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DIGITAL MARKETING AND SMES' PERFORMANCES IN WEST SUMATERA

By

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Abstract

This study investigated the effects of digital marketing use on Small Medium Enterprises' (SMEs) performance. The objectives are to assesses the effect of effort expectancy, social influence, and facilitating condition on digital marketing use and business performance of SMEs in West Sumatra. The research population is focused on SMEs on culinary sector in West Sumatra who have used digital marketing. A total of 162 respondents were taken based on urban areas in West Sumatra, Padang, Bukittinggi, Padang Panjang, Solok and Payakumbuh. The primary data include a structured questionnaire used to elicit information from the target respondents. The Structural Equation Model (SEM) used to test the hypotheses that were generated for the study. The findings showed that effort expectancy, social influence, and facilitating condition has a significant effect on digital marketing use and business performance of SME's in West Sumatra.

Jel Classification:

M15; M19

Keywords: Digital Marketing, SMES' Performances

INTRODUCTION

Company performance is the development indicator of both Small Medium Enterprises' (SMEs) and big company. SMEs operates digital marketing in the form of e-commerce and social media. The use of the internet and social media in Indonesia, especially the millennial generation, is increasingly massive. According to Databoks (2019) the number of internet usage in Indonesia continues to increase, internet users in 2018 were 95.2 million, growing 13.3% from 2017. Meanwhile, in 2019 it grew by 12.6% to 107.2 million users. In 2023, the number of internet users in Indonesia is projected to reach 150 million users. Eventhough SMEs have limitation, such as knowledge, finance, and experience, SMEs have to take an advantage of the high development of internet usage in Indonesia. In 2019, only 9% of SME's in Indonesia are using e-business (Deviyana, 2019).

According to IDN Research Institute and Alvara Research Center, millennials are now accustomed to using the internet and social media for shopping. The number of millennials connected to the internet is 94.4% (Indonesia Millennial Report 2019). Currently, it also developing platforms for shopping with online transactions. The existence of this platform encourages the incrFeasing number of online transactions made by the mille generation initial. The internet, social networks, and interactive technology empower Millennials to be more active in the creation and advancement of products and brands. Word of mouth occurs all over the world. This generation wants to get input on all aspects of a product, even its promotion (Smith, 2011).

In addition to providing various benefits, internet users also have negative attitudes towards digital marketing because they are often disruptive and dishonest (McCoy et al., 2007; Ranchhod, 2007). About 92% of marketers stated that social media is important for the development of their business (Stelzner, 2014). However,

SMEs generally pay less attention to the importance of social media (Wamba and Charter, 2014).

Ukko (2019) found that digital business strategy has an influence on the company's financial performance. According to Ritz et. Al (2019), digital business contributes to small entrepreneurs and is also a motivator for them, but they need special knowledge so that its use is more effective. Hollebeek & Macky (2019) states that digital content marketing can increase cognitive, emotional engagement, and encourage consumer behavior in understanding, identifying, and citizenship behavior. It encourages brand trust and attitude which in turn increases brand equity. Pelsmacker et. al. (2018) examined the effect of digital marketing strategies on customer reviews and their effect on company performance. The results show that digital marketing affects company performance both directly and indirectly through their reviews.

Bouwman (2019) states that digital marketing has a positive effect on SME's overall performance. The positive effect mediated by the experimental practice of Business Models and innovations carried out by SMEs. Gregory et al., (2017) found that the use of e-commerce has a positive effect on company performance. Foroudi (2017) who examines digital technology as information quality and service convenience found that digital technology affects company growth. The results show that the use of social media has a significant positive relationship to company performance (business performance) mediated by customer engagement (Garg et al., 2020). Electronic business has a positive and significant direct influence on financial performance mediated by organizational innovation (Popa et al., 2016).

The objective of this study are to asseses the effect of effort expectancy, social influence, and facilitating condition on digital marketing use and business performance of SMEs. To achieve this

objective, we reviewed literature in several areas: (1) Business Performance, (2) Behavioral Intention, (3) Effort Expectancy, (4) Social Influence, and (5) Facilitating Condition. We consider these areas separately.

1. Business Performance

Determining the factors that can improve business performance is fundamental in exploring the role of the dynamic environment on the expected outcomes of high-performance behavior (Rashidirad et al., 2013). Business performance can be measured from how the organization meets its objectives from the perspective of how it creates value and distributes that value to its own customers optimally.

