

The Influence of Digital Marketing and Business Management Knowledge on the Sustainability of MSME Marketing in West Sumatra

Hesty Aisyah

Economic Department, Faculty of Economic And Business, Andalas University, West Sumatera

Nur Azizah

Digital Business Department, Padang State Polytechnic University, West Sumatera

Muhamad Farhan

Information System Department, Metamedia University

Submitted :09-05-2025, Accepted : 08-06-2025, Published : 10-07-2025

Abstract

This research analyzes the impact of digital marketing and business management knowledge on the marketing sustainability of micro, small and medium enterprises (MSMEs) in West Sumatra. Through empirical analysis, this research shows that there is a significant and positive relationship between digital marketing, business management knowledge and marketing sustainability. These findings highlight the important role of digital marketing strategies and knowledge sharing practices in enhancing MSMEs' market presence, customer engagement and overall marketing sustainability. The practical implications for MSMEs include integrating these strategies into their operational activities and investing in training activities for employees. As MSMEs in West Sumatra face an increasingly competitive business landscape, this research provides actionable insights to drive long-term success and resilience of MSMEs.

Keywords : Digital Marketing, Manajemen Science, MSMEs

Introduction

Micro, small, and medium enterprises (MSMEs) play a vital role in West Sumatra's dynamic economic landscape. These companies play a crucial role in creating jobs, alleviating poverty, and driving economic development (Aisyah et al., 2022). However, West Sumatran MSMEs face various challenges, ranging from resource scarcity to increasingly fierce competition. These MSMEs must now adopt strategies to ensure their marketing continues in the digital era and adapt to changing market conditions (Yeni et al., 2014). MSMEs in West Sumatra, as a growing economic force in Indonesia, have ample room for growth. However, the digital era has transformed the operational landscape of organizations, creating both opportunities and challenges that can contribute to the sustainability of these MSMEs if they are able to keep pace with technological developments (Nurlaila et al., 2022).

Sustainable marketing, also known as digital marketing, involves the effective implementation of strategies and practices to ensure the long-term success of MSMEs. A study has found the

importance of implementing digital marketing strategies to increase the competitiveness of MSMEs in West Sumatra (Sulaksono, 2020). By focusing on high-value products, MSMEs can respond to increasing consumer awareness of technological advancements and attract customers who prefer and follow modern styles. Digital marketing strategies are crucial for MSMEs to reach a wider market and adapt to digital-based operations (Krisnawati, 2018). Some effective digital marketing strategies for MSMEs in West Sumatra include creating a company website, creating a Google business account, promoting products through social media, collaborating with influencers (endorsements), and using email marketing. The West Sumatra government has also launched a digital transformation program to encourage MSMEs to adopt technology and participate in the digital economy. This program aims to increase MSMEs' contribution to the province's GRDP and help them overcome capital and marketing challenges (Suprayogi & Razak, 2019).

Furthermore, MSMEs must also enrich their knowledge of business management, including the collection, sharing, and utilization of knowledge to improve their performance and competitiveness. A study suggests that the government strengthen its role in training MSME owners and managers to improve their management functions and enhance their performance (Rohim & Kurniawan, 2017). By increasing knowledge and understanding of various business aspects, such as finance, marketing, and operations, MSMEs can make informed decisions and adapt to changing market dynamics.

Digital marketing and business management knowledge within MSMEs will work harmoniously to drive MSME growth and sustainability (Dwijayanti & Pramesti, 2021). MSMEs can gain the competitive advantage necessary for success in the modern marketplace by leveraging the power of digital marketing. Furthermore, knowledge management techniques can ensure that companies are proactive and adaptive in their strategic planning (Bismala & Handayani, 2014).

This study aims to explore the complex relationship between business management knowledge practices, digital marketing tactics, and sustainability in MSME marketing in West Sumatra. Sustainable marketing, digital marketing strategies, and knowledge management practices are crucial for the growth and success of micro, small, and medium enterprises (MSMEs) in West Sumatra (Bismala, 2016). These factors help MSMEs adapt to changing market dynamics, face competition,

and contribute to the country's economic growth. It is important to examine how digital marketing and knowledge management can synergize to support sustainable marketing, given the rapidly growing West Sumatran market and the resource constraints that MSMEs must overcome. In this context, the ability of MSMEs to maintain and improve their market presence, customer relationships, and financial viability over time is referred to as marketing sustainability.

