

## Digital Marketing to Increase MSMEs Performance

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**Abstract.** MSMEs, which contribute over 60.5% of Indonesia's GDP and employ 97% of its workforce, must adopt digital marketing to enhance performance and remain competitive amid shifting consumer behavior in the digital era. This study aims to examine the impact of digital marketing on the performance of MSMEs, particularly in the printing industry. This quantitative research uses primary data obtained from 64 respondents via in-person surveys. This sample size was established using Hair's theory, which states that the number of questions asked by the questioner multiplied by five should be used to calculate sample size when the population size is unknown. This indicates that although 70 respondents were expected for this study, only 64 completed the questionnaire. The respondents are Makassar-based printing MSME owners who were chosen based on their usage of digital marketing by small and medium-sized businesses to sell their goods. A straightforward regression analysis was used to verify the theory. The study's findings demonstrate that the application of digital marketing has a positive and significant influence on the business performance of MSMEs in the printing sector.

**Keywords:** Digital Marketing, MSMEs, Business Performance, Printing Industry, Small and Medium Enterprises

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### INTRODUCTION

The performance of MSMEs has an impact on Indonesia's economic growth. MSMEs account for over 99% of all business units; they also contribute 60.5% of GDP, or about IDR. 8,573 trillion, annually, and 97% of all national labour force, or about 116 million persons, to labour absorption (<https://kadin.id/data-dan-statistik/umkm-indonesia/>) (Tambunan, 2023, 2024).

The success of MSMEs is determined by several factors. As the digital era develops, MSME owners are necessary to enable the implementation of business digitalization in order to improve their business performance (Hendrawan et al., 2024; Umar et al., 2024). In today's 5.0 era, almost everything is going digital. One of the most impactful is how the communication and marketing of a product or service is also shifted to digital (Jaiwant, 2023; Wongmonta, 2021). Especially after the Covid-19 pandemic that occurred in 2020, there has been a change in consumer behaviour patterns in shopping, from offline purchase behaviour to online purchases (Moon et al., 2021). Data from the Internet Service Providers Association (APJI) reveals that 78% of internet users in Indonesia buy products online (Yahya & Sugiyanto, 2020). Therefore, digital marketing is a very important factor for MSMEs to maintain their financial survival and compete with other businesses (Gao et al., 2023).

Digital marketing provides very significant benefits to all groups. With the presence of digital marketing, the communication and marketing process becomes much easier and more efficient (Ali & Zeebaree, 2025; Kingsnorth, 2025). Digital marketing is the process of marketing and promoting a brand, products and services that are carried out through digital media and require an internet network in its activities (Alam & Al Mubarak, 2025; Kadam, 2025). Currently, digital marketing is a new way for a business to reach consumers. Through digital marketing, MSMEs utilize a variety of digital tools both physically and non-physically (Heri et al., 2025; Niros et al., 2025).

Digital marketing has many benefits and advantages when compared to conventional marketing (Ahmad, 2025). Digital marketing methods are generally more cost-effective overall. Operational cost efficiency can be less, if this digital marketing method is carried out properly. This is due to the lack of human resources used because marketing activities are carried out through digital media (Marwati,

2025; Pattanayak, 2025). In addition, by conducting digital marketing, product or brand promotion on social media can reach a wider range of consumers (Kamyabi et al., 2025; Ntousi et al., 2025).

Business performance will rise with the use of digital marketing, according to several earlier research (Nuvriasari et al., 2023). Numerous MSMEs use internet-based technology to grow their enterprises, from e-commerce to website creation for digital marketing purposes. MSMEs are thought to gain a great deal from digitization, including: reaching a wider market, making more money, making transactions easier, and keeping up with changing consumer trends (Lestari, 2022).

As a result of the Covid-19 pandemic, digital marketing has become increasingly important for MSMEs, as it makes it easier for MSMEs to run their businesses. The consumer community has also become accustomed to online shopping and feels the benefits more because consumers can buy all daily necessities easily without having to leave the house.

