The Effect of Social Capital and Digital Literacy on Business Continuity at the Binong Jati Knitting Center, Bandung

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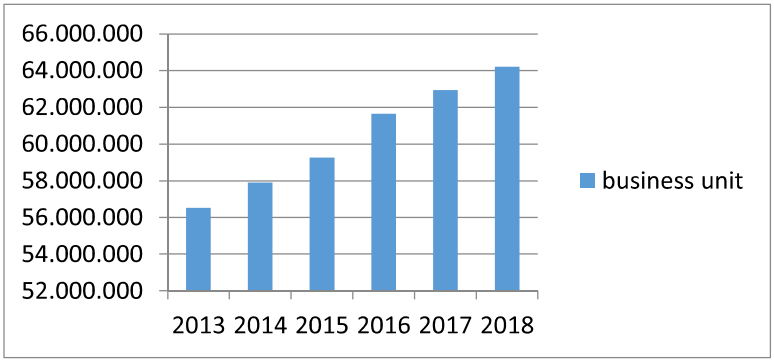
Abstract.
The existence of MSMEs in Bandung has a high enough influence. Bandung City MSMEs contribute as much as 80 percent of Bandung City's GDP. Although small businesses have shown their role in the national economy, they still face various obstacles and constraints, both internal and external. (Tresnawati et al., 2019). (Abdullah, 2013) in his research explained that social capital as basic capital for the community can make capital and other potentials effective. The implementation of the strength of social capital is understood in its three typologies, namely social capital as the glue for community members, as a bridge and as a connection or access. To make MSMEs move up in class, a strategy is needed, one of which is the use of digital economic literacy. The development of digital-based MSMEs requires digital literacy so that when MSMEs are able to utilize digital technology it will increase acceptance by up to 80% (Erlanitasari, Rahmanto and Wijaya, 2020). This research is quantitative using multiple regression method. The population in this research is the business actors in Sentra Rajut Binong Jati Bandung. The results of this study can explain that social capital partially affects business sustainability. Business digital literacy variables partially affect business sustainability. As well as social capital and digital literacy simultaneously have an effect on business sustainability.

Keywords: *Social capital, digital literacy, business continuity, small medium enterprise, knitting center Binong Jati*

I. INTRODUCTION

MSMEs have a large economic impact in Indonesia by utilizing optimal technology, information and communication facilities [1]. Currently in the era of free trade, SMEs are expected to be able to take advantage of existing opportunities well by having creative ideas, expertise and skills that can be sold online and offline [2]. The number of MSME units in Indonesia in 2018 had a market share of around 99.99 percent or around 64.1 million business units of the total business actors. Meanwhile, large businesses are around 0.01 percent or about 5500 business units [3].

Table 1.1 Number of MSMEs in 2013-2018



Source: (depkop, 2018)

If seen in the picture above, MSMEs in Indonesia continue to experience an increase in business units every year. In 2020, MSMEs in Indonesia will reach 62.9 million units consisting of various fields, namely; agriculture, animal husbandry, processing, trade, services and communications [4]. Products that experienced an increase in sales included Health products which increased by 90 percent, hobby supporting products increased by 70 percent, food increased by 350 percent and herbal foods increased by 200 percent [5]. Although the contribution of MSMEs to indicators for the formation of gross domestic product (GDP) and labor absorption has increased, access to the micro, small and medium enterprise (MSME) sector to global production supply chains is minimal. The contribution of MSMEs in Indonesia to global supply chains is only 0.8 percent [6].

Data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM) in Indonesia shows that in 2018 there were 64,194,057 MSMEs or around 99 percent of the total business units and employed around 116,978,631 workers or around 97 percent [7]. The low performance produced by MSMEs in Indonesia is due to the low quality of human resources (HR) [8]. This is due to the low development and mastery of knowledge of MSME actors in the fields of management, organization, technology, marketing and other competencies needed in managing a business [9].MSMEs in Bandung City have a significant influence by contributing 80 percent to Bandung City's GDP. With the number of industries spread across the city of Bandung in 2021, which is around 4,285 registered industrial units [10]. The industries that are most widely spread in the city of Bandung are the Textile Industry and Textile Products, the Food and Beverage Industry, and the Printing Industry [11]. The Bandung City Government sets policies related to industry and trade by developing seven potential industrial centers. It can be seen in the table below:

Table 1.2 Industrial and Trade Centers in Bandung

No.	Industry and Trade Center
1	Binong Jati Knitting Industry and Trade Center
2	Sukamulya Doll Industry Center
3	Sacred T-shirt Industry Center
4	Cibuntu Tofu Industry Center
5	Cigondewah Fabric Trading Center
6	Cibaduyut Shoes Industry Center
7	Cihampelas Jeans Trading Center

Source: (Mustaqin, 2018) data reprocessed, 2020

Binong Jati Knitted Industry and Trade Center Area, Bandung City was established in the 1960s. Most of the residents in the region plunged into the world of knitting. Until 2017, the Binong Jati knitting center produced 980,000 dozen knitting products per year and some of them were marketed to several big cities in Indonesia. In 2010-2011 the economic crisis that occurred gave a very bad impact and only some of the craftsmen were able to survive. Furthermore, in 2014-2017 the business income of the knitting industry center experienced a decline which caused business actors to be unable to achieve their sales targets [12, 13].