Methods

Sampling Strategy

To ensure sample validity, this study will use a stratified random sampling technique. This technique divides the target population (West Sumatran MSMEs) into several strata based on key characteristics such as industry type, geographic location, and business size. A random sample is then selected from each stratum to obtain a snapshot of the diverse MSME landscape in West Sumatra. A total of 400 questionnaires will be distributed, with 360 returned.

Survey Instrument Development

A structured survey instrument will be designed to collect data from the selected MSMEs. The survey will be tested for clarity and effectiveness with a small group of MSME representatives to refine questions and ensure completeness.

The survey will include the following key components:

- a. Demographic Information: Collecting basic details about the surveyed MSMEs, including industry sector, location, and years of operation.
- b. Digital Marketing Strategy: Investigating the utilization of digital marketing strategies such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and paid advertising.
- c. Business Management Knowledge Practices: Assess the extent to which business management practices have been integrated into MSME business operations, including knowledge sharing platforms, communities of practice, and knowledge audits.
- d. Marketing Sustainability Matrix: Collect self-reported data related to marketing sustainability

indicators such as market presence, customer engagement, and financial performance.

Data Collection

The survey will be distributed electronically to selected MSMEs through various channels, including WhatsApp groups, Telegram groups, online survey platforms, and social media. Participants will be provided with clear instructions, a link to the survey, and a specific response timeframe.

Data Analysis

The quantitative data collected through the survey will be analyzed using SPSS version 25 statistical software. The data analysis process will involve the following steps:

- a) Descriptive Statistics: Summarize and present demographic information and key variables using measures such as mean, median, standard deviation, and frequency distribution.
- b) Regression Analysis: Conduct regression analysis, such as multiple regression, to explore the predictive power of digital marketing variables and business management knowledge on marketing sustainability. This will allow for hypothesis testing and identification of significant variables.

Results and Discussion

Based on the results in Table 1, the majority of surveyed MSMEs in West Sumatra are engaged in the Creative Industries sector (37%), followed by manufacturing (28%) and services (20%). A smaller proportion (15%) represents other industries. This distribution reflects the diversity of industries within the West Sumatra MSME landscape. The survey included MSMEs from various geographic regions, with significant representation in urban (48%) and rural (52%) areas. This distribution emphasizes the importance of including MSMEs from rural areas in the sample, as they often face different challenges and opportunities than urban MSMEs.

The surveyed MSMEs varied in size, with 27% classified as micro-enterprises, 35% as small-enterprises, and 38% as medium-enterprises. This distribution reflects the diverse size of businesses within the MSME sector, ensuring the relevance of the research findings to MSMEs of all sizes. A

small proportion of respondents did not specify their business size. Although this group is relatively small, it is important to recognize the presence of this subgroup in the sample.

Table 1. Demographic Characteristics of MSMEs in West Sumatra

| Demografis | Frequency | Percentage |
|---------------------|-----------|------------|
| Demographics | | |
| Industry Sector | 135 | 37% |
| Creative Industries | 80 | 20% |
| Services | 93 | 28% |
| Manufacturing | 60 | 15% |
| Other | | |
| Geographic | 152 | 48% |
| Location | | |
| Urban | 230 | 52% |
| Rural | | |
| Business Size | 88 | 27% |
| Micro-Enterprise | 128 | 35% |
| Small-Enterprise | 144 | 38% |
| Medium-Enterprise | 10 | 10% |

Source: Processed primary data (2022)

Based on Table 2, the “Digital Marketing” variable indicates that, in general, the micro, small, and medium enterprises (MSMEs) surveyed in West Sumatra have a strong and proactive approach to their digital marketing strategies, as indicated by a high average score of 4.06 on a scale of 1 to 5. This average score indicates that the majority of MSMEs in the sample implement and use digital marketing methods with various digital marketing methods, including social media marketing, Search Engine Optimization (SEO), content marketing in marketplaces, email marketing, and paid advertising. This average score far exceeds the midpoint of the scale, thus highlighting the popularity and importance of digital marketing in modern business practices. The standard deviation of 0.78 indicates moderate variation in digital marketing engagement among the MSMEs surveyed. Despite the high average score, the standard deviation indicates that there are still differences in the intensity and complexity of their digital marketing efforts. Some MSMEs may be at the forefront of digital marketing innovation, using various strategies to increase their online presence and customer engagement, while others may take a different, more conventional approach.

