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The Impact of Coaching on The Resilience of The Agribusiness MSMEs

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Abstract−The Ministry of State-Owned Enterprises, in collaboration with state-owned firms, established the Rumah BUMN as a communal space to convene, educate, and support MSME stakeholders in becoming high-quality Indonesian MSMEs. Rumah BUMN Sumsel (RBS) affiliated with Company Social Responsibility Department of PT. Pusri Palembang, is dedicated to supporting MSME partners through three primary initiatives: competency enhancement, market access, and capital accessibility. This study will delineate the attributes of MSMEs supported by the South Sumatra Rumah BUMN and assess the coaching program implemented RBS regarding the sustainability of agribusiness MSMEs through SEM-PLS (Structural Equation Modelling-Partial Least Square) correlation analysis. The metrics employed to assess business sustainability variables include augmented MSME revenue, business expansion, product quality, competitiveness, and operational efficiency. Data analysis results from 100 respondents using the SmartPLS3 program indicate that, for MSMEs in the agricultural sector, the variables significantly influencing business sustainability are marketing access (p-value = 0.013) and capital availability (p-value = 0.000). The variable of competency enhancement, with a p-value of 0.302, indicates an insignificant result in the agriculture MSME sector. Business sustainability is significantly reliant on money and extensive market reach. Despite an improvement in competence, the absence of adequate money and a market capable of absorbing products may jeopardise corporate continuation. The discovery emphasizes the importance of comprehensive monitoring tools; however, the study does not evaluate the effectiveness of current procedures in monitoring MSME progress or the repercussions of the coaching programs. The conclusions obtained may be further corroborated and a more comprehensive understanding of the determinants that affect MSME sustainability may be achieved by mitigating these constraints in future research.

Keywords: Coaching; MSMEs; Resilience; Agribusiness; Market; Capital; Competence; Rumah BUMN

1. INTRODUCTION

Sarfiah et al., (2019) assert that MSMEs play a significant role and employ strategies in the development of the national economy. Besides contributing to economic growth and employment absorption, MSMEs also facilitate the distribution of developmental outcomes. Ramadani et al., (2020) demonstrate that MSMEs exert a positive and considerable influence on economic growth in Indonesia. Afifah research (2023) indicates that business entities, particularly MSMEs, must innovate in the production of goods and services to align with market demands. The integration and synergy of several components within the digital MSME ecosystem are essential for ensuring sustainable development in the future (Windariana, 2023).

Agricultural enterprise MSMEs encompass business operations that facilitate agricultural endeavours and those that are facilitated by agricultural activities. According to Hassanzoy (2019) agribusiness is concisely defined as a generic term that refers to the various business involved in food and fiber production (including farming), seed supply, agrichemicals, farm machinery, wholesale and distribution, processing, marketing and retail sales. Agribusiness comprises a system of interconnected subsystems, including the procurement and distribution of production resources (upstream agribusiness subsystem), primary agriculture subsystem, processing subsystem, marketing subsystem, and service and support subsystem.

Antesty et al., (2023) indicate that governments should augment funds and endorse sustainable methods. Micro, Small, and Medium Enterprises (MSMEs) are urged to utilise social media for efficient marketing, branding, and cost reduction, so enhancing their overall success and sustainability. MSME enterprises are susceptible to interruptions and shocks, which can profoundly affect their operations and viability. To mitigate these risks, MSMEs must enhance their resilience by integrating Business Resilience and emergency preparedness policies into their operations. The Indonesian government has instituted multiple programs to assist in the development of MSMEs in order to address the issues they encounter.

The Ministry of SOEs together with state-owned companies built the Rumah BUMN as a common home to gather, learn and foster SMEs to become quality Indonesian SMEs. To date, 251 RBs have been operational across all districts and cities in Indonesia, including 26 State-Owned Enterprises (SOEs). Located in South Sumatra Province, specifically in Palembang, Rumah BUMN South Sumatra (RBS) is the only RB established by PT PUSRI Palembang, a subsidiary of PT Pupuk Indonesia (Persero). As of October 2023, the total number of registered MSEs on the RBS platform has reached 990. The role of MSME coaches in ensuring Business Resilience is crucial, as they often serve as the backbone of the local economy, creating employment opportunities and promoting overall economic development.

(Dewi et al., 2021) in their writing entitled “Development and Assistance of MSMEs as an Effort to Empower Family Economy in Coastal Communities” explained about business assistance to MSMEs Processing Empling Ceplis Melinjo in Way Tataan village. Where before the assistance activities, business management was still unprofessional, it could be seen from the very simple and unattractive packaging, not yet keeping financial records, and marketing was still manual by leaving products in traditional markets or nearby stalls.