Table 1.3 Number of Businesses and Manpower at the Binong Jati Knitting Center Bandung

Year	Number of Business Units	Number of Workers
2013	293	2143
2014	264	2036
2015	264	2033
2016	250	1926
2017	200	1541

Source: Binong Jati Knitting Industry Cooperative, data reprocessed, 2019

If seen from the data above, the number of business units and the number of workers experienced a significant decline from 2013 to 2017. This means that business actors in the area have not been able to maintain their business under certain conditions. According to the Law of the Republic of Indonesia, Number 20 of 2008: That Small Business is a business activity that is able to expand employment and provide broad economic services to the community, and can play a role in the process of equity and increase people's income, encourage economic growth, and play a role in achieve national stability. Therefore, MSMEs still experience various obstacles and constraints, both internal and external, even though MSMEs have an important role in the national economy [14]. According to [15] in his research, social capital is used as the basic capital for the community that can make capital and other potentials effective.

The implementation of the power of social capital is understood in three typologies, namely social capital as an adhesive for community members, as a connector/bridging and as a connection or access.At this time, to achieve the success of an MSME, a strategy is needed, one of which is the use of economic digital literacy. The development of digital-based MSMEs needs to be digitally literate so that when

MSMEs are able to take advantage of digital technology it will increase revenue by up to 80% [16]. Based on the explanation above, the central issue of this research is that business continuity at the Binong Jati Knitting Center in Bandung has not been maximized due to the low level of social capital and low digital literacy skills. So that researchers are interested in conducting research on "The Effect of Social Capital and Digital Literacy on Business Continuity at the Binong Jati Knitting Center Bandung".

II. LITERATURE REVIEW

2.1. Business Continuity

Business continuity is a condition in which the company/industry/business actor is still able to maintain its business operations, including being able to continuously increase the achievement of operating profit [17]. Another source explains that Sustainability, which recommends a synergy between operational results, respect for people, and preservation of the environment are also valued items by customers and should therefore be considered by companies in their production systems [18]. Furthermore [19] explains that business continuity is a form of consistency of the condition of a business, where sustainability is a process of ongoing business both including growth, development, strategies to maintain business continuity and business development.

Where all of this leads to the sustainability and existence of the business. So that it can be concluded that business continuity is a condition in which the company/industry/business actor is able to maintain its business operations, including growth, development, strategies to maintain business continuity and business development.In research [20] suggests business continuity indicators, the analysis covered the values and transparency, internal audience, environment, supplier relationships, customer and/or/consumer relationships, and community relationships. Aspects examined on business continuity include; product, market and marketing aspects, management and finance aspects, government policy aspects, economic conditions aspects, environmental aspects, and business partnership [21]. The seven indicators will form the variables of business continuity in this study.

2.2 Social Capital

Social capital has the resources and potential that exist in every society or community, even society and communities are the main social capital where citizens or members feel the benefits of their existence [22]. Another opinion suggests that social capital, like other forms of capital, aims to increase the efficiency of functioning and development of the organization primarily by facilitating interaction between its participants [23]. Meanwhile [24] explains social capital as 'connections' among individuals and social networks and the norms of reciprocity and trustworthiness that arise from them. Furthermore [25] relational resources are inherent in cross-sectoral personal relationships, which are very useful for individual development in organizational social communities.

Thus, it can be concluded that social capital is another form of capital, which can connect individuals with social networks and norms that are very useful for individual development in organizational social communities.In [26] mentioned the forms of social capital include, obligations and expectations, potential information, effective norms and sanctions, authority relations, social organization that can be adjusted and intentional organization. [27] (Doh and Zolnik, 2011) categorizes social capital in relation to entrepreneurship into three dimensions, namely trust, associational activities, and civic norms. These three indicators will be used to form social capital variables at the Binong Jati Knitting Center, Bandung.

2.3 Digital Literacy

In the Industrial Revolution 4.0 Era, digital literacy is very crucial for society. Society is supposed to be information literate or what is called the information society, namely the nation's community that cannot be separated from information technology. [28]. According to [29] digital literacy is a set of perspectives that we actively expose ourselves to the media to interpret the meaning of the messages we encounter. We build our perspectives from knowledge structures. To build our knowledge structures, we need tools and raw materials. These tools are our skills. The raw material is information from the media and the real world. Active use means that we are aware of the messages and are consciously interacting with them. Digital literacy according to Potter is an individual's interest, attitude, and ability to use digital technology and communication tools to access, manage, integrate, analyze and evaluate information, build new knowledge, create and communicate with others in order to participate effectively in society.

Furthermore [29] explained that in Potter's conception the effort to digital-based community literacy means not only introducing digital media, but also synergizing with daily activities (including organizations) which leads to increased productivity. According to [30] in general digital literacy is a person's ability to use and understand the use of information and communication technology, for example in supporting the world of education and the economy.The definitions from some of the experts above can be concluded that digital literacy is the ability to understand and use information from various digital sources to determine how an individual and an organization develops. [31] categorizes into four competencies, namely aspects of searching on the internet, aspects of hypertext navigation, aspects of information content evaluation, and aspects of knowledge assembly.

