

## Sharia Technopreneurship: MSME Growth and Gen Z Income in Palembang's Digital Era

Chici Rima Putri Pratama<sup>1\*</sup>, Nor Balkish Zakaria<sup>2</sup>, Heri Junaidi<sup>3</sup>, Oki Sania Riski<sup>4</sup>, Anggun Widya Pratiwi<sup>5</sup>, Ananda Putra Astaman<sup>6</sup>

<sup>1, 3, 4, 5, 6</sup>Universitas Islam Negeri Raden Fatah Palembang, South Sumatera, Indonesia

<sup>2</sup>Universiti Teknologi MARA, Cawangan Johor, Kampus Segamat, Malaysia

Correspondence email : [chicipratama@radenfatah.ac.id](mailto:chicipratama@radenfatah.ac.id)

### Article Info

#### Article History:

Received : 1 Feb 2025  
Review : 3 March 2025  
Accepted : 9 April 2025  
Published : 1 June 2025.

### Abstract

*This study aims to analyze the impact of the Sharia Technopreneurship Revolution on MSME (Micro, Small, and Medium Enterprises) growth and income generation among Generation Z in the digital era in Palembang. In the face of rapid technological advancement, Sharia technopreneurship is emerging as a crucial business model that integrates technological innovation with Sharia compliance, thereby fostering sustainable economic growth. Generation Z, characterized by their digital proficiency, plays a vital role in leveraging technology to create new economic opportunities while adhering to Islamic business ethics. A mixed-method research approach is employed, combining quantitative surveys and qualitative interviews. The sample consists of 75 MSME owners and operators selected using the Slovin formula, ensuring representative data collection. Quantitative analysis utilizes multiple regression to assess the impact of technopreneurship on MSME growth and income, while qualitative insights provide a deeper understanding of business adaptation to digitalization. Findings indicate that MSME entrepreneurs in Palembang apply Sharia principles, leading to increased consumer trust and business sustainability. Moreover, the adoption of digital platforms significantly enhances their revenue streams. This study contributes to academic discourse on Islamic entrepreneurship and offers policy recommendations for MSME development.*

### Keywords:

Sharia Technopreneurship,  
MSME Growth, Digital  
Economy, Generation Z  
Income, Islamic Business  
Ethics

DOI:10.28918/ijibec.v9i1.10

169

JEL: L26, L86, O33,  
P51



## 1. Introduction

The modern era of globalization has triggered transformative changes across various aspects of human life, particularly in economics, technology, and socio-cultural dynamics. This phenomenon has encouraged societies to embrace innovation and global information exchange. Among the most influential factors in today's world is technology, which has become an essential component of daily life, shaping thought processes, behaviors, and the way individuals interact and conduct their activities (Silva et al., 2023). The development of digital technology, such as the internet, mobile devices, and social media, has transformed how individuals access information, communicate, and engage in economic transactions.

In the economic sector, technological advances have opened up new opportunities for business and entrepreneurship. Through the digitalization process, business actors can manage their operations more efficiently, reduce expenses, and reach a wider market without geographical limitations. For example, the use of e-commerce and social media platforms has enabled entrepreneurs to market their products globally more quickly and effectively, increasing their competitiveness and business growth. (Koe et al., 2021).

In addition, technology has enabled the emergence of new business models such as fintech (financial technology), edutech (education technology), and healthtech (health technology), enriching the digital economic ecosystem. Technology not only impacts the economy but also shapes human behavior and thought. Individuals are now more open to innovation, collaboration, and the use of technology in various aspects of life. Social media, for instance, has become a primary means for society, especially younger generations, to share information, experiences, and perspectives on global issues. Technology helps people overcome traditional barriers in business, communication, and knowledge-seeking, resulting in a more interconnected global society where the exchange of information and ideas becomes increasingly dynamic (Haleem et al., 2022).