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Research by Saleh et al., (2022) entitled *"Factors influencing survival of business ventures in an underdeveloped economy: the case of Yemen"*. The purpose of this study is to empirically investigate all the factors that affect the performance, productivity, and growth of Small and Medium Enterprises (SMEs) in low-income countries, using Yemen as a case study. This study adds to the literature by proposing a proposed research model to measure the factors affecting the performance of SMEs in underdeveloped economies, with a particular focus on the challenges that arise temporarily during an unstable political and business environment.

Research by Zhou et al. (2021) entitled "Impact of dynamic capacities on the performance of food and beverage enterprises in Lagos, Nigeria". The problem explored in this study is amid hostile economic conditions and a competitive landscape, how dynamic capacities interact with and affect company performance indicators such as sales growth, survival, profitability, and competitive advantage. Also, how the challenges posed by political interference and corruption in business networks affect the potential benefits of forming and participating in such networks for food and beverage firms in Nigeria. The objective of this study is to investigate the impact of dynamic capacities, including strategic decision-making capacity, product innovation capacity, strategic flexibility, competitive intensity, technological turbulence, and technological capability, on the performance of food and beverage manufacturing firms in Lagos, Nigeria. The results of this study can serve as a reference that can provide insights into the challenges and opportunities faced by MSMEs as well as the contribution of coaching in improving their performance and business sustainability.

Research from Bachtiar et al. (2023) entitled "Business Resilience and Growth Strategy Transformation Post Crisis". This research uses an inductive theory-building approach to investigate the phenomenon and explore more deeply the views and experiences of entrepreneurs in sustaining their businesses after the crisis, and to identify the starting and ending points of business growth as an implication of the crisis. The research problem identified was the need to understand the stages and processes involved in developing resilience and pursuing growth strategies to achieve post-crisis business sustainability.

Research by Huang et al., (2023) entitled "The sustainability characteristics of Michelin Green Star Restaurants". Key issues discussed include the obscurity of sustainability practices carried out behind the scenes, the difficulty for consumers to perceive it without active promotion from the restaurant, as well as the potential for greenwashing where some restaurants use the term "green" or "sustainability" as a marketing tool without implementing real sustainability practices. This research can provide a deep insight into the sustainability practices undertaken by restaurants, especially those that have been recognized with sustainability awards such as the Michelin Green Star. This information can serve as a basis for understanding how sustainability practices can be implemented in the context of food and beverage businesses. In addition, the findings from this study can provide inspiration for MSMEs to adopt and improve sustainability practices in their businesses.

The investigation into the impact of coaching on the sustainability of micro, small, and medium-sized enterprises, deemed pertinent to the forthcoming research, encompasses findings from Chikweche & Mohammed, (2023) titled "Revisiting Advisory Assistance Programs for Micro, Small, and Medium-Sized Enterprises in Regional Rural Areas: Insights from Australia." The research examines the significance of considering the support and inclusion conditions for Micro, Small, and Medium Enterprises (MSMEs) in the regional context, as well as the necessity of comprehending the pre-COVID-19 challenges and context that may impact the entrepreneurial revolution.

Micro, Small, and Medium Enterprises (MSMEs) in the agricultural sector generate employment and enhance the local economy. Nonetheless, MSMEs in Indonesia's agribusiness industry encounter obstacles like insufficient financing, restricted market access, inadequate infrastructure, and a deficiency in technology and skills. This study will employ Structural Equation Modelling (SEM) to examine the impact of coaching provided by the Rumah BUMN (RBS) on its supported MSMEs. The purpose of this research is to evaluate how RBS coaching programs influence the sustainability and growth of agribusiness MSMEs, particularly in addressing key challenges they face. This expertise can inform the creation of tailored interventions and programs to assist MSMEs in developing the strategies and capacities required to withstand disruption and maintain effective operations.

2. RESEARCH METHODS

2.1 Basic Research Framework

The research employed a survey method conducted on-site to gather data regarding existing symptoms and obtain factual information. Additionally, interviews were conducted using a structured questionnaire directed at MSME owners in the agribusiness sector. This study employs a quantitative methodology utilising a closed questionnaire, which will be disseminated online to respondents. Subsequently, data collection will be conducted using suitable techniques for data gathering and analysis pertaining to MSME owners in the agribusiness sector, supported by the South Sumatra Rumah BUMN. Respondents for the research were chosen based on specific criteria, including their status as MSMEs involved in agribusiness and their affiliation with the RBS. At least one year. Participants who answered affirmatively were deemed qualified to receive a structured questionnaire employing a Likert scale (1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree)). The data analysis will utilise Smart PLS software. Upon completion of the data collection process, the researcher will initially assess the completeness, consistency, and reliability of the acquired data. The research was conducted from September to November 2024.