Based on the literature, the hypotheses in this study are:

Hypothesis 1:

The hypothesis of the effect of social capital on business continuity.

Ho : There is no significant effect between social capital on business continuity.

Ha : There is a significant influence between social capital on business continuity.

Hypothesis 2:

The hypothesis of the effect of digital literacy on business continuity.

Ho : There is no significant influence between digital literacy on business continuity.

Ha : There is a significant influence between digital literacy on business continuity.

Hypothesis 3:

The hypothesis of the effect of social capital and digital literacy simultaneously on business continuity.

Ho : There is no significant effect between social capital and digital literacy simultaneously on business continuity.

Ha : There is a significant influence between social capital and digital literacy simultaneously on business continuity.

III. METHODS

3.1 Research Design

This research uses descriptive and associative research methods. Descriptive research according to [32], descriptive research is research conducted to determine the value of independent variables, either one or more variables without making comparisons or connecting with other variables. Descriptive research describes the characteristics or phenomena that can be used as the basis for making solutions to business problems. In this study, descriptive research explains the characteristics and functions of the variables in it, namely social capital (X1), digital literacy (X2) and business continuity (Y). While this associative research is research that aims to determine the influence or relationship between two or more variables. The location of this research was carried out in the city of Bandung, and the research subjects were business people at the Binong Jati Knitting Center Bandung. Data collection techniques were carried out by distributing questionnaires and interviews. This study uses primary data in the form of tabulated answers to questionnaires from respondents in this case business actors at the Binong Jati Knitting Center Bandung.

3.2 Data Analysis

Descriptive research according to [33], descriptive research is research conducted to find out the value of independent variables, either one or more variables without making comparisons or connecting with other variables. To analyze qualitative data through qualitative and quantitative analysis. In descriptive analysis, each variable is categorized into four (4) categories of measurement results, namely: very low, low, medium, high. Each category is calculated the frequency and proportion and the distribution is arranged. Categorization is carried out by reviewing the position of the total variable score within the limits of the minimum value, quartile I, median, quartile III and the maximum that can be achieved as follows [34]:

Minimum total score < Quartile I: Very Low

Quartile I total score < Median: Low

Median total score < III Quartile: Moderate

Third quartile total score < Maximum : High

Correlation is used to determine the degree of relationship between the independent variable and the dependent variable [35]:

Table 3.1. Interpretation of Correlation Coefficient Value of r

Relationship Level	Coefficient Interval
0,80 – 1,000	Sangat Kuat
0,60 – 0,799	Kuat
0,40 – 0,599	Cukup Kuat
0,20 – 0,399	Rendah
0,00 – 0,199	Sangat Rendah

Source : Riduwan & Kuncoro, 2008

IV. RESULT AND DISCUSSION

The following will explain the responses of respondents based on primary data from the field given to business actors at the Binong Jati Knitting Center.

Characteristics of Respondents

Characteristics of respondents in this study consisted of gender, age, education, and income per day.

Characteristics by Gender

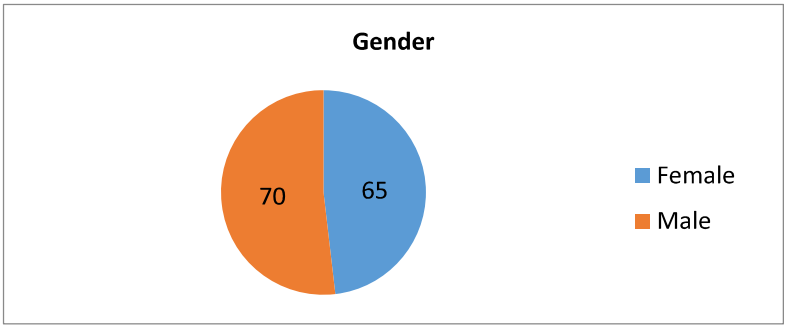


Fig 4.1. Characteristics of Respondents Based on Gender
Source: Questionnaire, Data reprocessed, 2020

From the picture above, the data for male respondents are 70 respondents, and female respondents are 65 respondents. These results explain that the majority of the Binong Jati Knitting Center business actors are mostly male and have carried out online marketing activities.

Characteristics by Education

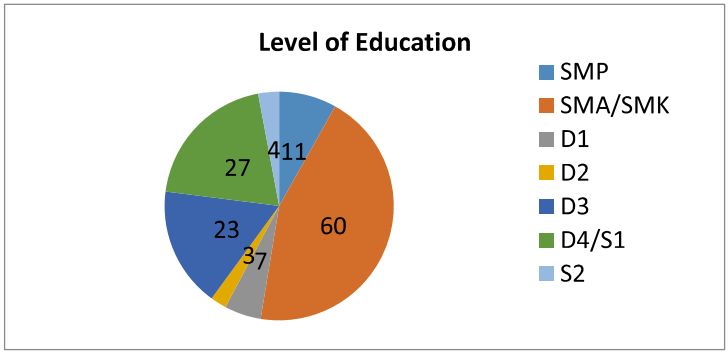


Fig 4.2. Characteristics of Respondents Based on Education Level
Source: Questionnaire, Data Reprocessed, 2020

From the results of Figure 4.2 above that 15 respondents have a high school/ vocational education level or equivalent. 10 respondents have a diploma level of education, and 8 respondents have a Bachelor's or Diploma IV level of education.