As a result of the Covid-19 pandemic, digital marketing is growing rapidly and is becoming increasingly important for MSMEs, because it can make it easier to increase product added value and improve business sustainability (Nuvriasari et al., 2023). Social media marketing, email marketing, and creating a Google business account are some of the digital marketing strategies that MSMEs can implement to promote their products and increase their sales (Jamil et al., 2022; Lestari, 2022). Entrepreneurial competence is also important in developing MSMEs and making them digitally competitive (Erlangga et al., 2021). The government then implemented the MSME digitalization program to encounter a number of obstacles when putting digital marketing into practice, such as a lack of adaptability and resilience as a result of the low degree of digitalisation, trouble gaining access to technology, and ignorance of business survival tactics (Kitsios et al., 2022). Small and medium businesses (MSMEs) face several challenges when expanding. These include a lack of market knowledge, limited coverage of the sales area, and competition originating from other regions (Nofrisel Nofrisel et al., 2023). The biggest problem faced by MSMEs in Indonesia is that MSMEs are not connected to the industry. It is related to supply chain relationships and technology transfer. In addition, another issue is capital and marketing, with marketing accounting for 34.72% of the existing challenges. The need for MSMEs to transform their sales processes and enter the digital world, especially on social networks, has increased as a result of the COVID-19 pandemic.

To overcome this problem, MSMEs must learn and think openly about technological developments, media use, and ways of communication that are appropriate to a certain market share or segment (Daud et al., 2022). Digital marketing strategies can be used by MSMEs to support their businesses. This includes creating a Google business account, promoting products through social media, working with influencers, and email marketing (Mechman et al., 2021). In addition, MSMEs can develop digital marketing that can help their businesses, such as creating social media content that matches their products and expanding their market reach (Nofrisel Nofrisel et al., 2023).

Very few studies that discuss the influence of digital marketing on business performance, especially the performance of small businesses in the printing sector, have not been done yet. For this reason, studies related to digital marketing and the performance of MSMEs in the printing sector in Makassar City need to be carried out.

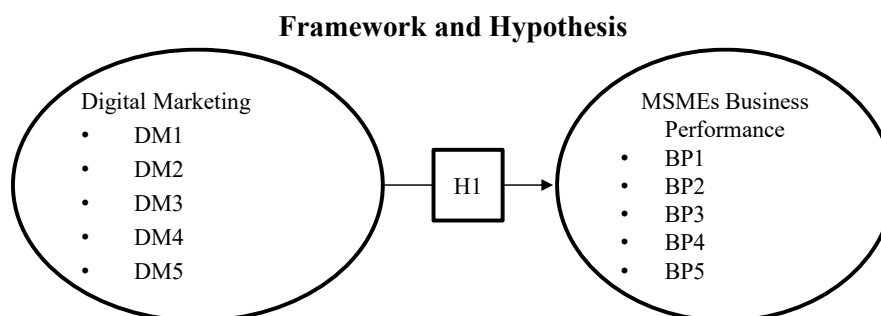
This study aims to examine the influence of digital marketing on the performance of MSMEs in the printing sector in Makassar City. The results of this study are expected to provide an overview of the implementation of digital marketing owned by MSME, so that it can produce a digital marketing application model for MSME owners in order to support the success of their business. This is intended so that the results of the research can be an input for MSME management, not only in the printing sector but also for all business fields.

## RESEARCH METHOD

Based on the research purposes, this research type is causality research. This study aims to examine the causality relationship between the variables of digital marketing and business performance of MSME. This research was conducted in the printing sector MSMEs in Makassar City. The subjects in this study were the printing sector MSMEs. The object in this study is a business-performance that is influenced by digital marketing. In this study, two types of variable data are examined: independent variables: digital marketing (X) adoption indicator (Nuseir & Aljumah, 2020). Dependent variable: business performance (Y) adoption from (Mechman et al., 2021) with indicator profitability, market growth, sales volume, asset growth, and employee growth. The research population is the entire printing sector MSMEs in the city of Makassar, in which population size is unknown. Hair (Hair, J.F., William, Jr.C., BlackBarry, J., Babin, R.E., & Anderson, 2014) stated that when population size is unknown, the sample size is determined by multiplying questioner items with 5 to 10 times. Therefore, the sample size of this study is 70 printing MSMEs resulted from multiplying 14 items of questioner to 5. Nevertheless, only 64 respondents returned the filled questioner. Indicator variables measured using a five-level Likert scale 1-5 (disagree until strongly agree). The instruments used were tested for validity and reliability to measure what they wanted to measure and to know the respondents' consistency of responses. Testing the instrument's validity using the Pearson product moment correlation technique with a minimum limit of  $r = 0.05$ . Instrument reliability testing is done by calculating the reliability coefficient of Cronbach's Alpha with a minimum limit of Alpha coefficients  $> 0.6$ . Both tests use the SPSS computer program. This analysis is used to describe the research variables without generalizations. The data collected was then tabulated in a table and discussed descriptively. The data analysis technique used in this study is the SPSS analysis technique.

