million - 50 Million	26	16%
Turnover/month	1 Million – 100 Million	48	29%
	>100 Million	75	45%

Source: Researcher 2023

Referring to the respondent characteristics table, it can be seen that the majority of Culinary MSMEs in Tasikmalaya are dominated by women. This indicates that women are more likely to be interested in MSME activities. This information also shows that the respondent had been involved in the MSME business for a long time. Most ATM users are perpetrators of large turnovers.

3.2. Statistical Analysis with PLS SEM

The PLS model evaluation procedure consisted of two main stages (Adila, Bintang, Ikhsan, & Fahlevi, 2020). The first stage included the implementation of a measurement model analysis to verify and evaluate the reliability of each item individually. The second stage involved validating the structural model using data to test the consistency of the causal relationships described in the model. The model output results generated using the PLS approach are presented below:
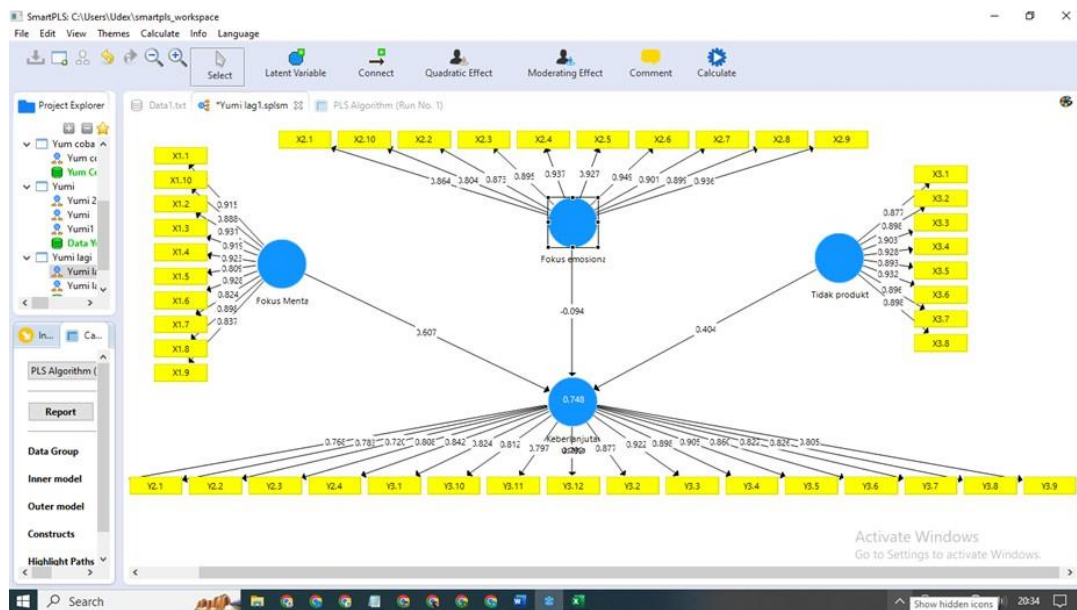

Figure 1. PLS-SEM output

3.3. *Measurement Model Analysis*

Evaluation of the measurement model begins by first examining the outer loading, which is determined by the above criteria > 0.70 (Hair Jr et al., 2023) or above > 0.60 (Chin & Wynne, 1998). The results of the model measurement analysis in this study produced an outer loading above > 0.70 after removing Y1.1, Y1.2, Y1.3, Y1.4, and Y1.5. Second, composite reliability was analyzed using the criteria > 0.70. Third, convergent validity was determined by analyzing Cronbach's alpha values above 0.70. Fourth, we analyzed the root of AVE above 0.50, and fifth, discriminant validity (cross-loading, Fornell Lacker, and HTMT).

The results of this study showed that Cronbach's alpha values ranged from 0.973–0.968, composite reliability values ranged from 0.973-0.977, while AVE values ranged from 0.687-0.816. Thus, these values confirmed the reliability of the measurements. In addition, the factor loading value was higher than 0.70, ranging from 0.720 to 0.949, which confirms the reliability of the indicator. Thus, all the reported validity and reliability values confirmed the reliability of the measurements. Table 4.2 illustrates that the research construct passed the convergent validity test.

