

LIST OF TABLES

Table 1. 1 Number of UMKM 2021.....	3
Table 1. 2 Number of MSMEs in Surabaya City	5
Table 1. 3 Distribution of Gross Value Added of MSMEs in Surabaya City by Business Fields.....	7
Table 1. 4 Performance Achievement of DINKOPDAG UKM in 2021	9
Table 2. 1 Previous research.....	24
Table 3. 1 Research Characteristics	36
Table 3. 2 Operational Variables	37
Table 3. 3 Likert Scale	44
Table 3. 4 Inner Model measurement table.....	49
Table 4. 1 Loading Factors.....	56
Table 4. 2 AVE Value	58
Table 4. 3 Cross Loading	59
Table 4. 4 Composite Reliability.....	61
Table 4. 5 Cronbach Alpha.....	62
Table 4. 6 R-Square.....	62
Table 4. 7 F2 (Effect Size)	63
Table 4. 8 Q2.....	64
Table 4. 9 Hypothesis Analysis	65