



Digital Performance Analysis of SEUJUTA RISE Based on the Green Economy for the Post-Disaster Recovery of Food MSMEs in Pidie Jaya Regency

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ABSTRACT

This study aims to analyze the effect of green economy-based MSME competitiveness on millennials' consumer interest in the e-commerce market in Pidie Regency. The development of digitalization and increasing consumer awareness of environmentally friendly products provide strategic opportunities for MSMEs to improve business competitiveness in the digital economy era. However, there are still limitations in the implementation of green economy principles and the utilization of digital marketing among some local MSMEs. This study employed a quantitative approach using a survey method. The research data were collected through questionnaires distributed to 100 respondents consisting of MSME actors and millennial consumers. The sampling technique used accidental sampling. Data analysis was conducted using validity and reliability tests, descriptive statistics, simple linear regression, t-test, and the coefficient of determination (R^2) with the assistance of SPSS. The results showed that green economy-based MSME competitiveness had a positive and significant effect on millennials' consumer interest in the e-commerce market. This was evidenced by a calculated t-value of 6.742, which was greater than the t-table value of 1.984, with a significance level of $0.000 < 0.05$ indicating that green economy-based MSME competitiveness made a substantial contribution to millennials' consumer interest. This study concludes that the implementation of green economy principles, product innovation, and digital marketing can improve MSME competitiveness while strengthening millennials' interest in local products in the e-commerce market. Therefore, strengthening MSME digitalization and implementing green economy principles sustainably are necessary to support local economic growth.

1. Introduction

Natural disasters abolish more than simply physical structures. In disaster-struck places, the damage to transportation networks, structures and community facilities is often followed by a slow, less visible catastrophe: the weakening of regional economic institutions. Communities recovering from disasters often see a decline in the operating capacity, client base and market access of Micro,

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Small and Medium Enterprises (MSMEs). These repercussions are observed in the form of dwindling MSME efficiency, depressed community purchasing power and restricted market access for local produce (Ramada, 2024). This physical destruction (Utomo, 2022) triggers a chain of consequential impacts: it decreases the operational efficiency of MSMEs (Tirtayasa, 2021), it diminishes household purchasing power due to disrupted income streams (Arita, 2023; Angraeni, 2025), and it disconnects local producers from the distribution networks and consumer links that are essential for market access (Kin, 2024). This combination of effects will not resolve itself without intervention. It builds over time, prolonging economic recovery and worsening the socio-economic fragility of already affected areas (Fatkhullah, 2022). This requires policymakers and local authorities to establish recovery programs specifically aimed at MSME performance, not only infrastructure restoration.

Against this framework, digital transformation has emerged as a strategic lever for post-disaster economic recovery. The convergence of digital technology and applied Artificial Intelligence (AI) offers MSMEs tools that were previously out of reach for small and resource constrained businesses (Astawa, 2025; Agit, 2024). Specifically, digitalization and applied AI in product marketing and management give MSMEs a way to increase product visibility across digital platforms (WA, IGKG Puritan, 2020; Azli, 2024; Kherismawati, 2025), extend their reach into markets beyond their immediate geographic area, and strengthen consumer purchase intention, all at a cost far lower than traditional marketing channels (Prakarsa, 2021; Raihan, 2023). These capabilities matter most precisely where MSMEs are weakest after a disaster: limited capital, disrupted supply chains, and a shrunken local customer base. In theory, digital tools can offset these constraints by connecting MSMEs to markets that do not depend on local economic conditions.

In practice, however, the gap between this potential and actual adoption remains wide. Post-disaster MSMEs continue to adopt digital technology at limited rates, and critically, no empirical, data driven analysis has measured how this adoption translates into actual product performance outcomes (Ayustia, 2023). This is not a minor gap. Without performance data, it is difficult to determine whether digitalization efforts are producing measurable returns for MSMEs, or which specific interventions, such as applied AI in marketing versus AI in operational management, deliver the strongest results. This uncertainty limits the ability of both researchers and policymakers to design evidence-based recovery programs.

SEUJUTA RISE, a local MSME initiative, illustrates this gap concretely. The product carries real potential as a driver of regional economic recovery, yet no study to date has rigorously examined its performance, particularly with respect to digitalization and applied AI adoption (Rachmawati, 2026). This absence of empirical evidence has a direct policy consequence: government support schemes and funding allocations for MSME digitalization are made without the data needed to target them effectively, raising the risk that resources are directed toward interventions that have not been shown to work.