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The study's data was examined utilising Structural Equation Modelling (SEM) through the SmartPLS application. Partial least square (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables with multiple independent variables (Abdillah et al, 2020). The variables incorporated in the study encompass factors that may impact the sustainability of MSME enterprises within the agribusiness sector, particularly emphasising the effect of MSME development conducted by Rumah BUMNs in South Sumatra.

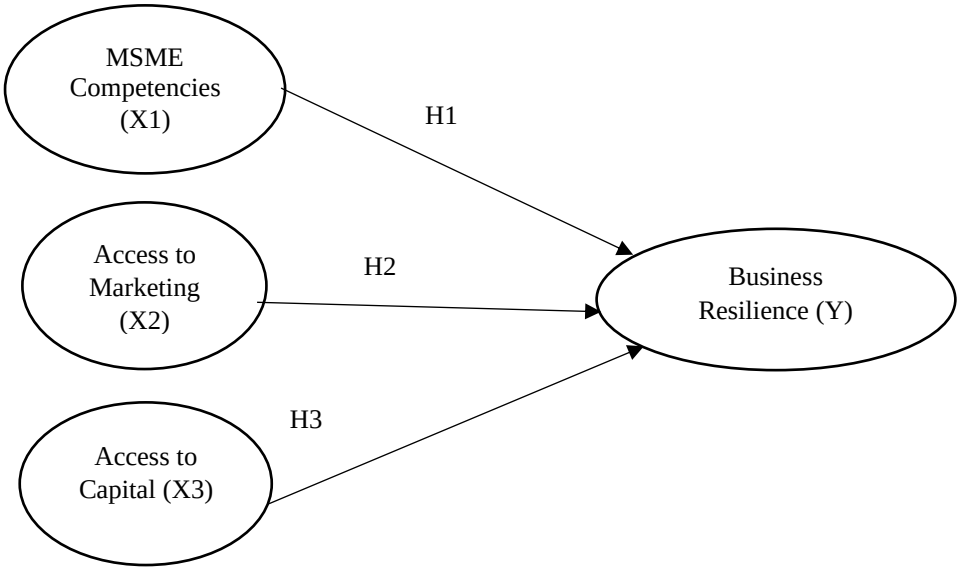

Figure 1. Research Model

The research model for this study can be seen in Figure 1. Business Resilience (Y) is a dependent variable, while MSME competence, marketing access and access to capital are independent variables. The research hypothesis is formulated based on the understanding of the research framework mentioned above in Figure 1, especially according to scientific articles and arguments or theories related to the case or phenomenon that is the object of the research. The formulation of the hypothesis of this study is :

Theoretical Basis 1 : H1 : The competence of MSMEs has a significant influence on business sustainability.
Theoretical Basis 2 : H2 : Marketing access has a significant influence on business sustainability.
Theoretical Basis : H3 : Access to capital has a significant influence on business sustainability.

2.2 Sampling Technique and Data Sampling Method

The population refers to the total number of subjects in an analysis whose characteristics are to be examined (Sugiyono, 2020). The research population comprises MSMEs supported by the South Sumatra Rumah BUMN. The South Sumatra Rumah BUMN has supported 624 MSMEs in the agricultural sector, encompassing several business kinds. Additionally, the sample determination in this study used the Slovin formula. Presented herein is Slovin's formula:

$$n = \frac{N}{1+N\,(e)^2} \quad (1)$$

Where:
N = population size
n = sample size
E2 = degree of inaccuracy tolerance due to picking error
This study uses a degree of 10 percent. Based on the formula above, the calculation of sampling values can be carried out as follows:

$$n = \frac{624}{1+624\,(0{,}1)^2}$$

$$n = \frac{624}{1+6{,}24} = 86\ respondent$$

With a large enough population and for more accurate results, the research sample was taken as 100 samples as respondents.

2.3 Research Indicators

The research indicators used in the research questionnaire in the form of statements and notations can be seen in Table 1.

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Table 1. The research indicators used in the research questionnaire are the statements and notations