3.4. *Measurement of Discriminant Validity*

Discriminant validity was proven using Fornell and Larcker's (1981) condition (AVE ≥ 0.5), with the square root of AVE exceeding the correlation between the latent variables.

Table 2. Fornell-Larcker Criterion

	Problem Focus	Emotional focus	Business sustainability	Not productive
Problem Focus	0.899			
Emotional focus	0.915	0.888		
Business sustainability	0.832	0.808	0.829	
Not productive	0.770	0.859	0.790	0.803

Source: PLS Output, 2023

The results are summarized in Table 2, which indicate that all latent variables have an AVE of more than 0.50, and the square root of the AVE is greater than the correlation between the latent variables, indicating that the research measurements have an adequate level of discriminant validity.

3.5. *Structural model analysis*

Structural model evaluation involves testing the hypotheses of the influence between variables. The structural model evaluation examination was carried out in three stages, namely, first, checking for multicollinearity with the Inner VIF measure (Sarstedt, 2019). Second, we test the hypothesis between variables by examining the t-statistic or p-value.

3.5.1. *Multicollinearity*

An inner variance inflation factor (VIF) was performed to analyze whether there was multicollinearity. Therefore, the collected data were not biased.

Source: PLS Output, 2023

Table 3. 3. Inner VIF Values

	Problem Focus	Emotional focus	Business sustainability	Not productive
Focus the problem			4,169	
Emotional focus			4,624	
Business sustainability				
Not productive			3,852	

The estimated results of the inner VIF values below five indicate that there is no multicollinearity between the variables. These results confirm that the parameter estimates in SEM PLS are unbiased.

3.6. Hypothesis Test

This stage looks at the influence of the variables studied and can be seen in the summary table below.

Table 4. Hypothesis Results

	Original Sample (O)	Sample Mean (M)	elementary school	T Stat	P Values
Problem focus ->Business sustainability	0.607	0.581	0.254	2,387	**0.017**
Emotional focus -> Business sustainability	0.094	0.010	0.311	0.302	**0.763**
Unproductive ->Business sustainability	0.404	0.325	0.215	1,874	**0.062**

Source: PLS Output, 2023

Based on the results of hypothesis testing, The first hypothesis is accepted, namely that there is no significant influence between problem focus on business sustainability and the path coefficient (0.607) and V value (0.017 < 0.05). The second hypothesis was rejected, namely that there was no significant influence between emotional focus on customer business sustainability and the path coefficient (-0.094) and V value (0.763 > 0.05). The third hypothesis is rejected, namely, that there is no significant influence between productivity and business sustainability, with a path coefficient (0.481) and a V value (0.062 > 0.05).

4. DISCUSSION

4.1. Problem Focused Handling and Business Continuity

Handling problems by focusing on indicators is very important to increase the sustainability of micro, small, and medium enterprise (MSME) businesses. Using active handling strategies, by proactively dealing with problems, MSMEs can more easily overcome the challenges that arise so that business growth can continue. Active handling strategies help to maintain operational continuity and overcome obstacles that hinder business continuity. A proactive approach can minimize the negative impacts that hamper the growth and continuity of MSMEs (Panjaitan and Ibaneza 2022).

Concrete planning helps MSMEs to identify growth opportunities and overcome potential risks. A clear plan helps manage resources and operations efficiently to maintain business continuity (Kusumawati, Ayu, Arizqi, & Permatasari, 2022). Careful plan-

ning provides the foundation for a sustainable and scalable approach. Other activities, such as innovation and product development, can be sources of additional growth for MSMEs. Diversification of activities helps reduce dependence on one business area and increases resilience to market changes (Nasution, 2023). An inclusive approach to various activities can increase business adaptability to environmental changes.