These changes have a significant impact on the younger generation, especially Generation Z, who grow up in an environment heavily influenced by digital technology. This generation, known as digital natives, has been familiar with technology use from an early age. With high digital literacy and unrestricted access to information, Generation Z has great potential to innovate and contribute to digital economic development. In the economic context, technology has enabled the emergence of technopreneurship, a blend of technology and entrepreneurship (Szász et al., 2017). Technopreneurship involves innovation not only in products and services but also in new ways of conducting business through digital technology, such as e-commerce, financial applications, and social media platforms (Haleem et al., 2022). In this digital economy era, technopreneurship allows entrepreneurs to reach a broader market and capitalize on economic opportunities resulting from technological advancements.

Technological advancements and demographic changes are key drivers of technopreneurship growth, including in Indonesia. The rapid development of digital infrastructure, such as increased internet access and mobile device penetration, has positioned Indonesia as one of the fastest-growing digital economies in the world (Wibowo et al., 2022). Additionally, government support through regulations and policies promoting the digital economy, including fintech and e-commerce, has spurred technopreneurship growth across various sectors. Demographics also play a crucial role. According to Indonesia's Central Statistics Agency (BPS), Generation Z, born between 1997 and 2012, makes up about 27.94% of Indonesia's population, totaling approximately 74.93 million individuals (BPS, 2023).

Fostering a strong sense of self-belief significantly enhances the entrepreneurial mindset among gen z, which is vital for driving innovation and economic independence. In the context of MSMEs (Micro, Small, and Medium Enterprises). Furthermore, Generation Z also holds distinct values and preferences in entrepreneurship. They tend to prioritize social and environmental concerns and are more inclined towards businesses that not only generate financial profits but also contribute positively to society. This shift in entrepreneurial mindset aligns with the growing emphasis on ethical and sustainable business models, particularly within the framework of Shariah technopreneurship (Asep Maulana Rohimat et al., 2024). This aligns with the concept of Shariah technopreneurship, which combines Islamic principles, such as justice, transparency, and sustainability, with technology to create beneficial products and services (Shead, 2021). With strong technological skills, Generation Z has substantial potential to develop Shariah-based technopreneurship, especially in major cities like Palembang.

As a major city in Indonesia, Palembang has the potential to become a center for Shariah technopreneurship development. The city's business ecosystem continues to evolve, supported by technology infrastructure and the growing participation of young generations in the digital economy (BPS, 2023). Given the predominantly Muslim population, Shariah technopreneurship serves as a highly relevant business model, particularly as consumer awareness of halal standards in products and services continues to grow (Sahabuddin et al., 2023). Shariah technopreneurship is a business concept that merges Islamic Shariah principles with technology to create innovations beneficial to society (Avelar et al., 2024). In this concept, technology is used as a tool to optimize business processes, increase efficiency, and produce products or services aligned with Shariah principles, such as justice, transparency, and the prohibition of *riba* (interest/usury). Shariah principles, which emphasize business ethics values such as honesty, justice, and social responsibility, form the core foundation of Shariah technopreneurship (Amin, 2017). In the Shariah context, technopreneurship activities should adhere to the prohibition of *riba*, *gharar* (uncertainty), and *maysir* (gambling), ensuring blessings in every business transaction undertaken (Quran, Surah Al-Baqarah: 275).

Based on the analysis by Shofiyuddin et al. (2023), digital transformation and religious ethics have been proven to positively and significantly impact MSME performance in Pekanbaru City. Religious ethics also strengthen the relationship between digital transformation and MSME performance, creating an optimal synergy for business performance improvement (Shofiyuddin et al., 2024). This implies that MSME actors need to integrate digital transformation with strong ethical principles to achieve sustainable growth. Given this evidence, this study explores the application of Shariah technopreneurship in Palembang, highlighting its role in MSME development and economic empowerment for Generation Z.