Variable Laten	Construction	Indicator	Notasi
MSME Competencies (X1) (Rumah BUMN, 2019)	1. Product Development	The coaching I receive at RBS motivates me to create a broader range of products and services that are worthy of sale.	X1.1
	2. Operational Management	RBS encourages me to be more skilled in optimizing business operations including production, asset inventory and human resources	X1.2
	3. Financial Management	RBS encourages me to be more skilled in business financial recording.	X1.3
	4. Legality and Certification	RBS encourages me to be more skilled in business financial recording	X1.4
	5. Technology Adoption	Coaching motivates me to employ innovative technology to enhance corporate efficiency.	X1.5
	6. Business Digitalization	Using digital technology learned from RBS in business operations, especially in marketing (Social Media Marketing) and finance (QRIS, Mbanking)	X1.6
Access to Marketing (X2) (Rumah BUMN, 2019)	1. Event participation	Participate in exhibitions and bazaars in various events	X2.1
	2. Marketing Strategy Education	RBS encouraged me to create a marketing plan (brand awareness, segmentation and target market)	X2.2
	3. Marketplace & E commerce	RBS encouraged me to register my business to marketplaces or e-commerce (PADI MSMEs, Shopee, Tokopedia)	X2.3
	4. Social Media Marketing	RBS encourages me to use social media in marketing products and services	X2.4
	5. Partnership	RBS opens up opportunities for me to partner with others in developing my business	X2.5
	6. Marketing Network	RBS opens up opportunities for me to partner with others in developing my business	X2.6
Access to Capital (X3) (Rumah BUMN, 2019)	1. Capital information	Knowing that RBS provides access to capital for its fostered MSMEs	X3.1
	2. Awareness Level	RBS raises awareness of capital assistance programs as a solution to capital problems	X3.2
	3. Education Capital application procedure	RBS can provide education on the procedure for applying for capital assistance	X3.3
	4. Assistance	RBS assists MSMEs in the process of applying for capital loans	X3.4
	5. Variety of capital sources	As an RBS fostered partner, I have a choice of a variety of sources of capital that I can access.	X3.5
	6. Consultation Capital Management	RBS provides flexibility to consult on business capital management	X3.6
Business Resilience (Y) *Yanti Et al* (2018)	1. Increased Revenue	RBS has contributed to the increase in my business income	Y1.1
	2. Business Growth	RBS contributed to the growth of my business including expanding market reach and increasing production capacity	Y1.2
	3. Product Quality	The products/services I offer have better quality after joining as a partner of RBS	Y1.3
	4. Competitiveness	Coaching helps me in identifying the competitive advantage of my business compared to competitors.	Y1.4
	5. Operational Efficiency	RBS helps me manage resources (capital, raw materials, labor) more efficiently	Y1.5

2.4 Outer Model Test

The outer model delineates the relationship between each indicator and its corresponding latent variable. The assessments conducted on the external model are: 1) Convergent validity, defined as the significance of loading latent variable variables with their indicators. The indicator is deemed genuine if the loading factor value exceeds 0.7 and remains valid

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down to 0.5 (Ghozali & Latan, 2015). Composite reliability and Cronbach's alpha coefficient. A variable is deemed dependable if the Cronbach's alpha value exceeds 0.6 (Ghozali & Latan, 2015). dependability testing indicates that each variable possesses a Cronbach's alpha value exceeding 0.6, hence confirming its dependability. Average Variance Extracted (AVE). The anticipated AVE value exceeds 0.5, signifying that over half of the constructs can elucidate the indicator. The assessment of the structural model was conducted by examining the coefficient of determination, or R-square, which is derived by bootstrapping operations in Smart PLS. The R2 number is derived from the construct of the endogenous variable, which is the variable that is influenced. The R2 score is classified into three categories: 0.67 (strong), 0.33 (moderate), and 0.19 (poor).

2.5 Structural Model Test

The assessment of the structural model was conducted by examining the value of the coefficient of determination, or R-square. It is derived through the application of bootstrapping processes in Smart PLS. The R2 number is derived from the construct of the endogenous variable, which is the variable that is influenced. The R2 value is classified into three categories: 0.67 (strong), 0.33 (moderate), and 0.19 (weak). The measurement model can be expressed as an equation, resulting in the general form of the measurement model equation as follows:
Measurement of exogenous latent variables (X-model):

$$\xi_1 = \lambda_1 X_{11} + \lambda_2 X_{12} + \lambda_3 X_{13} + \lambda_4 X_{14} + \lambda_5 X_{15} + \lambda_6 X_{16} + \delta_1$$

$$\xi_2 = \lambda_1 X_{21} + \lambda_2 X_{22} + \lambda_3 X_{23} + \lambda_4 X_{24} + \lambda_5 X_{25} + \lambda_6 X_{26} + \delta_2$$

$$\xi_3 = \lambda_1 X_{31} + \lambda_2 X_{32} + \lambda_3 X_{33} + \lambda_4 X_{34} + \lambda_5 X_{35} + \lambda_6 X_{36} + \delta_3$$

From the structural model, the general form of the structural model equation can be stated as follows:

$$\eta_i = \gamma_1 \xi_1 + \gamma_2 \xi_2 + \gamma_3 \xi_3 + \zeta_i \quad (2)$$

Information :
η = eta, a vector of *endogenous* variables (latent variables Y)
ξ = xi, a vector of *the exogelous* variable (latent variable X)
γ = gamma, a coefficient matrix that describes the effect of an *exogenous* variable on an endogenous variable
λx = lambda, Exogenous latent variable factor loading
λy = lambda, Loading Variable Factor Endogenous Latins
ζ = zeta, galat model
δ = delta, Measurement error on exogenous latent variables
By referring to the general form of the structural model, the researcher formulated the structural equation of this study as:

$$Y_1 = \gamma_{1.1} X_1 + \gamma_{1.2} X_2 + \gamma_{1.3} X_3 + \zeta_1 \quad (3)$$