Self-restraint avoids conflict, and managing conflict helps MSMEs to remain focused on growth and development. Preventing internal and external conflicts helps to maintain stability during daily operations. An approach that minimizes conflict supports business sustainability and maintains a positive image in the eyes of customers and business partners (Triani et and Kuraesin 2023). Support from other people with the help of suggestions, input from other people can help MSMEs to improve products or services, create added value, and expand markets (Rengganawati & Taufik, 2020). Advice support can help overcome operational and strategic problems that threaten business continuity. A collaborative approach and listening to others' suggestions can enrich the perspectives and knowledge that support sustainability.

The direct action of quickly identifying solutions enables MSMEs to take actions that can improve performance and growth (Kusmulyono & Setiawan, 2020). Quick responses to problems help to maintain operational continuity and credibility in the market. A responsive approach to market change and internal issues supports sustainability. Direct action creates a quick action plan to help MSMEs immediately take the necessary steps to achieve growth. A structured action plan helps deal with changing business environments and ensures operational continuity (Suwandi, Xuan, Saputra, & Hendri, 2023). An action plan-based approach can increase the efficiency and effectiveness of overcoming these challenges.

Engaging in enjoyable activities and mental and physical well-being can positively contribute to creativity and innovation, which can support growth. Work-life balance and personal life help prevent fatigue and burnout, which can have a negative impact on business continuity (Ardhian et al., 2021). An approach that upholds a balance in life can increase sustainability and diversity in business strategies. Refraining from emotional actions helps MSMEs to make rational and strategic decisions. Leaders who can control their emotions tend to make better decisions to maintain business continuity (F. Umar, Qonita, Tawakkal, & Sobari, 2023). An approach based on logical and objective evaluations supports sustainability.

Support from others, with practical assistance from partners, customers, or related parties, can provide additional operational or financial support (Rengganawati & Taufik, 2020). An approach that prioritizes cooperation and mutual assistance supports sustainability using broader resources. By focusing on these indicators, MSMEs can build a strong foundation for growth, continuation, and a sustainable approach to running their businesses.

4.2. Emotion-Focused Treatment and Business Sustainability

MSME businesses focusing on these aspects in handling emotions may not directly influence certain sustainability indicators such as growth, continuation, and approach. Although important for individual well-being, these aspects must be balanced with concrete business strategies and actions that support the sustainability of business operations. MSME actors do not always accept the emotion-focused treatment of business sustainability for several reasons that vary depending on the context and characteristics of the business.

MSME players tend to focus on more pragmatic business aspects such as marketing strategies, financial management, and daily operations (Widiastoeti & Sari, 2020). MSMEs may see handling emotions as something that has less direct impact on business results. Owing to limited time and resources, MSME players prefer to allocate time and energy to dealing with direct problems related to business operations rather than focusing on emotional aspects. This is because operational, financial and marketing aspects are the most important in a business, especially MSMEs (Frederick, Bryan, Dionysius Arvianto, Elayne Febiola, Evelyne N. Wijaya, Felix Lius, Nathania, and Tasia Felisa 2021).

Due to a lack of understanding of the relationship between emotions and business sustainability, some MSME actors do not understand or are not sure about the relationship between handling emotions and business sustainability (Sha 2023). MSME players perceive it as personal and not directly related to business performance. MSMEs operate in an environment full of pressure and challenges (Fadhli & Saraswati, 2021). When facing heavy workloads and business pressures, MSME owners tend to focus on practical solutions to deal with daily problems rather than involving themselves in dealing with emotions.

Lack of appreciation for the emotional aspects and individual habits within MSMEs can play an important role (Dwiastanti and Wahyudi 2022). If the culture places little value on dealing with emotions or does not support open conversations about mental well-being, MSME owners may not feel comfortable talking about it. In distrust of the benefits of handling emotions, some MSME players may feel skeptical about the benefits that can be obtained from handling emotions. MSME players are unsure that managing emotions can help improve business sustainability (Sha, 2023). Changing priorities in a dynamic MSME business are more likely to respond to urgent needs and market changes than prioritizing handling emotions (Tumorang and Magdalena 2023).