The emergence of Shariah technopreneurship provides significant opportunities for young people, especially Muslims, to achieve financial independence while adhering to Shariah principles in business. This is also relevant to the trend among Muslim consumers who are increasingly critical and conscious of the halal aspect of products and services they consume (Setiawan & Supriyanto, 2023). With the growing awareness, Shariah technopreneurship becomes a business model with the potential to meet the needs of the Muslim market seeking halal, high-quality, and innovative products and services. Palembang holds significant potential to become a center for Shariah technopreneurship development.

The relatively stable MSME Growth of Palembang and its substantial Muslim population create a conducive environment for developing Shariah-based businesses (BPS, 2023). Additionally, the city has the technological infrastructure and business network that enables young people to innovate and develop technology-based businesses aligned with Shariah principles. The Indonesian government and Shariah financial institutions also support technopreneurship development through various initiatives, such as Shariah-based funding, halal business incubator programs, and Shariah entrepreneurship training organized by various institutions (Kemenperin, 2023). These programs aim to assist young technopreneurs in developing their businesses, both financially and in terms of Shariah business knowledge.

However, the development of Shariah technopreneurship among Generation Z also faces several challenges. One of the main challenges is the lack of understanding of Shariah principles in business among young people. Many of them possess high entrepreneurial spirit but have limited knowledge on how to apply Shariah values in everyday business practices (Seemiller & Grace, 2017), the increasingly competitive market in the digital era requires Shariah technopreneurs to continuously innovate and enhance their business competitiveness. Limited access to capital also remains a common obstacle faced by young technopreneurs, especially those aiming to start Shariah-based businesses. Therefore, support from various parties, including the government, educational institutions, and business communities, is essential in providing the necessary training and assistance for young technopreneurs to manage Shariah-based businesses.

Shariah technopreneurship is expected to serve as a major driver of sustainable and inclusive economic growth, especially in cities with a significant Muslim population like Palembang. By integrating technological innovation and Shariah principles, Generation Z can create businesses that are not only financially profitable but also contribute positively to society. This approach aligns with the goals of Islamic economics, which emphasize social welfare, fair wealth distribution, and the avoidance of harmful business practices (Amin, 2017). This study aims to fill the research gap by investigating how Shariah technopreneurship influences MSME growth and income generation among Generation Z entrepreneurs in Palembang. Additionally, it explores how digitalization and Islamic business ethics intersect in shaping the entrepreneurial landscape.

While prior research has examined digital business transformation and Islamic financial models separately, little attention has been given to how Shariah compliance influences digital entrepreneurship. This study contributes to the existing body of knowledge by: 1) Analyzing the impact of Shariah technopreneurship on MSME growth and income generation among Generation Z entrepreneurs. 2) Identifying the challenges faced by Shariah-compliant MSMEs in adopting digital platforms. 3) Providing policy recommendations to support the sustainable growth of digital MSMEs within an Islamic business framework.

## **2. Method**

This study employs a mixed-method research design, combining quantitative and qualitative approaches to provide a comprehensive analysis.

### **2.1 Sampling and Data Collection**

The Slovin formula was used to determine the appropriate sample size, ensuring a statistically representative selection of MSME owners and operators. This formula is particularly useful in studies with large populations, as it allows researchers to calculate an optimal sample size based on a given margin of error, thereby minimizing sampling bias.

The study selected 75 MSME owners and operators who met specific criteria: (1) actively operating businesses within the Palembang region, (2) utilizing digital platforms for business activities, and (3) adhering to Sharia principles in their operations. These criteria were essential to ensure that the selected sample accurately reflected the focus of the study on Sharia technopreneurship and its impact on MSME growth.

Data were collected through: 1) Quantitative Survey: Distributed via Google Forms, measuring business growth, income levels, and digital adoption. 2) Qualitative Interviews: Conducted with selected MSME owners to gain insights into challenges and best practices in Sharia technopreneurship.