3. RESULT AND DISCUSSION

3.1 Data Description

This section will examine the responder profiles collected by the researcher. The subsequent results pertain to the profiles of the respondents analyzed. Among the 100 respondents, the majority were female (83%), while male respondents constituted 17%. Additionally, 5% of responders are aged 18-28 years, 40% are aged 29-39 years, 39% are aged 40-50 years, 15% are aged 51-60 years, and 1% are aged beyond 60 years. Among the 100 respondents, 33% possessed a high school diploma, 48% held a bachelor's degree (S1), 12% had a diploma, 6% attained a master's degree (S2), and 1% achieved a doctoral degree (S3). Ninety-six percent of participants utilise their capital for their enterprises. Fifty-five percent of respondents in the agricultural industry have an annual turnover of less than Rp50,000,000.0. Approximately 45% of MSME respondents utilize both online and offline marketing, 37% exclusively employ internet marketing, and 18% rely solely on offline marketing.

3.2 Data Analysis

Data Examination This document presents the findings derived from data collected from 100 respondents concerning the impact of coaching on the business sustainability of MSME agricultural partners supported by Rumah BUMN South Sumatra, utilising the SmartPLS 3.2.9 application.

3.2.1 Measurement Model Test (Outer Model Analysis)

3.2.1.1 Outer Loading Value

The indicator can be said to be valid if the *loading factor* value is above 0.7 and can still be considered valid up to 0.5.

Table 2. Outer Loading Test Result

Indicators	MSME	Access	Access to Capital	Business Resilience

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	Competencies	Marketing			
X1.1	0,818				
X1.2	0,886				
X1.3	0,891				
X1.4	0,809				
X1.5	0,888				
X1.6	0,827				
X2.1		0,830			
X2.2		0,867			
X2.3		0,895			
X2.4		0,890			
X2.5		0,900			
X2.6		0,907			
X3.1			0,904		
X3.2			0,942		
X3.3			0,936		
X3.4			0,880		
X3.5			0,864		
X3.6			0,918		
Y1.1				0,906	
Y1.2				0,942	
Y1.3				0,911	
Y1.4				0,916	
Y1.5				0,950	

The outcomes of the outer loading value assessment in Table 2 indicate that each item or indicator possesses an outer loading value exceeding 0.70. The convergence validity test, assessed using the outer loading value, is deemed valid and appropriate for application.

3.2.1.2 Composite Reliability and Cronbach Alpha

A variable can be considered reliable if *Cronbach's alpha value> 0.6 (Ghozali & Latan, 2015).* Based on reliability testing, each variable has a Cronbach's alpha value> 0.6 so it can be said to be reliable.

Table 3. Cronbach Alpha and Composite Reliability Test Result

Variable	Cronbach Alpha	Composite Reliability
MSME Competencies	0,925	0,942
Access to Marketing	0,943	0,955
Access to Capital	0,957	0,966
Business Resilience	0,958	0,967

Based on Table 3, the results of the Cronbach Alpha value test of the four variables have a > value of 0.5. From these results, all variables are declared reliable.

3.2.1.3 Average Variance Extracted (AVE) Value

The AVE test shows how well a construct can explain the variance of its indicators. A construct is considered valid if the value is >0.5.

Table 4. Test Result of AVE

VariableVariable	AVE Value
Access to Marketing	0,778
Access to Capital	0,824
Business Resilience	0,856
MSME Competencies	0,729

Based on table 4, the results of the AVE value test explained that the four variables had a > value of 0.5. From these results, the Average Variance Extracted test all variables were declared valid.

3.2.2 Structural Model Test (Inner Model Analysis)

3.2.2.1 R-Square

Based on the results of the analysis of PLS Algorhythm in figure 2, the R Square value of 0.883 or 88.30% was obtained. The R square value interprets the influence of MSME competence, marketing access, and access to capital on the sustainability of agricultural businesses is 88.3% while the remaining 0.117 or 11.70% is explained by other factors

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outside the model. This indicates that the model is in accordance with (good) according to the structural criteria with PLS.