Characteristics Based on Earnings Per Day

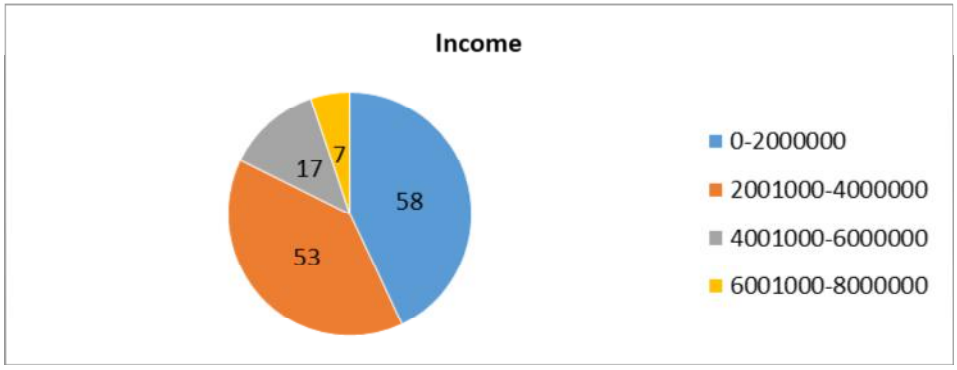


Fig 4.3. Characteristics of Respondents Data Based on Income
Source: Questionnaire, Data Reprocessed, 2020

From the results of the picture above that 2 respondents have an average income level ranging up to Rp. 2,000,000. 58 respondents have an income level of Rp.2.001.000-Rp.4.000.000. 53 respondents have incomes ranging from Rp.4,001,000-Rp.6,000,000. While 17 respondents have an average income ranging from Rp. 6,001,000-Rp. 8,000,000.

Descriptive Analysis

Respondents' Responses Regarding Social Capital Variables

Table 4.1. Respondents' response to trust

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I have high trust in other people	Strongly agree	68	5	340	57.14	**4.40 High**
	Agree	59	4	236	39.66	

	Neutral	5	3	15	2.52	
	Do not agree	1	2	2	0.34	
	Strongly disagree	2	1	2	0.33	
	Total	**135**		**595**	**100**	
I have high trust in MSME group colleagues	Strongly agree	67	5	335	57.46	**4.31 High**
	Agree	49	4	196	33.62	
	Neutral	14	3	42	7.20	
	Do not agree	5	2	10	1.72	
	Strongly disagree	0	1	0	0.00	
	Total	**135**		**583**	**100**	
I have high trust in the government	Strongly agree	26	5	130	26.21	**3.67 Medium**
	Agree	54	4	216	43.55	
	Neutral	45	3	135	27.22	
	Do not agree	5	2	10	2.02	
	Strongly disagree	5	1	5	1.01	
	Total	**135**		**496**	**100**	
Average sub variable trust				**4.13**		**High**

Source : Data Processing, 2020

Based on the table above, the trust sub-variable is in the High category (4.13) because the calculation results are in the average score between 4.01–5.00. Two statements that make up the trust sub-variable are in the high category, and one statement that makes up the trust sub-variable is in the medium category. This illustrates that knitting business actors have a high sense of trust in external parties.

Furthermore, the sub-variables of civic norms are explained. The results of the statements are presented in the following table:

Table 4.2. Respondents' Responses to Civic Norms

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I am always willing to help MSME group colleagues	Strongly agree	70	5	350	63.18	**4.10 High**
	Agree	16	4	64	11.55	
	Neutral	43	3	129	23.29	
	Do not agree	5	2	10	1.81	
	Strongly disagree	1	1	1	0.18	
	Total	**135**		**554**	**100**	
If I'm having trouble, it's easy for me to get help from	Strongly agree	84	5	420	71.19	**4.37 High**
	Agree	28	4	112	18,98	
	Neutral	14	3	42	7.12	
	Do not agree	7	2	14	2.37	

colleagues	Strongly disagree	2	1	2	0.34	
	Total	**135**		**590**	**100**	
I always share the information I get with my colleagues	Strongly agree	107	5	535	86.99	**4.55 High**
	Agree	11	4	44	7.15	
	Neutral	3	3	9	1.46	
	Do not agree	13	2	26	4.23	
	Strongly disagree	1	1	1	0.16	
	Total	**135**		**615**	**100**	
Average sub variable civic norms				**4.34**		**High**

Source : Data Processing, 2020

Based on the table above, the civic norms sub-variable is in the high category (4.34) because the calculation results are in the score between 4.01–5.00. All statements that make up the sub-variable civic norms are in the high category.