This gap takes on added significance in light of two national priorities. The Asta Cita agenda has placed digital economic empowerment at the centre of national development strategy, and the parallel push toward a green economy has increased pressure on regional governments to pursue recovery models that are both economically resilient and sustainable. Yet research examining how digitalization and AI integration affect MSME product performance in post-disaster contexts remains scarce, and this shortfall is especially pronounced in Pidie Jaya Regency, a region still working through disaster recovery with limited empirical guidance available to local policymakers (Italina, 2024).

This study addresses that gap directly. Within this research, SEUJUTA RISE functions not as a commercial product but as a research instrument, purpose-built by the researchers to measure MSME product performance through the combined lens of digitalization and applied AI. By generating empirical, data-based evidence from a real post-disaster setting, this study aims to

provide policymakers and MSME support programs with the concrete performance data currently missing from the literature, and to contribute a replicable measurement model for similar post-disaster regions pursuing digitalization-based economic recovery.

2. Methodology

1. Research Location and Time

The research was conducted in Pidie Regency. The location was selected based on the development of local MSMEs that have begun to utilize digital technology and e-commerce for product marketing activities. In addition, Pidie Regency has considerable potential for green economy-based MSMEs, particularly in the sectors of local food, handicrafts, and creative products based on local resources (Mkammil, 2024). The study was planned to be conducted for one year in 2026. The activities included preparation, literature review, instrument development, field data collection, data analysis, preparation of the final report, and publication of the research findings.

2. Research Method

This study employed a quantitative descriptive-analytical approach using a survey method. The quantitative approach was adopted because the study aimed to measure and analyze the relationship between green economy-based MSME competitiveness and millennial consumer interest in the e-commerce market.

The survey method was selected because it enables researchers to obtain data directly from respondents through questionnaires. The study focused on how the implementation of green economy principles can enhance the competitiveness of MSME products in the digital market. The green economy principles examined in this study included the use of environmentally friendly materials, production efficiency, business sustainability, waste reduction, and the utilization of digital marketing. In addition, this study examined the behavior of millennial consumers as active users of e-commerce. Millennials were selected because they represent a consumer group that predominantly uses digital technology in their online purchasing activities. Therefore, this study is expected to provide an empirical overview of the effect of green economy-based MSME competitiveness on millennial consumers' purchase interest in the e-commerce market.

3. Research Population

The population in this study consisted of MSME actors and millennial consumers in Pidie Regency. The MSMEs included in the study population were businesses operating in the local food, creative product, and green economy-based sectors that had utilized digital media or e-commerce platforms to market their products (Ulfa, 2025). Meanwhile, the millennial consumer population consisted of individuals of productive age who had previously purchased MSME products through digital media or e-commerce platforms. Millennial consumers were selected because they have a high level of internet and digital media use in their daily consumption activities. This population was selected to obtain relevant data regarding the competitiveness of green economy-based MSMEs and millennial consumers' perceptions of MSME products in the digital market.

4. Research Sample

The sampling technique used in this study was accidental sampling. This technique involved selecting respondents who were encountered directly or reached through online media and who were willing to participate in the study by completing the research questionnaire. The research sample consisted of 100 respondents, comprising MSME actors and millennial consumers. This sample size was considered adequate for quantitative research using simple linear regression analysis

because it was expected to represent the characteristics of the study population. Accidental sampling was selected because it is relatively flexible and suitable for field conditions, particularly for reaching respondents who actively use e-commerce and digital media.

5. Research Instrument

The research instrument used in this study was a questionnaire employing a five-point Likert scale (1–5). The Likert scale was used to measure the respondents' level of agreement with the statements provided in the questionnaire. The scale consisted of the following values:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The research instrument was developed based on two main variables:

1. Green Economy-Based MSME Competitiveness (X)
2. Millennial Consumer Interest in the E-Commerce Market (Y)

The green economy-based MSME competitiveness variable was measured using several indicators, including product quality, product innovation, the use of environmentally friendly materials, digital promotion, price competitiveness, and business sustainability.

Meanwhile, the millennial consumer interest variable was measured using several indicators, including online purchase intention, trust in products, satisfaction with digital services, consumer loyalty, and willingness to recommend products to others.

The research instrument was developed based on theoretical studies and previous research to ensure an adequate level of validity and reliability.