There have been many studies that have attempted to measure business performance using indicators of financial returns (return on investment, for example) or market-related criteria such as increase in market share, the overall competitive position of an organization in the market, and so on (Flynn, Huo, & Zhao, 2010). P-Garg (2020) suggests that business performance is related to value creation, enhancement, and distribution to customers that leads to customer engagement. To measure the variable of business performance, Azam (2015) suggest several indicators that the effect of e-commerce on (1) sales, (2) product delivery, (3) efficiency, and (4) customer satisfaction.

According to Tajeddini et al. (2020), a dynamic environment, a higher level of risk and an entrepreneurial orientation can improve business performance especially if it takes advantage of strong social networks.

2. Behavioral Intention (digital marketing use)

Behavioral intention is a person's desire to use the system continuously when they have access to the system (Venkatesh et al., 2003). Behavioral intention is defined as a measure of the strength of a person's intention to perform certain behaviors. Attitudes of user toward technology using

affect individual intentions to use information technology, then it influences actual use. That is, effort expectancy and social influence have an effect on behavioral intention to use digital marketing (Gupta et al., 2008).

Electronic marketing has evolved and has an important role to play in bringing sellers and buyers to digital platforms. companies today have realized the importance of implementing digital marketing for sustainable business performance (Dodson, 2016). Product life cycles diminish as technology improves, so companies are more focused on making smarter decisions. Companies need to have the competitive ability to enter the market digitally. According to Ščeulovs (2011), management support in presenting technology such as e-marketing can reduce the company's communication gap with customers, so that in the end it can sustain business performance over a longer period of time.

Iddris and Ibrahim (2015) suggest that companies need to form associations between the use of e-marketing for sustainable business performance. According to Zhu and Kraemer (2005), digital marketing use is the extent to which e-business is being used to conduct value chain activities. Behavioral intention measured by (1) the breadth of use for different value chain activities and (2) the depth of use for each activity that has been migrated to the Internet platform, as motivated by the volume and diversity of Electronic Data Interchange (EDI) use proposed in the literature (Fichman, 2000).

3. Effort Expectancy

The growing importance of digital marketing in an industrial context is characterized by several recent B2B marketing trends (Gupta, 2018). Currently, there are many digital technology developers that help entrepreneur to run their business digitally. Effort expectancy is related to the ease of users in understanding and using a system or application. Effort expectancy is defined as the level of effort

of each individual in using a system to support his work (Venkatesh et al., 2003). Effort expectancy refers to how easily a person thinks in using a system. In the success of receiving a technology, the design of a system such as a virtual platform can allow users to navigate easily. According to Chang (2012), an application can be accepted by its users when an application is easy to use. To measure the effort expectancy variable, Gupta et al. (2008) recommend several indicators, such as, (1) enables to accomplish tasks more quickly, (2) easy to become skillful, (3) easy to use, and (4) easy to learn. Effort expectancy influences behavioral intention (Ngampornchai & Adams, 2016; Kocaleva et al., 2015). Where behavioral intention is related to digital marketing use.

4. Social Influence

Social influence refers to the emergence of a person's desire to use an application because those closest to him think that he must use an application (Venkatesh & Davis, 1996). Social influence is a level where someone considers the importance of influence and encouragement from others so that he uses a new system (Venkatesh et al., 2003). Social influence depends on environmental influences which include volunteerism, and other contexts between individuals or influences on organizations (Karahanna & Straub, 1999). Moore & Benbasat (1991) in Chang (2012) said that the use of a new technology is able to raise the status of an individual's status in a social environment. Others, individual behavior is also influenced by the way in which they believe that others will see them as a result of using a technology. Social influence can be measured by several indicators, such as, (1) encouragement from close related person, (2) encouragement from influencer, (3) internet use by an organization and its staff (Gupta et al., 2008). Social influence affects behavioral intention (Babie et al., 2016; Maldonado et al., 2009).

5. Facilitating Condition

The use of corporate digital marketing plays an important role in achieving a sustainable competitive advantage. The internet has helped companies to communicate with customers at minimal cost. However, profits are increasingly difficult to achieve due to high levels of competition. Therefore, companies need to support integrated internet-based marketing techniques (Sheikh, 2018).

Facilitating conditions related to how much support the company's infrastructure for the system that is available. Facilitating conditions are the level of one's belief that company and technical infrastructure is available to support the use of the system (Venkatesh et al., 2003). In addition, facilitating conditions are also included in one's belief in environmental facilities including the reach, network and availability of devices to make one's beliefs accept a technology (Venkatesh et al., 2003; Thompson et al., 1991). Facilitating conditions are able to describe the level of an individual in receiving a technology based on the support facilities provided by the organization and technical tools that support the use of a system. The device can be a system used, training, manuals or other (Venkatesh & Davis, 1996). According to Gupta et al. (2008), several indicators to measure facilitating condition are, (1) knowledge necessari, (2) resources necessary, (3) Assistance availability to use the system, and (4) The Internet is not compatible with other systems. Facilitating conditions influence behavioral intention (Kocaleva et al., 2015).