### Digital Marketing's Effect on Business Performance

Numerous studies have looked into how digital marketing affects MSMEs' performance. According to one study, a drop in entrepreneurial performance may result from a lack of proficiency in digital marketing (Kawira et al., 2019). Digital marketing improves business performance (Mechman et al., 2021; Mohammed & Alqasa, 2022; Nuvriasari et al., 2023; Veseli-Kurtishi, 2023). Furthermore, digital marketing can enhance MSMEs' marketing performance (Baharuddin et al., 2022; Daud et al., 2022; Ikramuddin et al., 2021). All things considered, these studies demonstrate that MSME firm performance can benefit from digital marketing.



**Figure 1. Thinking Framework**

The hypotheses used to measure the influence of *digital marketing* on MSME business performance in this study are as follows:

**H1:** *digital marketing* has a positive and significant effect on the business performance of MSMEs in the printing sector in Makassar City.

## RESULTS AND DISCUSSION

Following the research, the outcomes may be shown. Table 1 presents the characteristics of the respondents based on their demographic attributes.

**Table 1. Characteristics of Respondents**

No	Variable	Classification	Number of people	Percentage (%)
1.	Gender	a. Female	11	17
		b. Male	53	83
		<b>Total</b>	<b>64</b>	<b>100</b>
2.	Age	a. 20 – 30 years	31	48
		b. 31 – 40 years	26	41
		c. 41 – 50 years	7	11
		d. > 50 years	0	0
		<b>Total</b>	<b>64</b>	<b>100</b>
3.	Business Life	a. ≤ 3 years	13	20
		b. 3 – 5 years	27	42
		c. 6 – 8 years	10	16
		d. 9 – 11 years	14	22
		e. ≥ 12 years	0	0
		<b>Total</b>	<b>64</b>	<b>100</b>
4.	Education	a. High School	20	31
		b. Diploma 3	5	8
		c. Bachelor	37	58
		d. Master	2	3
		<b>Total</b>	<b>64</b>	<b>100</b>
No	Variable	Classification	Number of people	Percentage (%)
5.	Digital Marketing – social media used (Note: Total does not add to 100 percent; respondents could specify up to three choices.)	a. Instagram	58	91
		b. Facebook	51	80
		c. Tiktok	24	38
		d. Youtube	4	6
		e. SEO	3	5
		f. Website	7	11

Source: Processed Primary Data, 2024

According to Table 1, which shows that 83 percent of respondents were men and 17 percent were women, there are more men than women among the respondents. The majority of respondents, 48 and 41 percent, respectively, are between the ages of 20 and 30 and 31 and 40 years, with 11 percent coming from the age range of 41 to 50 years. According to their length of business, 42% of respondents have been in operation for three to five years, 20% have only been in operation for less than three years, and 22% and 26% of printing sector MSMEs have been in operation for six to eight and nine to eleven years, respectively. With percentages of 58, 51, and 24 respectively, Instagram, Facebook, and TikTok are the most popular social media platforms.