6. Research Procedure

The research procedure consisted of several stages. The first stage was a preliminary study aimed at identifying the condition of green economy-based MSMEs in Pidie Regency. At this stage, the researchers conducted initial observations and collected information regarding MSME conditions and the development of digital marketing. The second stage involved the development of the research instrument in the form of a questionnaire based on the indicators of the research variables. The instrument was subsequently tested for validity and reliability to ensure that each statement item was appropriate for use in the study. The third stage was data collection, which was conducted by distributing questionnaires to MSME actors and millennial consumers. The questionnaires were distributed both directly and through online media. The fourth stage involved data processing and analysis using SPSS. The analysed data were subsequently interpreted to determine the effect of green economy-based MSME competitiveness on millennial consumer interest in the e-commerce market.

The final stage consisted of preparing the final research report, scientific article, and strategic recommendations for the development of green economy-based MSMEs in Pidie Regency.

7. Data Analysis Technique

Data analysis was conducted in several stages using SPSS. The first stage involved validity and reliability testing of the research instrument. The validity test aimed to determine whether the questionnaire items accurately measured the research variables, while the reliability test aimed to assess the consistency of the research instrument. The second stage involved descriptive statistical analysis, which was used to describe the characteristics of the respondents and the condition of

green economy-based MSME competitiveness. This analysis included frequency distributions, percentages, means, and standard deviations. The third stage involved simple linear regression analysis to determine the effect of green economy-based MSME competitiveness on millennial consumer interest in the e-commerce market. A t-test was subsequently conducted to determine the significance of the effect of the independent variable on the dependent variable. In addition, the coefficient of determination (R^2) was used to determine the extent to which green economy-based MSME competitiveness explained variations in millennial consumer interest. The results of the analysis were then interpreted as the basis for formulating strategic recommendations to strengthen green economy-based MSMEs in the e-commerce market.

3. Results

The research results were obtained through questionnaires distributed to 100 respondents consisting of MSME actors and millennial consumers in Pidie Regency. The analysis was conducted to determine the effect of green economy-based MSME competitiveness on millennials' consumer interest in the e-commerce market.

3.1.1 Respondent Characteristics

Based on the research results, the majority of respondents were aged 20–35 years, which falls within the millennial generation category and represents active users of digital media and e-commerce. Most respondents also reported having purchased MSME products online through social media and marketplaces. The distribution of respondents by gender showed that female consumers were more dominant than male consumers in purchasing digital MSME products. Chart of E-Commerce Usage Characteristics among Millennial Consumers



Fig. 1 E-commerce usage rates among millennial consumers

Based on the chart, the majority of millennial consumers were in the “frequent” and “very frequent” categories when using e-commerce to purchase MSME products. This indicates that the digital market has substantial potential to improve the competitiveness of green economy-based MSMEs.

3.1.2 Validity and Reliability Test Results

Validity testing was conducted using the Pearson Product Moment correlation with a 5% significance level. All statement items had calculated r-values greater than the table r-value, indicating that all research instruments were valid. Reliability testing was conducted using the Cronbach Alpha method. The results showed a Cronbach Alpha value of 0.82, indicating that the research instrument was reliable because the value was greater than 0.60. Validity Test Formula.

$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}} \quad (1)$$

Where:

r_{xy} Correlation coefficient
 X Item score
 Y Total score
 n Number of respondents

Table 3.1. Results of the Research Instrument Validity Test

No.	Statement Item	Calculated r	Table r	Description
1	MSME product quality	0,742	0,196	Valid
2	Digital product promotion	0,781	0,196	Valid
3	Social media use	0,765	0,196	Valid
4	Environmentally friendly packaging	0,694	0,196	Valid
5	Sustainable product innovation	0,721	0,196	Valid
6	Consumer purchase intention	0,803	0,196	Valid
7	Digital consumer satisfaction	0,756	0,196	Valid
8	Consumer loyalty	0,734	0,196	Valid

Source: Primary Data Processed, 2026

Based on Table 4.2, all statement items had calculated r-values greater than the table r-value of 0.196; therefore, all research instrument items were declared valid and suitable for use in the study.

