



**THE INFLUENCE OF DIGITAL MARKETING, PROMOTION AND
PRODUCT INNOVATION ON THE MARKETING PERFORMANCE OF
MSMES IN CIKARANG**

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Abstract

This study aims to analyze the influence of digital marketing, promotion, and product innovation on marketing performance among MSMEs in the Cikarang region. The research is motivated by the significant growth in the number of MSMEs, which has intensified competition and demands the application of effective marketing strategies. A quantitative associative method was employed, using purposive sampling and data analysis through Structural Equation Modeling (SEM) with the SmartPLS 3.0 software. The results indicate that digital marketing and promotion have a significant influence on marketing performance, whereas product innovation does not show a significant effect. Therefore, MSME actors are advised to enhance the use of digital media and develop more innovative promotional strategies, while also reevaluating product innovation efforts to better align with market needs. The statistical analysis using SmartPLS revealed that digital marketing ($t = 2.223$, $p < 0.05$) and promotion ($t = 2.326$, $p < 0.05$) significantly affect marketing performance, while product innovation does not ($t = 0.205$, $p = 0.837$). The R^2 value of 0.728 indicates that 72.8% of the variance in marketing performance is explained by the model, suggesting a strong predictive capability. The study also suggests that future research consider additional variables such as product quality, pricing, and customer service to achieve more comprehensive findings.

Keywords: Digital Marketing, Promotion, Product Innovation, Marketing Performance, MSME



INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are business activities carried out by individuals or business entities that meet certain criteria (Dwiputra & Barus, 2022). Micro, Small, and Medium Enterprises (MSMEs) have unique characteristics and are managed by individuals, families, or business groups. This business can be run by individuals or business entities (Rustianah et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the national economy (Yuningsih et al., 2023), the existence of MSMEs also contributes to supporting government efforts to reduce poverty rates and reduce unemployment rates (Nurastuti et al., 2022).

Based on data obtained from the official website prokopim.bekasikab.go.id (accessed on August 10, 2024), the growth of MSMEs in Bekasi Regency shows a very good trend. The report noted that in 2022, the number of MSMEs in this area reached 11,044 units, and that number increased to 16,189 units in 2023.

Table 1. Number of MSMEs in the Cikarang Area, Bekasi Regency.

No.	Region	Number of MSMEs
1	Central Cikarang	623
2	South Cikarang	1.140
3	East Cikarang	637
4	North Cikarang	972
5	West Cikarang	862

Thus, the total number of MSMEs in the Cikarang area is 4,234 business units, with the largest number of MSMEs in the South Cikarang area and the MSMEs with the smallest number in the Central Cikarang area. The high number of MSMEs in this area reflects good economic growth, but at the same time creates an increasingly tight level of competition between business actors (Junedi et al., 2021).



Increasingly tight competition requires entrepreneurs in MSMEs to be able to implement effective strategies to maintain the continuity and develop their businesses (Windi et al., 2025). The strategy aims to determine success in gaining profit. If the business actor fails to sell his product, then the business will experience a loss, and conversely, will gain profit if the sale is successful (Rukaiyah et al., 2024). Therefore, a marketing performance strategy is needed.

Marketing performance includes activities carried out by the company to measure the extent to which the marketing objectives that have been set are achieved (Sari et al., 2021), marketing performance is one of the benchmarks in assessing the success of a business in implementing the business strategy designed by Ferdinand (2000) in (Ade & Tamrin, 2021). Marketing performance is used as a tool to evaluate the impact of market strategies implemented by companies to determine the extent to which their products are accepted in the market (Ningrum et al., 2020), through marketing performance, companies can assess the extent of their business achievements. Every company has an interest in monitoring this performance as a picture of its success in facing market competition. (Rahim, 2023).

Improving marketing performance cannot be separated from the role of digital marketing. Technological advances have had a significant impact on various aspects of life, including in the fields of business and marketing. This condition requires business actors to be able to adapt in expanding their market reach (Haryanto et al., 2024).

Digital marketing is also present as an effective approach in responding to marketing challenges in the digital era (Yahya, 2020). This strategy has become an important part of marketing activities because of its advantage in reaching a wide



target audience (Hasyim et al., 2023). By designing and implementing the right digital strategy, an organization has a greater chance of building strong interactions with customers and achieving the desired business results (Farah et al., 2024). Therefore, digital marketing is seen as a promotional method that is not only effective and efficient but also capable of increasing sales volume significantly (Ningrum et al., 2020).

In addition to digital marketing, promotion is one of the important elements in attracting consumer attention. A promotional strategy that is designed appropriately and effectively can help shape a positive image of the product, increase consumer interest in buying, and encourage increased sales (Wijaya, 2021). Promotion is done with the aim of forming consumer interest in making purchasing decisions. Through promotional activities, companies can encourage increased demand for the products offered (Saputri & Dharasta, 2023).