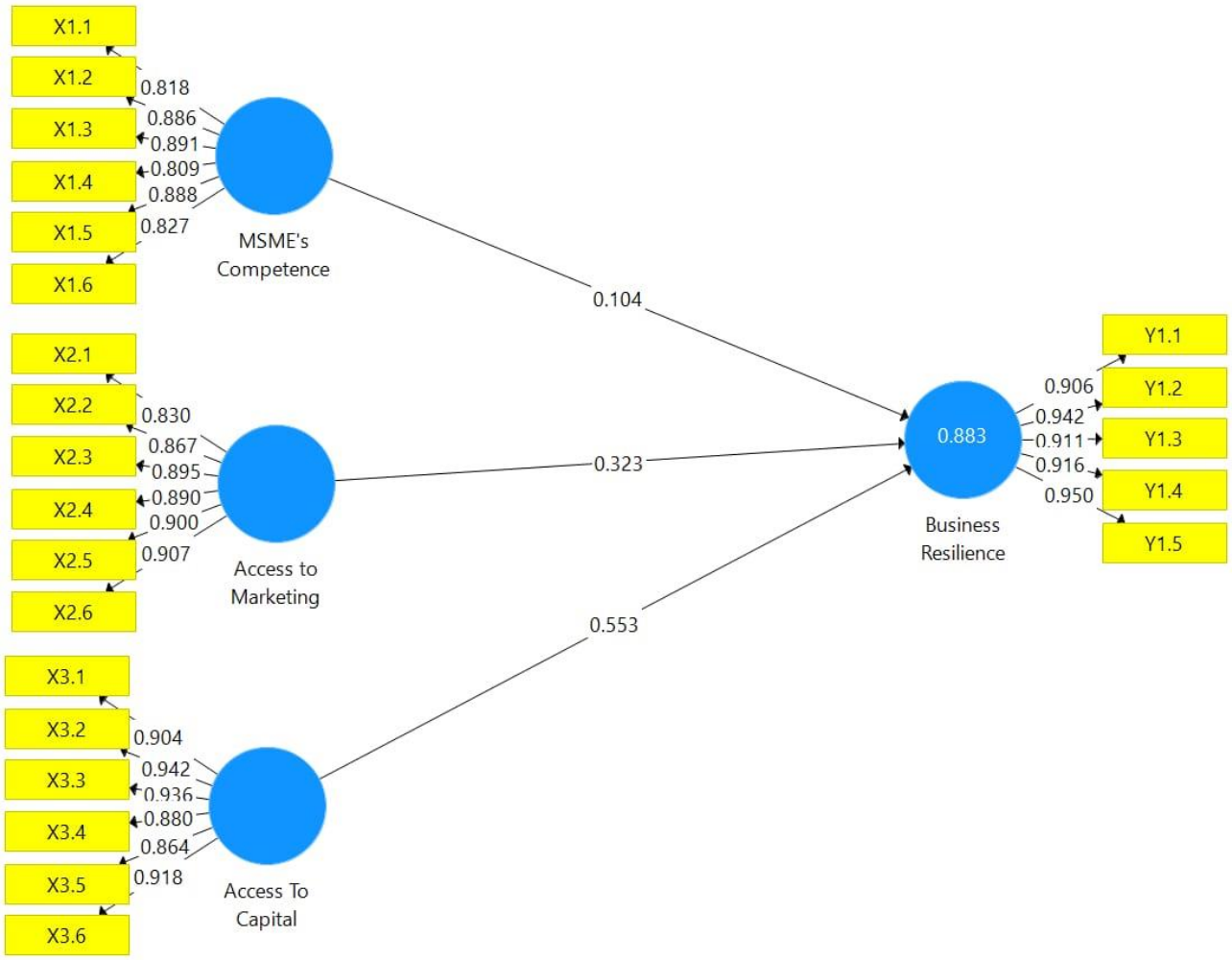

Figure 2. PLS Algorithm Calculation Result

3.2.3 Hypothesis Testing

The criteria in this hypothesis test is if the p value < 0.05, then there is a significant influence between independent variables on dependent variables. Through this bootstrapping procedure, it is used to determine the influence between variables through the value of the significance between variables shown by the value of path coefficient and t-statistic value in the table as follows:

Table 5. Test Result for P-Value

Item	t-statistic	P-Value	Result
MSME Competencies → Business Resilience	1,003	0,302	Insignificant
Access to Marketing → Business Resilience	2,501	0,013**	Significant
Access to Capital→ Business Resilience	4,092	0,000***	Significant

3.3 Discussion

3.3.1 Hypothesis 1

H1: The hypothesis that the coaching provided by the South Sumatra Rumah BUMN, specifically through increasing the competence of MSMEs, significantly affects the sustainability of agricultural MSMEs was found to be **insignificant (rejected)**. Although competency development programs can enhance skills and knowledge, they frequently do not lead to business sustainability without additional elements such as financial resources and market access. In the case of agricultural MSMEs, even proficient entrepreneurs may find it challenging to maintain their enterprises if they lack adequate cash for operations or a market capable of absorbing their products.

