

The Impact of Pancasila Values For Digital Economy in Small Enterprises

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Abstract

This study examines how Pancasila values are implemented in digital businesses, particularly small enterprises, in Pasar Raya MMTC. The research aims to understand how Pancasila principles such as social justice, unity, and moral values are applied in the digital economy. A survey was conducted with 80 customers at Pasar Raya MMTC to assess their perceptions of small business practices aligning with Pancasila. The results indicate that small business owners who demonstrate moral principles, consider customer interests, and promote equitable offerings and treatment positively influence customer comfort and trust in digital transactions. The findings suggest Pancasila provides a valuable framework for ethical digital business practices that can support the growth and inclusion of small enterprises.

Keywords: Digital Economy



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INTRODUCTION

Pancasila, as the foundational ideology of Indonesia, provides a moral framework for national life, evident in every aspect of social and economic life. The principles of Pancasila serve as a guide for societal behavior and decision-making, especially in challenging situations. It is crucial to apply local values, such as Pancasila, to preserve national identity and social balance in today's business and economic world. Amidst the rapid currents of globalization, where local values are often threatened by foreign cultural and economic influences, Pancasila offers a robust framework for preserving the nation's identity. Pancasila promotes collective awareness, encouraging people to unite within diversity. This is highly significant in the business world, where different elements of society work together to create a fair and inclusive business environment. Additionally, unethical business practices, such as corruption and social injustice, can be addressed by upholding Pancasila's values. It is expected that business actors act to improve general welfare rather than solely pursuing personal profit. By promoting Pancasila values in the use of social media and digital tools, Indonesia can maintain unity and social justice in the globalized era (Daffana, A.R., 2024). The Pancasila economy is an economic structure based on Pancasila's values, such as familial solidarity, mutual cooperation, and collective welfare. Its goal is to achieve social justice for all Indonesian citizens. The importance of applying Pancasila values in business is increasingly clear, especially in maintaining social justice by supporting small and medium enterprises (Eviviana, 2020). In the digital economy, Pancasila is utilized to preserve unity amid cultural diversity and global influences. The aim of this research is to understand how Pancasila values are applied in the digital business world, particularly in small and medium enterprises. It is essential to educate the younger generation about Pancasila's principles so they can become agents of change who help maintain unity and achieve justice.

Pancasila Economy

The Pancasila economy is an economic system designed based on the values of Pancasila, Indonesia's national ideology, which emphasizes social justice, humanity, and collective

welfare. This system is developed to ensure that Indonesia's economy does not fall into the extremes of capitalism or socialism but instead achieves a balance between market freedom and government intervention to realize social justice and prosperity for all citizens. In the Pancasila economy, the economy is structured so that every policy and economic action reflects fairness and equality. This system seeks to make cooperatives the main pillars of the economy, where cooperatives are viewed as a concrete form of collective effort to build the economy. Another distinctive feature of the Pancasila economy includes a balance between national economic planning and decentralized economic activities to ensure equal distribution and social justice.

Digital Business

Digital business is the process by which companies adapt to a technology-based business model that is more flexible and responsive to environmental changes. This transition requires integrating digital technology into various aspects of the company, from operations to customer experience. Digital transformation goes beyond merely adopting new technology; it also involves updating the business model and enhancing organizational capabilities overall to improve the value proposition offered to customers. The success of digital business depends heavily on full commitment and support from management, particularly the CEO. Furthermore, successful digital transformation requires change leadership, which differs from conventional change management because it encompasses shifts in perspective, organizational culture, and work patterns to achieve the desired level of digital maturity. An essential aspect of digital business is selecting a digital platform that is not just a tool but also becomes the core of business activities. This emphasizes that the platform should not be overly customized but rather adopted and integrated with the company's business rules. In this way, organizations can be more responsive to market changes and leverage technology to strengthen their competitive advantage.

Implementation of Pancasila Values in Small Digital Business

Implementing Pancasila values in digital business for small enterprises plays an essential role in realizing social justice in the era of global competition. In this context, the revitalization of Pancasila values aims to uphold the principle of non-discrimination for small business actors. This ensures that small businesses receive special treatment that reflects social justice in line with Pancasila's goals. Applying Pancasila values in digital business competition encourages the government to uphold the rights of small businesses through policies that support legal protections for them. Through Law No. 5 of 1999 on the Prohibition of Monopolistic Practices and Unfair Business Competition, small businesses are granted certain exemptions to protect their sustainability amidst intense global competition. This law highlights the need to balance fair business regulation with special support for small business players so they can continue to grow. However, the non-discrimination rule from the World Trade Organization (WTO) often conflicts with these values, especially in free trade policies that tend to place small businesses at a disadvantage. Therefore, efforts to secure exemptions from WTO principles for small businesses, such as in multilateral trade agreements, are necessary to maintain protection for small businesses in line with Pancasila values. Through revitalizing Pancasila values in digital business, Indonesia strives to ensure that small business actors not only compete but also have fair opportunities in the digital marketplace. This shows that Pancasila values can serve as a solid foundation for national digital business policies, which ultimately are expected to enhance the economic welfare of the broader society.