In addition, product innovation also has a significant role in meeting the needs and preferences of consumers, which are constantly changing. Product innovation is a proactive step taken by business actors to develop products through a combination of experience, internal and external collaboration, and the utilization of various potentials owned by the business (Erniati et al., 2021) in (Rahim, 2023). Innovation is not only limited to the creation of new things, but also includes modifications to the design, features, and functions of existing products. Amidst the high level of competition and uncertainty in the business environment, product innovation is currently seen as a key element in maintaining business continuity, not merely to achieve growth (Abdullah et al., 2023).



Product innovation provides an opportunity for business actors to create added value through improving the quality, design, variation, or new functions of the products offered. The higher the level of product innovation, the more positive the impact on marketing performance (Kandrio & Muhdar, 2022).

However, a number of findings from previous studies show that the influence of digital marketing, promotion, and product innovation on marketing performance still shows mixed results and has not provided consistent conclusions. Research conducted by (Yolanda et al., 2024) states that digital marketing has a significant effect on marketing performance. On the other hand (Abdullah et al., 2023) stated that digital marketing does not have a significant effect on the marketing performance of MSMEs selling coral and ornamental fish products in Makassar.

A study (Suptiatna et al., 2022) shows that promotion through social media has a positive effect on marketing performance, but different results were found by (Santika, 2024), who states that online promotion does not have a significant influence. A similar thing also occurs in the product innovation variable, where (Agustina et al., 2021) found that product innovation has a positive and significant influence on marketing performance. On the other hand, (Komariah et al., 2022) states that the product innovation variable does not have an influence on the performance of halal food MSMEs in North Bekasi.

The differences in the research results indicate a gap in research that needs to be explored further, especially in the context of MSMEs operating in Cikarang, which have unique market dynamics and characteristics. Therefore, this study entitled "The Influence of Digital Marketing, Promotion, and Product Innovation on the Marketing Performance of MSMEs in Cikarang" was conducted to analyze



the influence of digital marketing, promotion, and product innovation on the marketing performance of MSMEs in Cikarang. It is hoped that the results of this study can contribute both theoretically and practically to the development of MSME marketing strategies.

Therefore, it is important to analyze the extent to which digital marketing strategies, promotions, and product innovations can affect the marketing performance of MSMEs. This study also aims to bridge the gap between the results of previous studies that have not been consistent and empirical relevance in the context of MSMEs in Cikarang.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a form of two-way communication that allows consumers to obtain product information directly. This makes it easier for consumers to find out more about the products they are interested in (Kholisah et al., 2024).

Digital marketing refers to marketing activities that utilize the internet and online platforms such as websites and social media. The use of these platforms allows for the widespread dissemination of information, creates new opportunities, and builds relationships between business people and potential buyers (Mustakim & Priyono, 2024).

According to (Arlinda & Hendro, 2024) digital marketing is a process of social interaction between sellers and buyers through digital media or tools. In this way, sellers can introduce and promote their product brands with a wider reach. For consumers, digital marketing provides convenience in shopping



efficiently, saving time and money, and making it easier to find the products they need.

Based on the explanation above, it can be concluded that digital marketing is a marketing strategy that uses online platforms such as the internet, social media, and websites to disseminate information, promote products, and build relationships between sellers and consumers. Digital marketing indicators according to (Yazer Nasdini, 2012:32) in (Ar, 2023), namely Accessibility, Interactivity, Entertainment, Credibility, and Informativeness.

Promotion

According to Kotler and Armstrong (2012) in (Maulana et al., 2022), Promotion is a form of communication designed to convey the advantages of a product and encourage consumers to make purchases. Meanwhile, Kotler and Armstrong (2014) emphasize that promotion not only plays a role in forming purchasing interest but also functions to increase consumer awareness of the products or services offered (Saputri & Dharasta, 2023)

(Agustina et al., 2021) also explains that promotion is an important component in a marketing strategy that needs to be designed in an interesting and informative way so that it can be well received by the public. Based on this description, it can be concluded that promotion is a strategic communication effort that aims to introduce, persuade, and influence consumers through effective delivery of information to encourage purchasing decisions.

According to Kotler and Keller (2016), promotion indicators include: (Maulana et al., 2022) namely Promotion quality, Promotion quantity, Promotion time, and Promotion target accuracy.

Product Innovation



Product innovation is a mechanism for companies or business actors to be able to adapt to create new thoughts, new ideas, and offer innovative products (Agustina et al., 2021). According to (Erniati et al., 2021) in the study (Rahim, 2023), Innovation can be interpreted as a new breakthrough related to products.