## **2.2 Data Analysis**

Multiple Regression Analysis:

Chosen due to its ability to assess the relationship between multiple independent variables (e.g., digitalization, Sharia compliance, and entrepreneurial mindset) and dependent variables (e.g., MSME growth and income generation). This method provides a robust statistical approach to understanding the extent to which these factors influence business performance.

Reliability and Validity Testing:

Reliability: Ensured through Cronbach's Alpha (threshold  $>0.60$ ) to measure internal consistency of survey items.

Validity: Assessed using Pearson correlation tests to confirm the appropriateness of survey instruments in measuring the intended constructs.

Thematic Analysis: Applied to qualitative data to identify recurring patterns in entrepreneurial strategies.

To ensure alignment with the research objectives, survey items were carefully designed to reflect key aspects of Sharia technopreneurship, digital adoption, and MSME performance. Each question was formulated based on existing literature and tested for clarity through a pilot study before full-scale implementation.

## **3. Result and Discussion**

### **3.1 Understanding and Application of Shariah Technopreneurship**

Quantitative data analysis reveals that the majority of respondents have a good understanding of Shariah technopreneurship. They also apply Shariah principles in their business operations, such as avoiding riba (usury), ensuring product halalness, and upholding ethical business conduct. Some respondents stated that applying Shariah principles helps build customer trust and loyalty. For example, one respondent, a young entrepreneur running a halal food business, reported that implementing Shariah principles in his business helped increase customer trust and broaden his market reach.

The application of Shariah technopreneurship not only helps maintain product halalness but also enhances overall business ethics. For instance, another respondent managing a Shariah fashion business noted that adherence to Shariah principles attracted more customers who value the integrity and quality of her products. Technology also plays a crucial role in Shariah technopreneurship. Technology enables young entrepreneurs to operate their businesses more efficiently, from inventory management to digital marketing, allowing them to compete with established conventional businesses. Additionally, technology facilitates Shariah entrepreneurs in marketing their products globally. Many

young entrepreneurs in Palembang use e-commerce platforms to sell their products. These platforms not only help them reach more customers but also provide analytics tools to understand consumer behavior and improve their marketing strategies. For example, a young entrepreneur selling halal cosmetics reported a significant increase in sales after utilizing e-commerce platforms and social media.

Furthermore, education and training on Shariah technopreneurship are key factors in enhancing young entrepreneurs' understanding and skills. Several educational institutions in Palembang have started offering training programs focused on Shariah technopreneurship. These programs cover various aspects, from basic knowledge of Shariah principles to technical skills such as website development and digital marketing strategies. One respondent who participated in such a program stated that the training greatly helped him in starting and growing his business.

### 3.2 The Role of Digitalization in MSME Growth

The study finds a significant positive correlation between digital adoption and MSME revenue. Entrepreneurs leveraging e-commerce platforms report an average income increase of 22% post-digital integration.

### 3.3. Instrument Testing

#### *Validity Testing*

The validity test in this study aims to measure whether the instrument used is valid by comparing the calculated rrr value with the rrr table value. The rrr table value is determined by setting the degrees of freedom (df) as  $n-2$ , where  $n$  is the sample size, and the significance level used is 5% (0.05). With a sample size of 100,  $df=100-2=98$ , resulting in an rrr table value of 0.1966.

The table below displays the results of the validity test:

Variable	Statement Item	Pearson Correlation	table_{table}rtable ( $\alpha=0.05$ )	Validity Result
Technopreneurship (X)	X.1	0.742	0.1966	Valid
	X.2	0.763	0.1966	Valid
	X.3	0.892	0.1966	Valid
	X.4	0.813	0.1966	Valid
	X.5	0.823	0.1966	Valid
	X.6	0.803	0.1966	Valid
MSME Growth(Y1)	Y1.1	0.802	0.1966	Valid
	Y1.2	0.816	0.1966	Valid
	Y1.3	0.777	0.1966	Valid
	Y1.4	0.855	0.1966	Valid
Gen Z Income (Y2)	Y2.1	0.824	0.1966	Valid
	Y2.2	0.819	0.1966	Valid