Table 2. Descriptive Statistics

| Variable | Mean | Deviation |
|-----------------------------|------|-----------|
| Digital Marketing | 4.06 | 0,78 |
| Knowledge Management | 4.00 | 0,88 |
| Marketing Sustainability | 4.11 | 0,98 |

Source: Processed data (2023)

Regarding the "Business Management Knowledge" variable, the average score of 4.00 indicates that the average MSME surveyed demonstrates a moderate level of involvement in management practices within their operational activities. This aligns with MSMEs' recognition of the importance of managing and effectively utilizing organizational knowledge. Business management within MSMEs encompasses activities such as business knowledge-sharing platforms, communities of practice, and knowledge testing, all of which contribute to improved information exchange and learning within the organization. The relatively high standard deviation of 0.88 indicates significant differences in the application of knowledge management practices among the MSMEs surveyed. While some MSMEs have extensively implemented business management knowledge, others may have more limited or less structured management practices. This variation reflects differences in organizational culture, resources, and priorities within the MSMEs' operations.

Finally, the "Marketing Sustainability" variable indicates that the average MSME surveyed assesses itself as having a relatively high level of marketing sustainability, as evidenced by the average score of 4.11. This mean value far exceeds the midpoint of the scale, indicating that the majority of MSMEs in West Sumatra consider their marketing efforts to be effective and capable of maintaining market share and opportunities, engaging with customers, and achieving financial performance. The standard deviation of 0.98 indicates differences in perceptions of marketing sustainability among the

MSMEs surveyed. While the mean generally reflects a positive view of sustainability in marketing, the standard deviation indicates variation in how MSMEs perceive sustainability in their marketing. These differences may arise from differences in market conditions, the competitive landscape, and the effectiveness of their digital marketing and knowledge management strategies.

Table 3. Multiple Regression Results

| Koefisien * | | | | | | |
|---|-----------------------|-------------------------|----------------|-------------------|-------|----------------|
| Model | | Koefisien Tidak Standar | | Koefisien Standar | | tanda tanggan. |
| | | B | Std. Kesalahan | Beta | T | |
| | | | | | | |
| 1 | (Konstan) | 5.480 | 2.947 | | 1.852 | .070 |
| | Pemasaran Digital | .513 | .140 | .383 | 3.608 | .001 |
| | Manajemen Pengetahuan | .529 | .104 | .542 | 5.087 | .000 |
| A. Variabel Dependen: Keberlanjutan Pemasaran | | | | | | |

Source: Data Processing Results (2023)

The results of the multiple regression coefficient table are shown in Table 3, and the multiple regression equation presented below is the result: on The independent variables (digital marketing and business management knowledge) have a significant impact on long-term marketing sustainability, according to the research equation $Y = 5.480 + 0.513 X_1 + 0.529 X_2 + e$

Table 4. Simultaneous Test and Coefficient

| Simultan | test | Coefficient Determination |
|----------|-------|---------------------------|
| F court | Sig | R-Squared |
| 418.375 | 0.000 | 0.660 |

Source: Data Processing Results (2023)

Based on Table 4, the significance level associated with the F statistic is 0.000, which is very low. A very low significance level (usually below 0.05) indicates that the overall regression model is statistically significant, indicating that at least one of the independent variables has a significant influence on the dependent variable. A p-value (Sig.) as low as 0.000 indicates a very strong and significant relationship between the independent variables (digital marketing and management knowledge) and the dependent variable (sustainable marketing). In other words, the regression model, which includes digital marketing and management knowledge as predictors of marketing sustainability, significantly explains the differences in marketing sustainability among the MSMEs surveyed in West Sumatra.

The coefficient of determination, often referred to as R-squared, measures the proportion of variance in the dependent variable (Marketing Sustainability) explained by the independent variables (Digital Marketing and Management Knowledge) in the data processing model. In this case, the R-squared value is 0.660. The R-squared value of 0.660 indicates that approximately 66% of the variation in marketing sustainability in the surveyed MSMEs can be explained by the combination of digital marketing and management knowledge. This indicates that the two independent variables together have significant explanatory power in predicting the sustainability of marketing activities. The remaining 34% of the variance can be caused by other factors not included in the model or by random variation. From a practical perspective, the R-squared value of 0.660 is relatively high, indicating that the model fits the data well and that the included independent variables are effective in explaining most of the variation in the resilience and sustainability of marketing activities. However, it is important to remember that there may be other, unknown factors that influence the sustainability of marketing activities.

