CHAPTER V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the analysis in the previous chapter, the following conclusions can be drawn:

1. Government policy has a positive and significant effect on the growth of MSMEs in Banyumas Regency.

2. Digitalization has an insignificant effect on the growth of MSMEs in Banyumas Regency.

3. Market access has a positive and significant effect on the growth of MSMEs in Banyumas Regency.

4. Digitalization is not the most influential variable on MSMEs in the Banyumas Regency. The most influential variable in this study is the government policy variable.

B. Implications

Some implications that can be drawn from the results of the research analysis that has been described are as follows:

1. MSME practitioners need to take advantage of government policies such as business incentives, training, or mentoring programs that are already available to improve their capacity. For example, participating in existing trainings or utilizing subsidies provided to support business operations. The government needs to continue developing policies that support MSMEs

with a focus on simplifying regulations, access to financing, and technical assistance. In addition, periodic evaluation of the effectiveness of policies that have been implemented is essential to ensure that their impact is in line with the needs of MSME practitioners.

2. Digitalization in this study did not show a significant effect, but MSME players are still suggested to improve digital literacy gradually, such as learning the use of e-commerce or social media as an additional marketing tool. The government needs to review its digitalization program for MSMEs, focusing on relevant training, subsidizing digital devices, and improving technology infrastructure in areas where it is still limited. These efforts aim to reduce barriers to the adoption of digital technology by MSME practitioners.

3. MSME practitioners should be more active in seeking opportunities to expand market access, whether through product exhibitions, collaboration with large distributors, or the use of digital platforms to market their products to a wider scale. The government can support MSMEs by creating programs that facilitate market access, such as establishing special marketplaces for local products, organizing trade shows, or building strategic partnerships between MSMEs and large companies. In addition, efforts should be made to open up export opportunities through administrative and promotional support.

C. Research Limitations

In this study, there are several limitations that may affect the results of the study. The following are the limitations of this study:

1. There are limitations in the grouping of MSMEs, which are the types of small, medium, and large MSMEs, so that it cannot be known which types of MSMEs are small, medium, and large. Future research is recommended to use the classification of MSMEs based on business size (small, medium and large). This can be done by referring to criteria set by the government or related institutions, such as the number of employees or annual revenue. With this classification, researchers can analyze how different variables affect each group of MSMEs, resulting in more specific and targeted recommendations.

2. Limited data on MSMEs in the Banyumas Regency. Collaboration between researchers, local government, and related institutions is expected to improve the availability of MSME data in Banyumas Regency. Future research can conduct primary data collection through direct surveys, interviews, or case studies to obtain more detailed and accurate information. In addition, support from related institutions in providing structured and comprehensive data will be very helpful to enrich the research analysis.