RESEARCH METHODS

The research method used in this study is a quantitative approach, which measures the relationships between variables using numerical data and statistical analysis to obtain objective and generalizable results. Additionally, a literature review is conducted, focusing on the review, analysis, and synthesis of relevant previous studies to strengthen the theoretical foundation and identify research gaps. The research instrument used is a questionnaire distributed via Google Forms to facilitate quick and automated responses from participants. The collected data is then processed using Microsoft Excel for both descriptive and inferential statistical analysis, which will assist in hypothesis testing and accurate interpretation of the research results.

RESEARCH RESULTS AND DISCUSSIONS

Pasar Raya MMTC (Medan Metropolitan Trade Centre) is a traditional market located in the MMTC Complex, Jalan Willem Iskandar, Desa Kenangan Baru, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. This market began operating on Wednesday, May 10, 2017, with the initial establishment of 2,000 kiosks. These kiosks are divided into a wet market, selling fish, vegetables, fruits, and meat, and a dry market, offering staple foods, clothing, electronics, and culinary goods. This research was conducted by distributing Google Forms questionnaires to customers at Pasaraya MMTC. A total of 80 respondents participated, most of whom were students aged between 15 and 20 years, as Pasaraya MMTC is located near the State University of Medan. The questionnaire used in this study included the following statements:

1. I feel comfortable transacting at Pasaraya MMTC because the merchants consistently conduct their business with integrity.
2. I feel that the merchants at Pasaraya MMTC do not lie or deceive in their business promotions.
3. I feel treated fairly when shopping at Pasaraya MMTC.
4. I feel that the merchants at Pasaraya MMTC offer discounts or deals equally to all customers.
5. I feel the merchants at Pasaraya MMTC offer products affordable for all segments of society.
6. Small business merchants at Pasaraya MMTC consistently maintain honesty in their digital business transactions.
7. The merchants at Pasaraya MMTC seem not solely focused on profit but also value moral principles in their digital business practices.
8. The merchants at Pasaraya MMTC always respect consumer rights in every digital transaction.
9. Small business merchants at Pasaraya MMTC respond quickly and courteously to customer complaints on digital platforms.
10. The merchants at Pasaraya MMTC always treat customers with politeness in digital transactions.
11. Small businesses at Pasaraya MMTC do not discriminate against customers in digital transactions based on ethnicity, religion, or race.
12. The merchants at Pasaraya MMTC appear to maintain harmony with various communities in their digital transactions.
13. Small business merchants at Pasaraya MMTC are always open to feedback and suggestions from customers in their digital business operations.
14. Small business merchants at Pasaraya MMTC appear to make decisions in their digital business by considering consumer interests.
15. I feel that the merchants at Pasaraya MMTC conduct their business in accordance with moral values, fairness, and honesty that reflect Pancasila principles.

After distributing the questionnaire, a linear regression test was conducted in Microsoft Excel, yielding the following results:

Table 1. Summary Output

Regression Statistics	
Multiple R	0,827390721
R Square	0,684575404
Adjusted R Square	0,616637799
Standard Error	0,447068237
Observations	80

Table 2. ANOVA

	df	SS	MS	F	Significance F
Regression	14	28,19594947	2,013996391	10,0765313	1,74156
Residual	65	12,99155053	0,199870008		
Total	79	41,1875			

Table 3. Correlation

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,296670407	0,359688239	0,824798741	0,41250251	0,421676611	1,015017424	0,421676611	1,015017424
Saya merasa nyaman bertransaksi di Pasaraya MMTC karena pedagangannya selalu menjalankan usaha mereka dengan integritas.	-0,115985368	0,144657526	-0,801792841	0,42559437	-0,404886397	0,17291566	-0,404886397	0,17291566
Saya merasa bahwa pedagang di Pasaraya MMTC tidak berbohong atau menipu dalam promosi bisnis mereka.	-0,067520746	0,092208364	-0,732262702	0,46664048	-0,251673564	0,116632073	-0,251673564	0,116632073
Saya merasa diperlakukan dengan adil saat berbelanja di Pasaraya MMTC.	-0,073098863	0,107453353	-0,680284616	0,49874024	-0,287698028	0,141500302	-0,287698028	0,141500302
Saya merasa bahwa pedagang di Pasaraya MMTC memberikan diskon atau penawaran yang merata kepada semua pembeli.	0,237760128	0,131652755	1,805963933	0,07555417	0,025168581	0,500688836	0,025168581	0,500688836
Saya merasa pedagang di Pasaraya MMTC menawarkan produk yang terjangkau bagi semua lapisan masyarakat.	0,068785838	0,121145044	0,567797381	0,57212869	-0,173157521	0,310729197	-0,173157521	0,310729197
Pedagang usaha kecil di Pasaraya MMTC selalu menjaga kejujuran dalam transaksi bisnis digital mereka.	-0,100854325	0,090646417	-1,112612369	0,26997291	-0,28188772	0,080179071	-0,28188772	0,080179071
Pedagang di Pasaraya MMTC tampak tidak hanya mengejar keuntungan, tetapi juga menghargai prinsip moral dalam usaha digital mereka.	0,343697203	0,101834195	3,375066713	0,00124876	0,140320271	0,547074135	0,140320271	0,547074135
Pedagang di Pasaraya MMTC selalu menghormati hak konsumen dalam setiap transaksi digital.	-0,141823299	0,121969812	-1,16277377	0,24917255	-0,385413834	0,101767237	-0,385413834	0,101767237
Pedagang usaha kecil di Pasaraya MMTC cepat menanggapi keluhan pembeli di platform digital dengan sikap yang baik.	0,20795115	0,126190326	1,64791673	0,10419581	0,044068335	0,459970634	0,044068335	0,459970634
Pedagang di Pasaraya MMTC selalu memperlakukan pembeli dengan penuh kesopanan dalam transaksi digital.	0,040905388	0,115034493	0,355592371	0,72329728	-0,188834359	0,270645136	-0,188834359	0,270645136
Usaha kecil di Pasaraya MMTC tidak membedakan pembeli dalam transaksi digital berdasarkan suku, agama, atau ras.	-0,039393134	0,092783859	-0,424568829	0,67255307	-0,224695297	0,145909028	-0,224695297	0,145909028