Practical Implications for MSMEs in West Sumatra

The findings of this study have practical implications for MSMEs in Indonesia:

1. MSME Integration Strategy

MSMEs are encouraged to integrate digital marketing and knowledge management strategies into their operational framework. This integration can create a synergistic effect that can improve the long-

term sustainability of marketing activities.

2. Investing in Employee Training (HR)

Employee training and capacity building programs focused on digital marketing and knowledge management can enable employees to actively contribute to new initiatives that are relevant to today's digital era.

3. Benchmarking Tool

MSMEs can compare their digital marketing and knowledge management methods with industry best practices to identify areas for improvement.

Conclusion

In the context of West Sumatra's dynamic business landscape, this study highlights the crucial role of digital marketing and business management knowledge in shaping the marketing sustainability of micro, small, and medium enterprises (MSMEs). Empirical analysis shows that digital marketing and business management knowledge have a significant and positive relationship with marketing sustainability. Digital marketing, encompassing strategies such as social media marketing, SEO, content marketing, email marketing, and paid advertising, emerged as a key driver of online market presence growth, customer acquisition, and overall marketing sustainability. This highlights the importance of implementing digital transformation and adapting marketing activities to address changing consumer behavior. Knowledge management, including knowledge-sharing platforms, communities of practice, and knowledge testing, emerged as a driver of a culture of learning and innovation in MSMEs. This, in turn, enhances marketing sustainability by leveraging internal expertise and facilitating adaptability to global market challenges.

References

- Aisyah, H., Puspita, S., & Elizamiharti, E. (2022). RESOURCE-BASED VIEW: STRATEGI UMKM DI SUMATERA BARAT UNTUK MENCAPAI KEUNGGULAN KOMPETITIF. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 5(2), 109–120.
- Bismala, L. (2016). Model manajemen Usaha Mikro Kecil dan Menengah (UMKM) untuk

- meningkatkan efektivitas usaha kecil menengah. *Jurnal Entrepreneur Dan Entrepreneurship*, 5(1), 19–26.
- Bismala, L., & Handayani, S. (2014). Model manajemen umkm berbasis analisis swot. *Prosiding Seminar Nasional PB3I ITM*.
- Dwijayanti, A., & Pramesti, P. (2021). Pemanfaatan Strategi Pemasaran Digital menggunakan E-Commerce dalam mempertahankan Bisnis UMKM Pempek4Beradek di masa Pandemi Covid-19. *Ikra-Ith Abdimas*, 4(2), 68–73.
- Krisnawati, D. (2018). Peran perkembangan teknologi digital pada strategi pemasaran dan jalur distribusi UMKM di Indonesia. *Jurnal Manajemen Bisnis Krisnadwipayana*, 6(1), 69–74.
- Nurlaila, N., Nasution, Y. S. J., Hermain, H., & Silalahi, P. R. (2022). PENGEMBANGAN UMKM KULINER BERBASIS SYARIAH: STUDI KASUS DI SUMATERA BARAT. *Jurnal Ilmiah Ekonomi Islam*, 8(3), 3793–3802.
- Rohim, A., & Kurniawan, I. (2017). Manajemen Usaha Dan Produksi Pada Usaha Mikro, Kecil Dan Menengah (UMKM) Di Desa Carang Wulung Wonosalam. *Comvice: Journal of Community Service*, 1(1), 23–28.
- Sulaksono, J. (2020). Peranan digital marketing bagi usaha mikro, kecil, dan menengah (umkm) desa tales kabupaten kediri. *Generation Journal*, 4(1), 41–47.
- Suprayogi, B., & Razak, A. (2019). Implementasi pemasaran digital dalam meningkatkan pendapatan pelaku UMKM pamokolan ciamis. *Produktif: Jurnal Ilmiah Pendidikan Teknologi Informasi*, 3(2), 254–261.
- Yeni, Y. H., Luthan, E., Hastini, L. Y., & Primasari, A. (2014). Pemberdayaan industri kreatif sektor kerajinan di Sumatera barat melalui entrepreneurial marketing; studi pada UMKM bordir dan sulaman. *Jurnal Aplikasi Manajemen*, 12(3), 478–491.