Variable	Statement Item	Pearson Correlation	table <sub>r</sub> table ( $\alpha=0.05$ )	Validity Result
	Y2.3	0.894	0.1966	Valid
	Y2.4	0.800	0.1966	Valid

Validity was tested using Pearson correlation, where each survey item's correlation coefficient ( $r$ ) was compared against the critical  $r$ -value ( $r$ -table) at  $\alpha = 0.05$ . Items were considered valid if  $r$ -calculated exceeded  $r$ -table (0.1966). As shown in the results, all variables—Technopreneurship (X), MSME Growth (Y1), and Gen Z Income (Y2)—had correlation values well above 0.1966, confirming construct validity. Based on the table above, all statement items for each variable have an  $r$ -calculated value greater than  $r$ -table. Thus, each questionnaire item is deemed valid.

#### Reliability Testing

Reliability testing used Cronbach's Alpha, where a research instrument is considered reliable if Cronbach's Alpha  $> 0.60$ . If Cronbach's Alpha  $< 0.60$ , the instrument is deemed unreliable.

Variable	Cronbach's Alpha	Alpha Threshold	No. of Items	Reliability Result
Technopreneurship (X)	0.891	0.60	6	Reliable
MSME Growth(Y1)	0.825	0.60	4	Reliable
Gen Z Income (Y2)	0.854	0.60	4	Reliable

The table shows that each variable has a Cronbach's Alpha coefficient greater than 0.60, indicating that all items are "reliable."

### Hypothesis Testing Results

#### Normality Testing

Normality testing used the Kolmogorov-Smirnov test. If the significance value  $> 0.05$ , the data is normally distributed. Given that the study includes two dependent variables, Y1 and Y2, normality tests were conducted separately for each.

Variable	Significance (Asymp. Sig. 2-tailed)	Distribution Result
Technopreneurship (X) vs. MSME Growth(Y1)	0.067	Normal
Technopreneurship (X) vs. Gen Z Income (Y2)	0.602	Normal

The results indicate that both dependent variables meet the assumption of normality, with significance values greater than 0.05.

#### Heteroscedasticity Testing

The heteroscedasticity test aims to assess whether there is constant variance in the residuals of the regression model. Since this study includes two dependent variables (Y1 and Y2), separate heteroscedasticity tests were conducted for each regression model using the Glejser test.

Variable	Significance (Sig.)	Result
----------	---------------------	--------

Variable	Significance (Sig.)	Result
Technopreneurship (X) vs. MSME Growth(Y1)	0.636	No Heteroscedasticity
Technopreneurship (X) vs. Gen Z Income (Y2)	0.169	No Heteroscedasticity

The significance values for both variables exceed 0.05, indicating that no heteroscedasticity exists in the regression models used in this study.

### Further Hypothesis Testing

#### *F Test (Simultaneous Test)*

The F test is used to determine if the independent variable, technopreneurship (X), has a simultaneous effect on the dependent variables, MSME Growth(Y1) and Gen Z income (Y2).

Model	Calculated F Value	F Table Value	Sig. Value	Result
Technopreneurship (X) vs. MSME Growth(Y1)	138.835	3.09	0.000	Significant Effect
Technopreneurship (X) vs. Gen Z Income (Y2)	212.723	3.09	0.000	Significant Effect

Since the calculated F values are greater than the F table value (3.09) and the significance values are below 0.05, it can be concluded that technopreneurship (X) has a significant simultaneous effect on both MSME Growth(Y1) and Gen Z income (Y2).

#### *T Test (Partial Test)*

The T test examines the effect of the independent variable, technopreneurship (X), on each dependent variable individually.