METHODS

The sample of this research consist of 162 respondents were taken based on urban areas in West Sumatera, Padang, Bukittinggi, Padang Panjang, Solok and Payakumbuh. A sample of 162 respondents are owner of SMEs in culinary sectors. The primary data of research obtained by collected questionnaire. About 19 items represent the indicators from five variables

on this research Questionnaire was distributed to the chosen respondents that meets the criteria, they are already running a business using digital media.

This study was develops the research model that explain the effect of effort expectance, social influence, and facilitating condition towards business performance. The using of digital marketing act as mediating variable of this

research. The Structural Equation Model (SEM) used to test the hypotheses that were generated for the study.

RESULT AND DISCUSSION

The test of this study was done to see the validity of each indicator by checking the outer loading analysis that shown in Figure 1 below;

Figure 1. Outer Loading Analysis

The results presented in Figure 1 show that the indicator declared invalid is the effort expetancy (Eex 3) indicator and the social influence (SI 1, SI 2) indicators. Those

invalid indicators are excluded from the research model. After three items are removed, the shape of the model will be as shown in Figure 2.

Figure 2. Inner Analysis Result

To find out the accuracy of measurements that are consistent from time to time, a reliability test was performed by looking at the value of composite reliability and Cronbach's alpha. The value of composite reliability and Cronbach's alpha for all

research variables must be more than 0.7. The results presented in Table 1 show that the variables have composite reliability and Cronbach's alpha values at above 0.70, meaning that the research variables are reliable.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	AVE
Business Performance	0.801	0.870	0.626
Digital Marketing Use	0.783	0.873	0.697
Effort Expetancy	0.740	0.763	0.518
Facilitating Condition	0.739	0.833	0.556
Social Influence	0.761	0.855	0.608

Source: SmartPLS Processed Data

The discriminant validity testing was carried out to see the scale of difference between the variables by looking at the value of average variance extracted (AVE).

The testing results are displayed in Table 1 above.

The R-square value can be used to see the influence level of the cause variable on the effect variable. The R-square values are presented in Table 2 below.

Table 2. Results of R-Square Test

	R Square	R Square Adjusted
Business Performance	0.373	0.368
Digital Marketing Use	0.399	0.385

Source: SmartPLS Processed Data

Based on the data in Table 2 above, business performance variables are influenced by digital marketing use, effort expansion, facilitating conditions, and social influence by 37.3 percent. However, the digital marketing use variable which is affected by effort expetancy, facilitating conditions, and social influence by 39.9 percent.

The hypothesis testing used two tailed tests with a significance level of 5% (t statistics 1.96). The scale of the significance value can be seen in Table 3. The results of the bootstrapping and path coefficient presented in Table 3 show that the original sample values and p values or t statistics are used as the reference to accept or reject the hypothesis

Table 3. Path Coefficient Result

Effect of	Original Sample	Sample Mean	Standard Deviation	t-statistics
Digital Marketing Use -> Business Performance	0.611	0.619	0.057	10.632
Effort Expetancy -> Business Performance	0.138	0.141	0.052	2.670
Effort Expetancy -> Digital Marketing Use	0.227	0.228	0.079	2.862
Facilitating Condition -> Business Performance	0.142	0.154	0.056	2.549
Facilitating Condition -> Digital Marketing Use	0.232	0.248	0.083	2.804
Social Influence -> Business Performance	0.227	0.226	0.052	4.384
Social Influence -> Digital Marketing Use	0.372	0.366	0.076	4.880

Source: SmartPLS Processed Data

1. The Effect of Digital Marketing Use on Business Performance

Based on the results of hypothesis testing that has been done, the t-statistics value of 10.602 shows that there is a significant influence between digital marketing use and business performance. This shows that, the use of digital marketing in SMEs businesses can improve business performance. This is in line with previous research conducted by Zhu & Kraemer (2005), according to him the use of ICT has a direct and positive effect on

business performance. Likewise, Gupta et al. (2008) who found that, ICT design that makes it easy for customers to use it will help companies improve their performance.