The Pearson Correlation and Cronbach's Alpha Coefficient were used to test the validity and reliability of the instrument. Table 2 displays the findings from the validity and reliability tests of the instruments for each variable. Since the correlation value is higher than 0.3 and the Cronbach's Alpha value is higher than 0.6, all variables are considered genuine and reliable

**Table 2. Instrument Validity and Reliability Test Results**

Variable	Item	R Correlations	Cronbach's Alpha $\alpha$
Digital Marketing (X)	DM1	0.664	0.861
	DM2	0.790	
	DM3	0.568	
	DM4	0.653	
	DM5	0.670	
	DM6	0.748	
	DM7	0.565	
	DM8	0.762	
	DM9	0.802	
MSMEs Performance (Y)	BP1	0.819	0.797
	BP2	0.769	
	BP3	0.801	
	BP4	0.703	
	BP5	0.777	

Source: Processed Primary Data, 2024

**Basic Analysis of Regression**

In this study, the effect of the independent factors of digital marketing (X) on the dependent variable of MSMEs company performance (Y) is being investigated using a simple regression model. The following describes the findings of a basic regression test, the summary model output produced by the test using the SPSS program version 26 data processing tool, and the coefficient (t test) in the ensuing table.

**Table 3. Results of the Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518 <sup>a</sup>	.268	.257	2.446

a. Predictors: (Constant), DigMarketing  
b. Dependent Variable: Business Performance MSMEs

Source: Processed Primary Data, 2024

Based on data shown the dependent variable, the performance of MSMEs, can be explained by the independent variables of digital marketing by 51.8% in Table 3, according to the correlation or relationship (R) value of 0.518. Other elements not included in this study account for the remaining 48.2% of the explanation. Additionally, the dependent variable MSMEs company performance is affected by the independent variable of digital marketing by 26.8%, according to the coefficient of determination (R square) of 0.268.

**Test Simple Linear Regression Analysis Outcomes**

To demonstrate the extent of the relationship between the independent variable and the dependent variable, the t-test was used. A variable is considered to have a significant impact on other variables if its significant value (Sig) is less than 0.05.

**Table 4. Results of Hypothesis Testing**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.922	4.217		.456	.650
DigMarketing	.474	.099	.518	4.770	.000

a. Dependent Variable: business performance MSME

Source: Processed Primary Data, 2024

The t-test findings in the preceding table indicate that the t count value of 4,770 is more than the t-table value of 2,000 and that the significance value of the impact of digital marketing on the performance of MSMEs in Makassar City's printing industry is  $0.000 < 0.05$ . Therefore, H1 is approved, indicating that digital marketing has a major impact on MSMEs' performance in Makassar City's printing industry.

## Discussion

The outcomes of the hypothesis test demonstrate that digital marketing significantly and favorably affects the performance of MSMEs. According to data gathered, social media platforms (Instagram, Facebook, and TikTok) are the most popular for using digital marketing (website, social media, SEO, email marketing, and other mobile applications). These platforms have influenced customers' perceptions by being entertaining, educational, socially interactive, and satisfying, which in turn influences their intention to make a purchase. This is consistent with the previous research, which found that using social media improves business capabilities, which in turn improves the performance of business processes (Silva et al., 2022). Additionally, the results of this study demonstrate how beneficial social media is for business owners in terms of product promotion, cost-effective marketing, strengthening customer connections, growing market share, and increasing (Nofrisel Nofrisel et al., 2023). However, a different study discovered that a drop in entrepreneurial performance could be caused by incompetence in digital marketing (Kawira et al., 2019). Additionally, research indicates that digital marketing can help MSMEs perform better in their marketing (Baharuddin et al., 2022; Daud et al., 2022; Ikramuddin et al., 2021), which would ultimately boost corporate performance. Overall, a number of earlier studies have demonstrated that digital marketing significantly affects MSMEs' performance (Mechman et al., 2021; Mohammed & Alqasa, 2022; Nuvriasari et al., 2023; Veseli-Kurtishi, 2023).

## CONCLUSION

The study confirms that digital marketing significantly enhances the financial performance of MSMEs, validating the initial theory. Social media platforms like Instagram, Facebook, and TikTok play a crucial role by offering entertaining, educational, and socially engaging content that influences consumers' purchase intentions, leading to greater marketing success. For the printing industry, digital marketing enables access to a broader target market and an expanded client base while emphasizing convenience and speed through easy online ordering and fast delivery. This approach adds value for clients by improving efficiency and customer experience. Future research could explore the long-term effects of specific digital marketing tactics on customer loyalty and retention within the printing sector. We would like to convey our sincere appreciation to Politeknik Negeri Ujung Pandang for their generous financial support which made this research possible.

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