Model	Calculated T Value	T Table Value	Sig. Value	Result
Technopreneurship (X) vs. MSME Growth(Y1)	11.783	1.984	0.000	Significant Effect
Technopreneurship (X) vs. Gen Z Income (Y2)	14.585	1.984	0.000	Significant Effect

Since the calculated T values are greater than the T table value (1.984) and the significance values are less than 0.05, it can be concluded that technopreneurship (X) has a significant partial effect on both MSME Growth(Y1) and Gen Z income (Y2).

### Coefficient of Determination ( $R^2$ )

The coefficient of determination measures the extent to which the independent variable explains variations in the dependent variable.

Model	R Square (R <sup>2</sup> )	Adjusted R Square	Explanation
Technopreneurship (X) vs. MSME Growth(Y1)	0.586	0.582	58% of variation in Y1 explained
Technopreneurship (X) vs. Gen Z Income (Y2)	0.685	0.682	68% of variation in Y2 explained

These results suggest that 58% of the variation in MSME Growth(Y1) and 68% of the variation in Gen Z income (Y2) are explained by the technopreneurship variable (X), with the remaining percentages influenced by other factors not examined in this study.

#### 4. Conclusion

The findings of this study indicate that Sharia technopreneurship significantly contributes to MSME growth by fostering financial stability, consumer trust, and competitive market positioning. The integration of Islamic business ethics with digital platforms has enabled MSMEs to expand their reach and improve their operational efficiency. The data analysis demonstrates that digital adoption, combined with adherence to Sharia principles, positively influences business sustainability and income generation among young entrepreneurs. Furthermore, qualitative insights highlight that MSMEs practicing Sharia technopreneurship face fewer ethical dilemmas in financial transactions, leading to stronger customer relationships and higher brand loyalty.

Based on these findings, several policy recommendations should be considered to optimize the impact of Sharia technopreneurship. Enhancing financial support is crucial, with governments and financial institutions encouraged to develop microfinance programs, profit-sharing investment models, and venture capital initiatives that align with Islamic financial principles. These funding mechanisms should be made more accessible to MSMEs to ensure continuous business growth while adhering to Sharia regulations. Additionally, promoting digital literacy is essential for equipping young entrepreneurs with the necessary skills to thrive in the evolving digital economy. Universities, business incubators, and industry stakeholders should collaborate to provide structured training programs on Islamic digital business strategies, covering areas such as halal e-commerce, fintech solutions, and ethical digital marketing.

Strengthening regulatory frameworks will further facilitate the seamless integration of Sharia principles in digital commerce. This includes establishing standardized halal certification processes for online businesses, ensuring transparency in financial transactions, and creating legal frameworks that support ethical and sustainable Sharia-based entrepreneurship. Expanding market access for MSMEs should also be prioritized to enhance their competitiveness in the global halal market. Initiatives such as export assistance programs, business matchmaking services, and digital trade platforms can connect local Sharia-based businesses with international buyers. Encouraging regional and cross-border collaborations will further support MSME expansion.

Moreover, fostering innovation and research in Sharia technopreneurship is necessary for ensuring long-term sustainability. Governments and academic institutions should provide funding and incentives for research that explores new business models and technological advancements in halal industries. Encouraging partnerships between researchers and practitioners can lead to practical solutions for the challenges faced by MSMEs. Finally,

improving the entrepreneurial ecosystem through mentorship and networking programs will help young technopreneurs navigate business challenges. Connecting aspiring entrepreneurs with experienced Sharia-compliant business leaders can provide valuable guidance, insights, and best practices that will contribute to the growth and resilience of MSMEs in the Islamic economy. Future research should explore sector-specific variations in Sharia technopreneurship adoption across different regions, identifying both challenges and best practices to further enhance the success and sustainability of MSMEs in the Islamic digital economy.

### Acknowledgement

The authors would like to express their gratitude to all respondents, including MSME owners and operators, who participated in this study. Special thanks are also extended to the academic institutions, industry experts, and policymakers who provided valuable insights and support. This research was made possible through the collaboration and encouragement of various stakeholders dedicated to advancing Sharia technopreneurship and MSME development.