The use of digital marketing in companies has become an important issue at this time because internet users continue to increase. Many SMEs are starting to realize the importance of using ICT in running their business. For example by using social media in promoting products. Customers nowadays often use social media to find information about the

products they want (Pawar, 2014). Opportunities to increase the number of sales will be even higher with the number of social media users. So using internet media is a more efficient step compared to selling offline (Mochtar et al., 2016).

However, to ensure the level of success of the use of ICT in business, MSMEs need to know the level of effectiveness of the tools used in carrying out digital marketing (Demishkevich, 2015)

2. The Effect of Effort Expetancy on Digital Marketing Use

The results of hypothesis testing with t-statistics of 2.670 showed that there was a significant influence between the effort expansion variables on the digital marketing use variable. Effort expetancy shows the ease of use of a system that can reduce a person's energy and time in doing his work. Thus, the easier the technology is used, the higher the level of use of digital marketing. The more easily a system is used, it will increase one's interest that the system has advantages and users will feel comfortable using it (Venkatesh et al, 2012).

Sometimes to start using a new system requires encouragement. Likewise, the use of digital marketing. System design that makes it easy for users will encourage them to use digital marketing systems. In addition, customers also feel comfortable when using the digital marketing system. For example, when you want to shop in a marketplace, the first thing a customer feels is that the site responds quickly to the customer's choice. When online shopping sites are difficult to run, then the interest to shop online will decrease. This is in line with the results of previous studies that effort expansion will influence interest in using digital marketing (Bandyopadhyay & Fraccastoro, 2007; Venkatesh et al., 2003).

3. The Effect of Facilitating Condition on Digital Marketing Use

From the results of hypothesis testing, the results show that facilitating conditions have a significant effect on digital

marketing use. Facilitating condition is the level of a person's belief that the system is supported by organizational infrastructure. This shows the level of trust of MSME actors related to internet support and other infrastructure related to digital marketing. The better the available infrastructure, the desire to use a digital marketing system will also be higher.

Empirical evidence about this has been found by Shultz & Slevien since 1975. They found that the infrastructure that facilitates the use of ICT is a factor influencing digital marketing use. This is in line with research conducted by Venkatesh et al. (2003) which states that facilitating conditions significantly influence a person's behavior using ICT.

The confidence of the SMEs to the supporting factors of digital marketing is not only supported by technology, but human resources who understand how to use the technology effectively and efficiently. Usually the system used by SMEs for digital marketing will be adjusted to other systems they have used.

4. The Effect of Sosial Influence on Digital Marketing Use

The results of testing the hypothesis in this study indicate that social influence has a significant effect on digital marketing use. Social factors are synonymous with the amount of support from people around, such as business partners, and organizations. The degree of social influence is defined as a level where someone assumes that he must use ICT because other people convince him. So that the positive influence of social will increase digital marketing use on SMEs. When SME owners influence each other to use the new system, more business people will use the digital marketing system. This is in line with research conducted by Venkatesh et al. (2003) who found that there was a positive and significant influence on social influence on digital marketing use.

SMEs in the West Sumatra region usually form organizations to make community and share information. When

holding a meeting, they will discuss how the development of their business. On this occasion, the SMEs usually share information about the use of ICT in their businesses. At this time usually other SME owners will be influenced to use ICT in their business.

5. The Effect of Effort Expectancy, Facilitating Condition, and Social Influence on Business Performance

The results of hypothesis testing indicate that the variable effort expectancy, facilitating conditions, and social influence have a positive and significant effect on business performance. That is, increasing effort expectancy, facilitating conditions, and social influence will also improve the performance of SMEs. MSMEs that build digital marketing systems that are easy to use will improve their sales performance. The system that easier to use will increase work efficiency, which will reduce the time and cost. The customer will also feel the effect of the ease of using the system. According to Yasri et al. (2020), the sustainability of a business depends on competitiveness. Thus, if a business actor wants good and sustainable business performance, competitiveness is very important. This can be achieved by providing facilities to conduct business digitally.

CONCLUSION

Digital marketing performance of an SME is strongly influenced by the availability of systems and technology. In addition, employees who are able to run digital systems are also necessary. Reliable technicians run available systems that are supportive of the creation of good business performance. The problem is, there are still few technicians who are able to run a digital system at SMEs in West Sumatra, so the effect of facilitating conditions is not too large on the performance of SMEs in West Sumatra

Another variable that affects SME performance in West Sumatra is social influence. The effect of social influence

comes from the social environment of SMEs. The influence of business partners is significant on the use of digital technology in marketing, so that it will ultimately affect the performance of SMEs in West Sumatra.

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