Furthermore, the Associational activities sub-variables are explained. The results of the statements are presented in the following table:

Tabel 4.3. Respondents' Responses Associational activities

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The network or relationships that exist in the association are very broad	Strongly agree	61	5	305	53.51	**4.22 High**
	Agree	48	4	192	33.68	
	Neutral	22	3	66	11.58	
	Do not agree	3	2	6	1.05	
	Strongly disagree	1	1	1	0.18	
	Total	**135**		**570**	**100**	
Networks or relationships that exist in associations never experience problems	Strongly agree	9	5	45	10.14	**3.28 Medium**
	Agree	30	4	120	27.03	
	Neutral	88	3	264	59.46	
	Do not agree	7	2	14	3.15	
	Strongly disagree	1	1	1	0.23	
	Total	**135**		**444**	**100**	
Many SME group colleagues are neighbors	Strongly agree	23	5	115	17.04	**3.49 Medium**
	Agree	47	4	235	34.81	
	Neutral	44	3	220	32.59	
	Do not agree	16	2	80	11.85	
	Strongly disagree	5	1	25	3.70	
	Total	**135**		**675**	**100**	
Average sub variable Associational activities				**3.66**		**Medium**

Source : Data Processing, 2020

Based on the table above, the Associational activities sub-variable is in the Medium category (3.66) because the calculation results are in the score between 3.0-4.00. All statements that make up the Associational activities sub-variable are in the medium category.Furthermore, the recapitulation of social capital variables is explained. The results of the statements are presented in the following table:

Table 4.4. The total score of the social capital sub-variables

Sub Variable	Average	Categoritation
Trust	4.13	**4.04**
Civic norms	4.34	**High**
Associational activities	3.66	

Source : Data Processing, 2020

Based on the table above, the social capital variable is in the high category (4.04) because the calculation results are in the score between 4.01 – 5.00. This means that the knitting business actors in the Binong Jati Knitting Industry Center Bandung already have good social capital to be able to maintain their business. Furthermore, digital literacy variables are explained. The results of the statements are presented in the following table:

Respondents' Responses to Digital Literacy Variables

Table 4.5. Respondents' responses regarding internet searching

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I am proficient in using the internet	Strongly agree	64	5	320	56.74	**4.17 High**
	Agree	41	4	164	29.08	
	Neutral	22	3	66	11.70	
	Do not agree	6	2	12	2.13	
	Strongly disagree	2	1	2	0.35	
	Total	**135**		**564**	**100**	
I am proficient in finding information	Strongly agree	58	5	290	50.79	**4.22 High**
	Agree	55	4	220	38.53	
	Neutral	17	3	51	8.93	
	Do not agree	5	2	10	1.75	
	Strongly disagree	0	1	0	0.00	
	Total	**135**		**571**	**100**	
Average sub variable internet searching				**4.20**		**High**

Source : Data Processing, 2020

Based on the table above, the internet searching sub-variable is in the high category (4.20) because the calculation results are in the score between 4.01 – 5.00. Two statements that make up the internet searching sub-variable are in the high category. This illustrates that the internet search capabilities of business actors fall into

the medium category.Next, the Hypertext navigation sub-variable is explained. The results of the statements are presented in the following table:

Table 4.6. Respondents' responses regarding hypertext navigation

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I am able to read and understand rapidly changing information	Strongly agree	49	5	245	43.83	**4.14 High**
	Agree	67	4	268	47.94	
	Neutral	11	3	33	5.90	
	Do not agree	5	2	10	1.79	
	Strongly disagree	3	1	3	0.54	
	Total	**135**		**559**	**100**	
Dynamic understanding ability	Strongly agree	60	5	300	52.63	**4.22 High**
	Agree	55	4	220	38.60	
	Neutral	12	3	36	6.32	
	Do not agree	6	2	12	2.11	
	Strongly disagree	2	1	2	0.35	
	Total	**135**		**570**	**100**	
Average sub variable hypertext navigation				**4.18**		**High**

Source : Data Processing, 2020

Based on the table above, the hypertext navigation sub-variable is in the high category (4.18) because the calculation results are in the score between 4.01 – 5.00. All statements that make up the hypertext navigation sub-variable are in the high category. Furthermore, the sub-variable content evaluation is explained. The results of the statements are presented in the following table:

Table 4.7. Respondents' responses regarding content evaluation

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I am able to think critically about an information	Strongly agree	60	5	300	51.99	**4.27 High**
	Agree	56	4	224	38.82	
	Neutral	15	3	45	7.80	
	Do not agree	4	2	8	1.39	
	Strongly disagree	0	1	0	0.00	
	Total	**135**		**577**	**100**	
I am able to identify the completeness of	Strongly agree	37	5	185	36.06	**3.8 Medium**
	Agree	41	4	164	31.97	

the information I get	Neutral	51	3	153	29.82	
	Do not agree	5	2	10	1.95	
	Strongly disagree	1	1	1	0.19	
	Total	**135**		**513**	**100**	
Average sub variable content evaluation				**4.03**		**High**

Source : Data Processing, 2020

Based on the table above, the content evaluation sub-variable is in the high category (4.03) because the calculation results are in the score between 4.01–5.00. One statement that makes up the content evaluation sub-variable is in the high category, and one variable that makes up the content evaluation sub-variable is in the medium category. Furthermore, the sub-variables of the assembly knowledge are explained. The results of the statements are presented in the following table:

Table 4.8. Respondents' responses regarding knowledge assembly

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
I am able to discuss information in the forum	Strongly agree	8	5	40	8.44	**3.51 Medium**
	Agree	59	4	236	49.79	
	Neutral	64	3	192	40.51	
	Do not agree	2	2	4	0.84	
	Strongly disagree	2	1	2	0.42	
	Total	**135**		**474**	**100**	
I am able to receive information from the forum	Strongly agree	30	5	150	27.78	**4,00 Medium**
	Agree	86	4	344	63.70	
	Neutral	11	3	33	6.11	
	Do not agree	5	2	10	1.85	
	Strongly disagree	3	1	3	0.56	
	Total	**135**		**540**	**100**	
Average sub variable knowledge assembly				**3.75**		**Medium**

Source : Data Processing, 2020

Based on the table above, the knowledge assembly sub-variable is in the Medium category (3.75) because the calculation results are in the score between 3.01-4.00. All statements that make up the knowledge assembly sub-variable are in the medium category. Furthermore, the recapitulation of digital literacy variables is explained. The results of the statements are presented in the following table:

Table 4.9. Total digital literacy sub-variable score

Sub variable	Average	Categoritation
Internet searching	4.20	4.04 High
Hypertext navigation	4.18	
Content evaluation	4.03	
Knowledge Assembly	3.75	

Source : Data Processing, 2020

Based on the table above, the digital literacy variable is in the high category (4.04) because the calculation results are in the score between 4.01–5.00. All sub-variables that make up the digital literacy variable are in the high category.

Furthermore, the variables of business continuity are explained. The results of the statements are presented in the following table:

Respondents' Responses Regarding Business Continuity Variables

Table 4.10. Respondents' responses regarding product aspects

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The raw materials in the company are always available	Strongly agree	40	5	200	35.46	**4.17 High**
	Agree	86	4	344	60.99	
	Neutral	3	3	9	1.60	
	Do not agree	5	2	10	1.77	
	Strongly disagree	1	1	1	0.18	
	Total	**135**		**564**	**100**	
Average sub variable product aspect				**4.17**		**High**

Source : Data Processing, 2020

Based on the table above, the product aspect sub-variable is in the high category (4.17) because the calculation results are in the score between 4.01 – 5.00. All statements that make up the sub-variables of product aspects are in the high category. Furthermore, the sub-variables of market and marketing aspects are explained. The results of the statements are presented in the following table:

Table 4.11. Respondents' responses regarding market and marketing aspects

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
Marketing media used to keep up with the times	Strongly agree	95	1	475	79.97	**4.4 High**
	Agree	15	2	60	10.10	
	Neutral	9	3	27	4.55	
	Do not agree	16	4	32	5.39	
	Strongly disagree	0	5	0	0.00	
	Total	**135**		**594**	**100**	
Average sub variable market and marketing aspects				**4.4**		**High**

Source : Data Processing, 2020

Based on the table above, the market and marketing aspect sub-variables are in the high category (4.4) because the calculation results are in the score between 4.01 – 5.00. All statements that make up the sub-variables of market and marketing aspects are in the high category. Furthermore, the sub-variables of management and financial aspects are explained. The results of the statements are presented in the following table:

Table 4.12. Respondents' responses regarding management and financial aspects

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The company has a clear and complete organizational structure	Strongly agree	89	5	445	75.55	**4.36 High**
	Agree	23	4	92	15.62	
	Neutral	8	3	24	4.07	
	Do not agree	13	2	26	4.41	
	Strongly disagree	2	1	2	0.34	
	Total	**135**		**589**	**100**	
The company has legal proof of business (SITU/SIUP, etc.)	Strongly agree	61	5	305	51.96	**4.34 High**
	Agree	65	4	260	44.29	
	Neutral	5	3	15	2.56	
	Do not agree	3	2	6	1.02	
	Strongly disagree	1	1	1	0.17	
	Total	**135**		**587**	**100**	
The company has clear financial records	Strongly agree	40	5	200	35.52	**4.17 High**
	Agree	87	4	348	61.81	
	Neutral	2	3	6	1.07	
	Do not agree	3	2	6	1.07	
	Strongly disagree	3	1	3	0.53	
	Total	**135**		**563**	**100**	
Average of the sub-variables of management and financial aspects				**4.29**		**High**

Source : Data Processing, 2020

Based on the table above, the management and financial aspects sub-variables are in the high category (4.29) because the calculation results are in the score between 4.01 – 5.00. Two statements that make up the sub-variables of management and financial aspects are in the medium category, while one statement is in the high category. Furthermore, the sub-variable aspects of government policy are explained. The results of the statements are presented in the following table:

Table 4.13. Respondents' responses to aspects of government policy

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The company provides training for employees	Strongly agree	33	1	165	33.20	**3.68 Medium**
	Agree	47	2	188	37.83	
	Neutral	40	3	120	24.14	
	Do not agree	9	4	18	3.62	
	Strongly disagree	6	5	6	1.21	
	Total	**135**		**497**	**100**	

The average of the sub-variables of government policy aspects	**3.68**	**Medium**

Source : Data Processing, 2020

Based on the table above, the sub-variable aspects of government policy are in the medium category (3.68) because the calculation results are in the score between 3.01 - 4.00. All statements that make up the sub-variable aspects of government policy are in the medium category. Furthermore, the sub-variable aspects of economic conditions are explained. The results of the statements are presented in the following table:

Table 4.14. Respondents' responses regarding aspects of economic conditions

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
National economic conditions can affect the company's condition	Strongly agree	42	5	210	37.10	**4.19 High**
	Agree	81	4	324	57.24	
	Neutral	8	3	24	4.24	
	Do not agree	4	2	8	1.41	
	Strongly disagree	0	1	0	0.00	
	Total	**135**		**566**	**100**	
Regional economic conditions can affect the company's condition	Strongly agree	39	5	195	34.21	**4,22 High**
	Agree	90	4	360	63.16	
	Neutral	3	3	9	1.58	
	Do not agree	3	2	6	1.05	
	Strongly disagree	0	1	0	0.00	
	Total	**135**		**579**	**100**	
The average of the sub-variable aspects of economic conditions				**4.20**		**High**

Source : Data Processing, 2020

Based on the table above, the sub-variable aspects of economic conditions are in the high category (4.20) because the calculation results are in the score between 4.01–5.00. Two statements that make up the sub-variables of the aspect of economic conditions are in the high category. Furthermore, the sub-variables of environmental aspects are described. The results of the statements are presented in the following table:

Table 4.15. Respondents' responses regarding environmental aspects

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The rest of the company's production materials can pollute the environment	Strongly agree	22	5	22	6.41	**3.45 Medium**
	Agree	47	4	94	27.41	
	Neutral	43	3	129	37.61	
	Do not agree	17	2	68	19.83	
	Strongly disagree	6	1	30	8.75	

	Total	**135**		**343**	**100**	
The company participates in environmental conservation programs	Strongly agree	32	5	160	33.40	**3.54 Medium**
	Agree	19	4	76	15.87	
	Neutral	77	3	231	48.23	
	Do not agree	5	2	10	2.09	
	Strongly disagree	2	1	2	0.42	
	Total	**135**		**479**	**100**	
Rata-rata sub variabel aspek lingkungan				**3.50**		**Medium**

Source : Data Processing, 2020

Based on the table above, the sub-variable aspects of economic conditions are in the medium category (3.50) because the calculation results are in the score between 3.01 - 4.00. Two statements that make up the sub-variables of the aspect of economic conditions are in the high category. Furthermore, the sub-variables of the business partnership aspect are explained. The results of the statements are presented in the following table:

Table 4.16. Respondents' responses regarding aspects of business partnership

Statement	Description	Frequency	Score	FxS	Percentage (%)	Average and Categorization
The company cooperates with the association	Sangat setuju	32	5	160	31.25	**3.79 Medium**
	Setuju	58	4	232	45.31	
	Netral	32	3	96	18.75	
	Tidak setuju	11	2	22	4.30	
	Sangat tidak setuju	2	1	2	0.39	
	Total	**135**		**512**	**100**	
The company cooperates with big industry	Sangat setuju	19	5	95	29.69	**2.37 Low**
	Setuju	3	4	12	3.75	
	Netral	12	3	36	11.25	
	Tidak setuju	76	2	152	47.50	
	Sangat tidak setuju	25	1	25	7.81	
	Total	**135**		**320**	**100**	
The average of the sub-variables of the business partnership aspect				**3.08**		**Medium**

Source : Data Processing, 2020

Based on the table above, the sub-variables of the business partnership aspect are in the medium category (3.08) because the calculation results are in the score between 3.01 - 4.00. One statement that makes up the sub-variables of the business partnership aspect is in the medium category and one statement that makes up the sub-variables is in the low category. Furthermore, the recapitulation of business continuity variables is explained. The results of the statements are presented in the following table:

Tabel 4.17. Total Business Continuity Variable Score

Sub Variable	Average	Categoritation
Product Aspects	4.17	**3.89**
Market and Marketing Aspects	4.4	**Medium**
Management and Financial Aspects	4.29	
Aspects of Government Policy	3.68	
Aspects of Economic Conditions	4.20	
Environmental Aspects	3.50	
Aspects of Business Partnership	3.08	

Source : Data Processing, 2020

Based on the table above, the business continuity variable is in the medium category (3.89) because the calculation results are in the score between 3.01-4.00.

Correlation

This test is done first before testing the verification hypothesis. The correlation/strength between the relationship between social capital and digital literacy can be seen from the correlation coefficient obtained and compared with the interpretation table. The correlation values obtained are based on SPSS 22 calculations, which are as follows:

Table 4.18 Correlation Between Variables Social Capital, Digital Literacy and Business Sustainability

Correlations

		x1	x2	y
x1	Pearson Correlation	1	.617**	.743**
	Sig. (2-tailed)		.000	.000
	N	135	135	135
x2	Pearson Correlation	.617**	1	.566**
	Sig. (2-tailed)	.000		.000
	N	135	135	135
y	Pearson Correlation	.743**	.566**	1
	Sig. (2-tailed)	.000	.000	
	N	135	135	135

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS, Reprocessed 2020

Based on the correlation coefficient value in the table above, it can be seen that the relationship between social capital (X1) and business continuity (Y) is 0.743 and is included in the strong category. The direction of the positive relationship between social capital shows that good social capital tends to be followed by an increase in business continuity at the Binong Jati Knitting Center Bandung. Meanwhile, the digital literacy variable (X2) with the business continuity variable (Y) has a correlation value of 0.566, this value is included in the category of strong enough and has a positive relationship. The direction of the positive relationship between digital literacy shows

that good digital literacy tends to be followed by increased business continuity at the Binong Jati Knitting Center Bandung.