A lack of knowledge about the benefits of addressing emotions and mental well-being in increasing productivity, creativity, and resilience in the business environment may lead to a lack of interest or acceptance of the approach (Sha 2023). To increase the acceptance of emotional management among MSMEs, a better educational and coaching approach may be needed to support business sustainability (Sha 2023). This can involve outreach campaigns, leadership skills training that includes emotional aspects, and creating an environment that supports open conversations about mental well-being.

4.3. Handling Unproductiveness and Business Continuity

Handling unproductive things may not be well received in the business sustainability of MSMEs because there are a number of negative impacts that can affect business health and operational continuity (Mas-Verdú, Francisco, Ribeiro-Soriano, & Roig-Tierno, 2015). Impacts on productivity, such as avoidance of engagement or using narcotics/psychotropics, can reduce productivity (Dwi & Yunisa, 2023). This can lead to a reduction in the operational efficiency and ability of MSME owners and employees to achieve sustainable growth.

Disruption to decision-making, avoidance of involvement, or unproductive decisions can hinder effective decision-making processes (Saputra et al., and Sarah 2024). This can be detrimental to business sustainability, because it makes it difficult to adjust business strategies and cope with market changes. Impact on the quality of business decisions and avoiding difficult thoughts or feelings can lead to a lack of deep under-

standing of business situations and decisions (Syarif, Kamesa, & Saharuddin, 2022). This can be detrimental to sustainability because decisions may not be aligned with market needs and demands.

Mental and physical health are detrimental, and the use of narcotics or psychotropic substances can be detrimental to mental and physical health (Purbanto & Hidayat, 2023). This can negatively affect business sustainability. The well-being of business owners and employees is a critical aspect of maintaining long-term productivity and resilience. Lack of involvement in business development, avoidance of involvement in business activities or spending in response to difficult situations can hinder business development (Andika & Ardiyanti, 2014). This can be an obstacle to achieving growth and creating sustainable added value.

Depending on unsustainable strategies, unproductive coping may involve reliance on strategies that are not sustainable in the long term (Anatan, 2010). However, this strategy may not provide a strong foundation for business sustainability. Lack of adaptation to market changes, being overwhelmed in responding to difficult situations, and mental avoidance of change may hinder a business's ability to adapt to market changes (Putra, Adi, Solechan, & Hartono, 2023). Lack of adaptation can be detrimental to business sustainability in a dynamic environment (Hasan, 2023).

Unproductive strategies can create an unhealthy work environment, which can impact sustainability through reduced productivity and employee retention (Utama & Dwija, 2019). Employee engagement impacts the quality of work and the level of motivation, innovation, and creativity that employees bring to the company (Hasan, 2023). Innovation and creativity are essential for achieving long-term growth and sustainability.

Financial Instability and the negative impact of unproductive treatment, such as the use of narcotics, can be detrimental to the financial stability of a business (Suwono & Hasibuan, 2023). Financial instability can be an obstacle to continued business. Therefore, MSME players are usually more accepting of treatment that focuses on productive and adaptive solutions, which can help them overcome challenges, adapt to market changes, and build a strong foundation for business growth and continuation. Management strategies that promote mental well-being, effective decision-making, and positive involvement in business activities are more suitable for supporting the business sustainability.

5. Conclusion

Based on the discussion above, it can be concluded that MSME actors in managing stress focus on handling the problem. Problem-focused handling has been proven to contribute significantly to business sustainability. Meanwhile, handling that focuses on emotions and unproductive handling does not contribute to business sustainability.

MSMEs need to consider more targeted strategies for dealing with stress, rather than relying solely on emotional responses or unproductive solutions. Further studies are needed to deepen the understanding of the factors that influence the sustainability of MSME businesses, as well as to explore alternative stress management strategies that can be implemented. Practical implications for MSMEs and parties involved in developing stress management skills. Training and mentoring can focus on developing effective problem-solving capabilities to support the growth and sustainability of MSME businesses.

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