The agriculture sector encounters distinct issues, including seasonal demand, price fluctuations, and logistical obstacles. Enhancing competencies alone may be insufficient to resolve these structural difficulties, which necessitate

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comprehensive systemic assistance, including enhanced infrastructure, market connections, and financial frameworks. Tambunan, (2019) research indicated that MSMEs in Indonesia frequently face challenges stemming from insufficient market possibilities and working capital, despite entrepreneurs having received comprehensive training.

The study clearly identified that financial accessibility (p-value = 0.000) and market access (p-value = 0.013) were major determinants of firm sustainability. This underscores that competency training, although advantageous, may not provide the immediate effects necessary to meet the essential requirements of agricultural MSMEs. The study by Goyal et al., (2014) concluded that training programs are most effective when accompanied by access to resources and markets. The research determined that for agricultural MSMEs, "capacity-building initiatives must correspond with resource allocation and market integration to attain sustainability."

The insignificance of H1 underscores that although competency upgrading is a crucial aspect of MSME training, it must be supplemented by sufficient financial support and market access to meaningfully influence the sustainability of agricultural MSMEs. This discovery corresponds with extensive research highlighting the necessity for a comprehensive strategy in MSME development.

3.3.2 Hypothesis 2

H2: The hypothesis that the coaching provided by the South Sumatra Rumah BUMN, specifically through increasing marketing access, significantly affects the sustainability of agricultural MSMEs was found to be **significant (accepted).** Access to marketing is essential for agricultural MSMEs, as it facilitates connections with customers, enhances pricing, and broadens their customer base. Enhanced market access mitigates the risk of unsold inventory, stabilises revenue, and creates potential for expansion. Marketing access immediately enhances business sustainability by connecting manufacturers and customers.

Agricultural MSMEs can encounter significant competition from larger corporations. Enhanced market access enables them to strategically position their products, distinguish themselves via branding, and target specialised customers. This results in enhanced revenue streams and increased resilience to market swings. Research conducted by Trulline, (2021) social media and e-commerce can be managed properly which has implications for the possibility of an increase in turnover, good social media and e-commerce management is also recognized by MSME players to increase sales turnover in the midst of the current Covid-19 pandemic.Tambunan, (2019) research emphasised that MSMEs in Indonesia, especially in agriculture, depend significantly on market access to maintain their operations. Initiatives that link MSMEs with domestic and global markets have demonstrated a substantial enhancement in their performance. The agricultural business relies on effective supply chains and dependable purchasers. Coaching programs that prioritise market linkages—such as engagement in trade expos, digital marketing instruction, or the formation of partnerships with retailers—are closely aligned with the operational requirements of these enterprises.

The research indicated that market access possessed a considerable p-value (0.013), demonstrating its substantial impact on firm sustainability. This indicates that enhanced market access for MSMEs substantially improves their operational efficiency, competitiveness, and income creation. The research by Sholicha & Oktafia, (2021) The positive impact of implementing a marketing strategy in an effort to increase is able to open up jobs for the villagers themselves. Research by Dewi & Masdiantini, (2023), showed that e commerce have positive and significant influence on the performance of MSMEs in the buleleng sub district area

The endorsement of H2 underscores the critical importance of market access in supporting agricultural MSMEs. The coaching sessions offered by the South Sumatra Rumah BUMN enhance these enterprises' ability to access a broader client base and attain improved pricing, so greatly bolstering their long-term resilience and growth. This discovery corresponds with extensive research highlighting market access as a pivotal factor in the success of MSMEs in agriculture.

3.3.3 Hypothesis 3

H3: The hypothesis that the coaching provided by the South Sumatra Rumah BUMN, specifically through increasing access to capital, significantly affects the sustainability of agricultural MSMEs was found to **be significant (accepted).** Access to money is a vital prerequisite for the growth and sustainability of any business, especially for agricultural MSMEs. Capital allows these enterprises to invest in vital inputs including seeds, fertilisers, tools, and technology, as well as to cover operational expenses. This guarantees continuous operations and facilitates corporate growth.

Agricultural MSMEs frequently encounter financial limitations stemming from elevated operating risks, insufficient collateral, and restricted access to formal banking services. Coaching programs that enable access to loans, grants, or micro-financing substantially diminish these obstacles, permitting MSMEs to surmount liquidity challenges and maintain their operations during periods of low demand. The results of research by Purwati et al. (2024) found that the financing provided was very effective in improving the performance of MSMEs that had become their customers and succeeded in helping MSMEs meet other needs without overriding the principles of trust and trust that they received. Tambunan, (2019) identified that in Indonesia, restricted access to funding poses a significant challenge for MSMEs, particularly in the agricultural sector. Financial support programs substantially bolster the resilience and sustainability of these enterprises.

The research indicated that capital accessibility possessed a significant p-value (0.000), highlighting its substantial and direct impact on the sustainability of agricultural MSMEs. This signifies that cash infusion allows organisations to stabilise operations, implement innovative methods, and enhance market presence.