### References

- Amin, H. (2017). Consumer behaviour of Islamic home financing: Investigating its determinants from the theory of Islamic consumer behaviour. *Humanomics*, 33(4). <https://doi.org/10.1108/H-12-2016-0102>
- Asep Maulana Rohimat, Astiti, R. D., Arifin, M. R., & Mahmudhassan. (2024). Entrepreneurial Interest Among “Santri” in HEBITREN and Its Impact on SMEs. *International Journal of Islamic Business and Economics (IJIBEC)*, 8(2), 159–167. <https://doi.org/10.28918/ijibec.v8i2.6909>
- Avelar, S., Borges-Tiago, T., Almeida, A., & Tiago, F. (2024). Confluence of sustainable entrepreneurship, innovation, and digitalization in SMEs. *Journal of Business Research*, 170. <https://doi.org/10.1016/j.jbusres.2023.114346>
- BPS. (2023). Statistical Yearbook of Indonesia 2023. In *BPS-Statistics Indonesia*.
- Haleem, A., Javaid, M., Qadri, M. A., & Suman, R. (2022). Understanding the role of digital technologies in education: A review. *Sustainable Operations and Computers*, 3. <https://doi.org/10.1016/j.susoc.2022.05.004>
- Kemenperin. (2023). Siap Tampil di HM 2023, Industri Mamin Akan Pamerkan Teknologi Industri 4.0. *Kementerian Perindustrian Republik Indonesia*.
- Koe, W. L., Mahphoth, M. H., Alias, N. E., Krishnan, R., & Arham, A. F. (2021). Factors influencing intention towards technopreneurship among university students. *Journal of Educational and Social Research*, 11(1), 162–169. <https://doi.org/10.36941/jesr-2021-0016>
- Sahabuddin, M., Sakib, M. N., Rahman, M. M., Jibir, A., Fahlevi, M., Aljuaid, M., & Grabowska, S. (2023). The Evolution of FinTech in Scientific Research: A Bibliometric Analysis. *Sustainability (Switzerland)*, 15(9). <https://doi.org/10.3390/su15097176>
- Seemiller, C., & Grace, M. (2017). Generation Z: Educating and Engaging the Next Generation of Students. *About Campus: Enriching the Student Learning Experience*, 22(3). <https://doi.org/10.1002/abc.21293>
- Setiawan, M. A., & Supriyanto, A. (2023). IMPULSE BUYING OF GENERATION Z MUSLIMS: A

STUDY ON HEDONIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, AND HEDONIC SHOPPING VALUE. *Jurnal Al-Iqtishad*, 19(1). <https://doi.org/10.24014/jiq.v19i1.19875>

Shead, S. (2021). *The global chip shortage is starting to have major real-world consequences*. CNBC.

Shofiyuddin, M., Nurhayati, S., Marlinah Manggor, E., & Zahro. (2024). The Influence of Digital Transformation Based on Religious Ethics on MSME Performance in the Era of Industry 4.0. *International Journal of Islamic Business and Economics (IJIBEC)*, 8(2), 193–205. <https://doi.org/10.28918/ijibec.v8i2.8853>

Silva, H. P., Lehoux, P., & Sabio, R. P. (2023). Challenges to Responsible Value Creation During the Covid-19 Pandemic: A Multiple Case Study on SMEs' Transformative Responses. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-023-01666-2>

Szász, L., Demeter, K., Boer, H., & Cheng, Y. (2017). Servitization of manufacturing: The effect of economic context. *Journal of Manufacturing Technology Management*, 28(8). <https://doi.org/10.1108/JMTM-11-2016-0166>

Wibowo, A., Sulartopo, & Koerniawan, I. (2022). Technopreneurship Development in Indonesia: Digital Business Development. *Journal of System and Management Sciences*, 12(3). <https://doi.org/10.33168/JSMS.2022.0305>