Pedagang di Pasaraya MMTC terlihat mampu menjaga kerukunan dengan berbagai kalangan dalam transaksi digital mereka.	0,24502 3422	0,137568 683	1,781098 838	0,07956 856	- 0,029720 21	0,51976 7054	- 0,029720 21	0,51976 7054
Pedagang usaha kecil di Pasaraya MMTC selalu bersikap terbuka terhadap saran dan masukan dari pembeli dalam bisnis digital mereka.	- 0,09301 0427	0,121414 516	- 0,766056 893	0,44641 553	- 0,335491 961	0,14947 1106	- 0,335491 961	0,14947 1106
Para pedagang usaha kecil di Pasaraya MMTC terlihat mengambil keputusan dalam bisnis digital mereka dengan mempertimbangkan kepentingan konsumen.	0,40786 2189	0,120069 37	3,396887 882	0,00116 727	0,168067 098	0,64765 728	0,168067 098	0,64765 728

Based on the data processing results, the Cronbach's Alpha coefficient, above 0.7, indicates good reliability in this research instrument. This suggests that the obtained data can be considered reliable and consistent for supporting further analysis. The linear regression results show a multiple R value of 0.827391, indicating a strong relationship between the dependent and independent variables. This demonstrates a significant positive correlation between the independent variables studied and the dependent variable, which is transaction comfort. The R Square value of 0.684575 indicates that this model can explain approximately 68.46% of the variation in the dependent variable, transaction comfort at Pasaraya MMTC. Adjusting for the number of variables in the model, the Adjusted R Square becomes 0.616638, meaning that the model can explain around 61.66% of the variation in transaction comfort. The Standard Error of 0.447068 reflects the model's prediction error; the smaller this value, the more accurate the model's predictions.

The ANOVA test reveals an F value of 10.07653, which is statistically significant, as reflected by a Significance F of 1.74E-11. This value indicates that at least one independent variable has a significant effect on the dependent variable. The Degree of Freedom (df) shows that there are 14 independent variables contributing to this model. The Sum of Squares (SS) for regression, at 28.19595, indicates the variation that can be explained by the model, while the SS for residuals, at 12.99155, indicates the variation that cannot be explained by the model. The Mean Square (MS) values are obtained by dividing SS by df, resulting in an MS for regression of 2.013996 and an MS for residuals of 0.19987. The coefficient table analysis provides insight into the impact of each independent variable on transaction comfort at Pasaraya MMTC. The intercept of 0.29667 indicates the initial value of transaction comfort when all independent variables are zero. Further analysis shows that the variable "merchant integrity" has a coefficient of -0.11599 with a P-value of 0.425594, indicating a negative and non-significant effect. This is followed by the variable "honesty in promotions" with a coefficient of -0.06752 and a P-value of 0.46664, also showing a negative and non-significant effect. Several variables show a nearly significant effect, such as "equal discounts or offers" with a coefficient of 0.23776 and a P-value of 0.075554, suggesting that the feeling of receiving equal offers can increase transaction comfort. Additionally, the variable "harmony in transactions" with a coefficient of 0.245023 and a P-value of 0.079569 shows a positive influence that is also nearly significant. The variables "merchants valuing moral principles" (coefficient 0.343697, P-value 0.001249) and "merchant care for consumers" (coefficient 0.407862, P-value 0.001167) have a significant positive impact. These two variables indicate that the more merchants value moral principles and consider consumer interests, the higher the transaction comfort at Pasaraya MMTC.

CONCLUSION

Overall, the regression model used has proven to be strong and significant in explaining transaction comfort at Pasaraya MMTC, as indicated by the high R Square value. Several

independent variables, particularly those related to moral principles and consideration for consumer interests, have shown a significant effect on transaction comfort. Although other variables have non-significant effects, these findings still provide valuable insights for merchants at Pasaraya MMTC to understand the factors influencing transaction comfort. These insights are expected to assist merchants in developing better strategies to enhance customer satisfaction.

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