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In agriculture, money is crucial for tackling sector-specific difficulties, including seasonal changes, price instability, and the necessity for infrastructure investment. Coaching programs that link MSMEs with financial resources directly tackle these problems, resulting in enhanced sustainability.

The affirmation of H3 indicates that capital accessibility is vital for the sustainability of agricultural MSMEs. The coaching programs of the South Sumatra Rumah BUMN substantially improve the resilience, productivity, and growth potential of companies by promoting financial inclusion and mitigating capital bottlenecks. This discovery corresponds with international studies highlighting the significance of finance accessibility in fostering MSME performance, especially in agriculture.

3.4 Structural Model Analysis

The findings demonstrate the comparative impact of MSME competences, marketing accessibility, and capital availability on the viability of agricultural MSMEs. Path coefficients indicate the magnitude of these relationships, whereby a 10% rise in each element leads to varying percentage increases in company sustainability:

Table 6. Path Cofficient Result

Item	Path Coef
MSME Competencies → Business Resilience	0,104
Access to Marketing → Business Resilience	0,323
Access to Capital→ Business Resilience	0,553

Influence of MSME Competencies (0.104) :
A 10% enhancement in MSME capabilities yields a slight 1.04% improvement in company sustainability. Although competency enhancement bolsters corporate operations through the improvement of skills, knowledge, and efficiency, its influence on sustainability is less direct than that of access to markets or finance. For agricultural MSMEs, structural impediments such as restricted finance and market limitations diminish the immediate benefit of enhanced competences. Tambunan, (2019) discovered that although training enhances the entrepreneurial capabilities of MSMEs, its effect on sustainability is frequently constrained until supplemented by financial and market access assistance.
Influence of Marketing Accessibility (0.323):
A 10% enhancement in marketing access leads to a 3.23% improvement in business sustainability. Marketing access substantially enhances business sustainability by linking MSMEs to consumers, stabilising revenue streams, and augmenting visibility. Enhanced market access allows agricultural MSMEs to market their products efficiently, reduce post-harvest losses, and compete with larger firms.
Influence of Capital Accessibility (0.553):
A 10% enhancement in capital access leads to a 5.53% improvement in firm sustainability. Access to capital exerts the most significant impact on business sustainability. It furnishes the financial resources requisite for agricultural MSMEs to invest in critical inputs, technology, and infrastructure, while also managing risks linked to seasonal variations and price volatility. Working capital has a positive and significant effect on income. if the greater the working capital, the more income increases (Habriyanto et., 2021).
Access to capital exerts the greatest influence on business sustainability, after by access to marketing and the competencies of MSMEs. This supports the notion that financial and market resources are more effective in addressing operational constraints than talent enhancements alone. To improve the sustainability of agricultural MSMEs, authorities must prioritise increasing access to finance and markets, while incorporating competency development programs alongside these essential elements to optimise overall effectiveness. The structural model research underscores the varying effects of MSME capabilities, marketing accessibility, and capital availability on business sustainability. The findings underscore the necessity of prioritising financial and market integration methods to effectively support agricultural MSMEs, as supported by recent research on MSME development in Southeast Asia and Indonesia.

4. CONCLUSION

The research concludes that coaching programs provided by Rumah BUMN Sumatera Selatan significantly impact the sustainability of agribusiness MSMEs, particularly through enhancing market access and capital availability, which are crucial drivers of business growth and resilience. While competency enhancement initiatives show some improvement, they do not significantly influence sustainability without sufficient financial resources and robust market absorption. These findings emphasize the importance of prioritizing financial support and market integration alongside competency development to ensure the long-term sustainability of agribusiness MSMEs. Rumah BUMN should enhance its capital accessibility efforts by offering tailored financial solutions, such as low-interest loans, grants, or financial literacy training, to empower agribusiness MSMEs with the necessary resources for sustaining and developing their operations. The research primarily investigates market access and capital availability as essential determinants for the sustainability of agribusiness micro, little, and medium enterprises (MSMEs). Additional potential factors, including technical innovation, environmental sustainability, and social dynamics, were excluded from the investigation. The study is confined to agribusiness MSMEs in South Sumatra, which may limit the applicability of the results to other regions with

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varying economic, cultural, and infrastructural contexts. While the report offers practical advice, the broad applicability of certain suggestions (e.g., market access and financial solutions) may neglect particular operational and logistical issues encountered by MSMEs in the agriculture sector. The finding underscores the necessity for comprehensive monitoring tools; nevertheless, the study fails to assess the efficacy of current procedures in tracking MSME progress or the consequences of the coaching programs. Mitigating these constraints in further study may yield a more thorough comprehension of the determinants affecting MSME sustainability and further corroborate the conclusions reached.

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