Cronbach Alpha Reliability Test Formula

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum S_i^2}{S_t^2} \right) \quad (2)$$

Where:

α Reliability coefficient
 k Number of items
 S_i^2 Item variance
 S_t^2 Total variance

Table 3.1. Results of the Research Instrument Reliability Test

Variable	Cronbach Alpha	Reliability Standard	Description
Green Economy-Based MSME Competitiveness	0,82	0,60	Reliable
Millennial Consumer Interest	0,79	0,60	Reliable

Source: Primary Data Processed, 2026

Based on Table 4.4, all research variables had Cronbach Alpha values greater than 0.60; therefore, the research instrument was declared reliable and could be used as a data collection instrument.

3.1.3 Descriptive Statistical Analysis

The descriptive statistical analysis showed that, on average, respondents gave high ratings to the implementation of green economy principles and digital marketing among MSMEs in Pidie Regency. The highest ratings were found for digital product promotion, the use of social media in marketing, and consumer interest in environmentally friendly products. However, some indicators had relatively low values, such as the use of environmentally friendly packaging, consistent utilization of digital technology, and sustainability-based product innovation.

Table 3.2. Results of Descriptive Statistical Analysis of the Green Economy-Based MSME Competitiveness Variable

No.	Indicator	Mean	Category
1	Digital promotion of MSME products	4,32	Very High
2	Use of social media in marketing	4,25	Very High
3	Consumer interest in environmentally friendly products	4,18	High
4	Price competitiveness of MSME products	4,05	High
5	MSME product quality	3,98	High
6	Use of environmentally friendly packaging	3,42	Moderate
7	Consistent utilization of digital technology	3,36	Moderate
8	Sustainability-based product innovation	3,28	Moderate

Source: Primary Data Processed, 2026

Based on the table, the digital promotion of MSME products had the highest mean score of 4.32. This indicates that most MSME actors have utilized digital media as a primary means of product marketing. In addition, the use of social media had a high score of 4.25, indicating that digital platforms are important media for improving MSME competitiveness. Meanwhile, the indicators of environmentally friendly packaging, consistent utilization of digital technology, and sustainability-based product innovation remained in the moderate category. This condition indicates that the implementation of the green economy among MSMEs still needs to be improved, particularly in product sustainability and consistency of business digital transformation.

3.1.4 Results of Simple Linear Regression Analysis

Simple linear regression analysis was conducted to determine the effect of green economy-based MSME competitiveness on millennials' consumer interest in the e-commerce market in Pidie Regency.

$$Y = a + bX \quad (3)$$

Where:

Y = Millennial consumer interest

a = Constant

b = Regression coefficient

X = Green economy-based MSME competitiveness

Table 3.3. Results of Simple Linear Regression Analysis

Variable	Regression Coefficient	Calculated t	Sig.
Constant (a)	12,45	4,216	0,000
Green Economy-Based MSME Competitiveness (X)	0,68	6,742	0,000

Source: Primary Data Processed, 2026

Based on the table above, the regression equation was obtained as follows:

$$Y = 12.45 + 0.68X$$

The regression equation shows that the constant value of 12.45 means that when the green economy-based MSME competitiveness variable is assumed to be constant or unchanged, the millennial consumer interest score is 12.45. The regression coefficient of 0.68 indicates that every one-unit increase in green economy-based MSME competitiveness will increase millennial consumer interest by 0.68 units. The positive coefficient indicates a positive relationship between green economy-based MSME competitiveness and millennial consumer interest in the e-commerce market. These results indicate that the better the implementation of green economy principles and digital marketing among MSMEs, the higher the millennial consumers' interest in purchasing MSME products through e-commerce platforms.

3.1.5 T-Test Results

The t-test was conducted to determine the partial significance of the independent variable's effect on the dependent variable. This test was used to assess whether the independent variable had a statistically significant individual effect on the dependent variable while considering the other variables included in the research model. The results of the t-test were interpreted based on the **t-value and significance level (p-value). If the significance value was less than the predetermined significance level, typically **0.05**, the independent variable was considered to have a statistically significant partial effect on the dependent variable.

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \quad (4)$$

Table 3.4. t-Test Results

Variable	Calculated t	Table t	Sig.	Description
Green Economy-Based MSME Competitiveness (X)	6,742	1,984	0,000	Significant Effect

Source: Primary Data Processed, 2026

Based on Table 4.3, the calculated t-value of 6.742 was greater than the t-table value of 1.984, with a significance level of 0.000, which was less than 0.05. These results indicate that green economy-based MSME competitiveness had a positive and significant effect on millennials' consumer interest in the e-commerce market. Thus, the research hypothesis was accepted.