Table 4.20. Effect of Intervariable Social Capital, Digital Literacy and Business Sustainability

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755[a]	.570	.564	4.72241

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y

The value of the coefficient of determination (R2) shows that the magnitude of the influence of the independent variable on the dependent variable in this study is 0.755 or 75.5%, it can be concluded that the variables of social capital and digital literacy affect business continuity for the actors of Sentra Rajut Binong Jati Bandung is at the level of strong relationship.

Regression

Furthermore, to find out how the influence of social capital, orientation, on business continuity, either partially or simultaneously.

Table 4.21. Effect of Intervariable Social Capital, Digital Literacy and Business Sustainability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.502	3.301		1.364	.175
	x1	.919	.105	.636	8.776	.000
	x2	.270	.113	.173	2.380	.019

a. Dependent Variable: y

Hypothesis 1:

The hypothesis of the effect of social capital on business continuity.

Ho : There is no significant effect of social capital on business continuity.

Ha : There is a significant influence between social capital on business continuity.

Based on the test results, it can be seen that the tcount value of the social capital variable, which is 8.776, is greater than 1.977, so Ho is rejected and Ha is accepted, so that there is a positive influence on the social capital variable on business continuity. This means that social capital has a significant positive unidirectional influence, so social capital can explain the business continuity variable.The rise and fall of business continuity can be determined through the level of social capital owned

by the business owner. The better social capital, the sustainability of the business will increase. This means that business actors at the Binong Jati Knitting Center in Bandung need to pay attention to trust, civic norms, and associational activities.Based on the coefficient table, partially the social capital variable (X1) has a significant influence on business continuity of 0.919. So that an increase in the value of 1 of social capital will increase business continuity by 0.919. Business actors at the Binong Jati Knitting Center in Bandung must pay attention to their social capital in order to have a positive influence on business continuity. The better the social capital owned, the higher the business continuity will be.

Hypothesis 2:

The hypothesis of the effect of digital literacy on business continuity.

Ho : There is no significant influence between digital literacy on business continuity.

Ha : There is a significant influence between digital literacy on business continuity.

Based on the test results above, it can be seen that the tcount value of the digital literacy variable, which is 2.380, is smaller than ttable 1.977, so Ho is rejected and Ha is accepted, so that there is a significant effect of the digital literacy variable on business continuity. This means that digital literacy has a significant positive unidirectional influence, then the digital literacy variable can explain the business continuity variable.The ups and downs of business continuity can be determined through digital literacy by business owners.

The better an entrepreneur has digital literacy competence, the sustainability of the business will increase. This means that business actors at Sentra Knitting Binong Jati Bandung need to pay attention to internet searching, gypertext navigation, content evaluation and knowledge assembly to improve business continuity.The digital literacy variable (X2) has no significant effect on business continuity of 0.093. This means that every 1 value increase in digital literacy will increase business continuity by 0.270. Business actors at the Binong Jati Knitting Center in Bandung must pay attention to digital literacy for their products in order to have a positive influence on business continuity. The better digital literacy, the higher the business continuity.The partial effect of the variables of social capital and digital literacy can be made into the following equation:

Business continuity= 4,502 + 0.919 social capital + 0.270 digital literacy

Table 4.22 The influence of social capital and digital literacy on business continuity simultaneously.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3909.105	2	1954.552	87.643	.000[a]
	Residual	2943.755	132	22.301		
	Total	6852.859	134			

a. Predictors: (Constant), x2, x1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3909.105	2	1954.552	87.643	.000[a]
	Residual	2943.755	132	22.301		
	Total	6852.859	134			

b. Dependent Variable: y

Hypothesis 3:

The hypothesis of the effect of social capital and digital literacy simultaneously on business continuity.

Ho : There is no significant effect between social capital and digital literacy simultaneously on business continuity.

Ha : There is a significant influence of social capital and digital literacy simultaneously on business continuity.

Based on the results in the ANOVA table above, it is found that a significance level of <0.05 means that there is a significant simultaneous effect of social capital and digital literacy on business sustainability. The simultaneous influence of social capital and digital literacy variables on business continuity is positive, meaning that business actors need to have social capital and digital literacy to improve their business continuity.

V. CONCLUSION

Based on the previous chapter, it can be concluded that social capital is measured using three sub-variables, namely trust, civic norms, and associational activities. All sub-variables are categorized as high. Digital literacy was measured using four sub-variables, namely internet searching, hypertext navigation, content evaluation, and knowledge assembly.The four sub-variables are categorized as high.The business continuity variable was measured using seven sub-variables, namely production aspects, market and marketing aspects, management and finance aspects, government policy aspects, economic conditions aspects, environmental aspects, and business partnership aspects. Where the seven sub-variables are categorized as moderate. Social capital has a significant partial effect on business continuity. Digital literacy has a significant partial effect on business continuity. Social capital and digital literacy have a positive and significant effect on business continuity simultaneously.

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