These findings show that the implementation of green economy principles, digital marketing, and improvements in MSME product competitiveness can increase millennial consumers' interest in local products marketed through e-commerce. In addition, millennial consumers tend to be more interested in products that offer sustainability, digital innovation, and an environmentally friendly image.

3.1.6 Coefficient of Determination (R^2)

The coefficient of determination analysis revealed an R^2 value of 0.61, equivalent to 61%, indicating that the research variables collectively explain 61% of the variance in the dependent variable. In other words, changes in the dependent variable can be statistically explained by the independent variable(s) included in the research model, while the remaining 39% is attributable to other factors that are not included in the model. Therefore, the graph of the contribution of the research variables illustrates the proportion of the dependent variable that can be explained by the variables examined in this study (61%) compared with the proportion influenced by other factors outside the research model (39%).

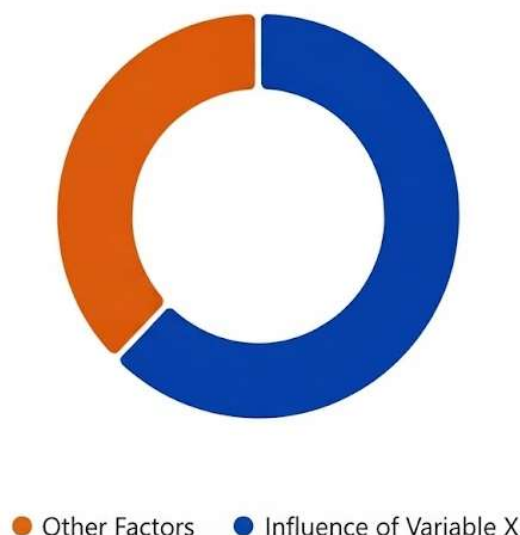


Fig. 2 Research Variable Contribution

3.2 Discussion

The results showed that green economy-based MSME competitiveness had a positive and significant effect on millennials' consumer interest in the e-commerce market. This finding indicates that millennial consumers tend to be more interested in products that offer sustainability, environmental friendliness, and digital marketing. The implementation of green economy principles in MSMEs provides added value to products and can improve the business image in the eyes of consumers. The use of environmentally friendly materials, reduction of production waste, and more sustainable packaging are important factors in building millennial consumers' trust. In addition, digital marketing through social media and e-commerce platforms has been shown to increase MSME product visibility. Millennial consumers can more easily obtain product information through marketplaces, Instagram, TikTok, and other digital media. This strengthens MSME competitiveness in facing modern market competition.

These findings are consistent with digital marketing theory, which states that digital transformation can expand market access and increase interaction between business actors and consumers. The study also supports the green economy concept, which emphasizes the importance of business sustainability in achieving long-term economic growth. Empirically, this study shows that MSMEs implementing green economy principles have greater opportunities to attract millennial consumers than MSMEs that have not adopted business sustainability concepts. Therefore, strengthening the green economy and MSME digitalization should become priorities in regional MSME development. The implications of this study indicate that local governments, MSME actors, and business-support institutions need to improve digital marketing training, the use of e-commerce

technology, and the sustainable implementation of green economy principles. In this way, MSMEs in Pidie Regency can improve product competitiveness and expand digital markets more optimally.

4. Conclusions

Based on the research findings, it can be concluded that green economy-based MSME competitiveness has a positive and significant effect on millennials' consumer interest in the e-commerce market in Pidie Regency. The implementation of green economy principles, such as the use of environmentally friendly materials, business sustainability, and production waste reduction, can increase the added value of MSME products in the eyes of consumers. The results also show that digital marketing through social media and e-commerce platforms is an important factor in improving MSME competitiveness. Millennial consumers tend to be more interested in local products that feature digital innovation, good product quality, and an environmentally friendly image. Based on regression analysis and statistical tests, the green economy-based MSME competitiveness variable was proven to make a significant contribution to increasing millennial consumer interest. This indicates that strengthening the green economy and digital transformation can be an effective strategy for expanding MSME markets in the digital era.

Furthermore, this study implies that the development of green economy-based MSMEs needs to be supported through improved digital literacy, sustainable product innovation, the use of environmentally friendly packaging, and optimization of e-commerce-based marketing. Support from the government, business actors, and the community is needed so that local MSMEs can improve their competitiveness and business sustainability in the long term. Thus, the implementation of green economy principles and business digitalization not only improves MSME competitiveness but also strengthens more sustainable local economic growth.

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