Furthermore (Kotler, Philip., Keller 2013) in the research (Feranika et al., 2023) stated Product innovation is the ability of entrepreneurs to create quality products. Based on the explanation above, it can be concluded that product innovation is the ability of companies or entrepreneurs to create new, innovative and quality products.

According to Kotler and Armstrong (2004), the indicators are: (Amelia et al., 2022) Product innovation indicators are Product Quality, Product Style Variants, and Product Design.

Marketing Performance

Marketing performance is a reflection of the results obtained by the company through its various marketing activities. Aspects assessed in marketing performance include sales volume, market share, and profitability levels (Wibawa et al., 2024). In other words, marketing performance shows how effective the marketing strategy implemented is in achieving the targets set by the company. (Agustina et al., 2021) stated that marketing performance is an evaluative activity used to measure the success of products that have been produced and marketed by the company.

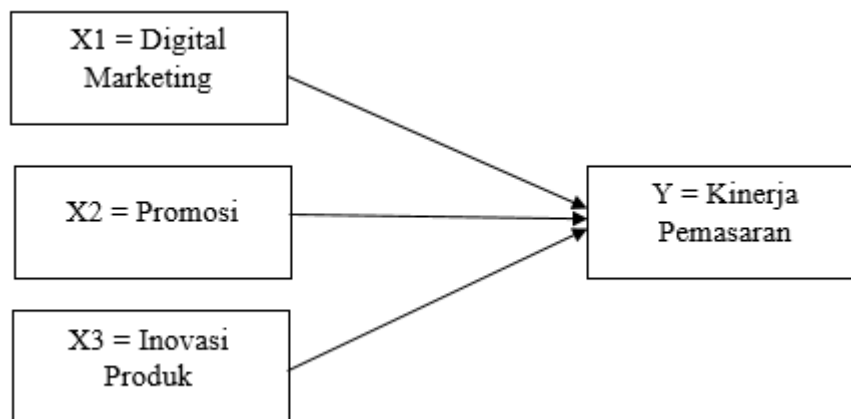
Ferdinand (2000) in (Ade & Tamrin, 2021) emphasized that marketing performance is a common measuring tool used to assess the effectiveness of a company's strategy. Meanwhile, according to (Sari et al., 2021) marketing performance includes measuring the achievement of marketing goals, such as

sales growth, customer satisfaction, and customer loyalty. Based on these various views, it can be concluded that marketing performance is a crucial aspect in assessing the effectiveness and contribution of marketing strategies to company goals. This performance reflects the real results of marketing efforts and is the basis for evaluating the sustainability of business activities.

As for marketing performance indicators, according to Johnson and Arunthanes (1995) in (Ade & Tamrin, 2021) are Sales Volume, Customer Growth, and Market Growth.

The conceptual framework in this study is as follows:

Figure 1
Research Model



RESEARCH METHOD

The type of research used in this study is quantitative research. According to (Sugiyono, 2023) This method is called a positivistic method because it is based on the philosophy of positivism. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics. The population in this study were Micro, Small, and Medium Enterprises (MSMEs) in the Cikarang area. The sampling technique used in this



study was purposive sampling. The number of samples was determined as many as 100 respondents, which was considered sufficient to represent the population of MSMEs in the Cikarang area. The determination of this number refers to the opinion of Roscoe (1982:253) in the book *Research Methods for Business*, which states that: A feasible sample size in research is between 30 and 500.

In this study, the independent variables include digital marketing (X1), promotion (X2), and product innovation (X3), while the dependent variable is marketing performance (Y). Data were collected through distributing questionnaires to MSME actors in Cikarang using a Likert scale. The analysis technique used is Structural Equation Modeling (SEM) with the help of SmartPLS software. The Operational Definition of the variables in this study are:

Table 2
Operational Definition of Variables

Variables	Operational Definition	Indicator	Source
Digital Marketing (X1)	Marketing activities that use digital media to reach and interact with consumers.	Accessibility Interactivity Entertainment Credibility Informativeness	(Yazer Nasdini, 2012:32) in(Ar, 2023)
Promotion (X2)	Sales communication activities to persuade consumers to be interested and make purchases.	Promotion reach Promotion quality Promotion quantity Promotion time Target accuracy of promotion	Kotler and Keller (2016) in(Maulana et al., 2022)
Product Innovation (X3)	The ability of a company or business actor to create new products.	Product Quality, Product Variants, Product Style and Design.	Kotler and Amstrong (2004) in(Amelia et al., 2022)



Marketing Performance (Y)	Activities to measure the impact of marketing strategies that have been implemented by the company.	Sales volume Customer growth Increase in turnover (Market Growth).	Johnson and Arunthanes (1995) in(Ade & Tamrin, 2021)
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Source: processed data, 2025

The hypothesis in this study is:

H1: Digital marketing has a positive and significant effect on marketing performance.

H2: Promotion has a positive and significant effect on marketing performance.

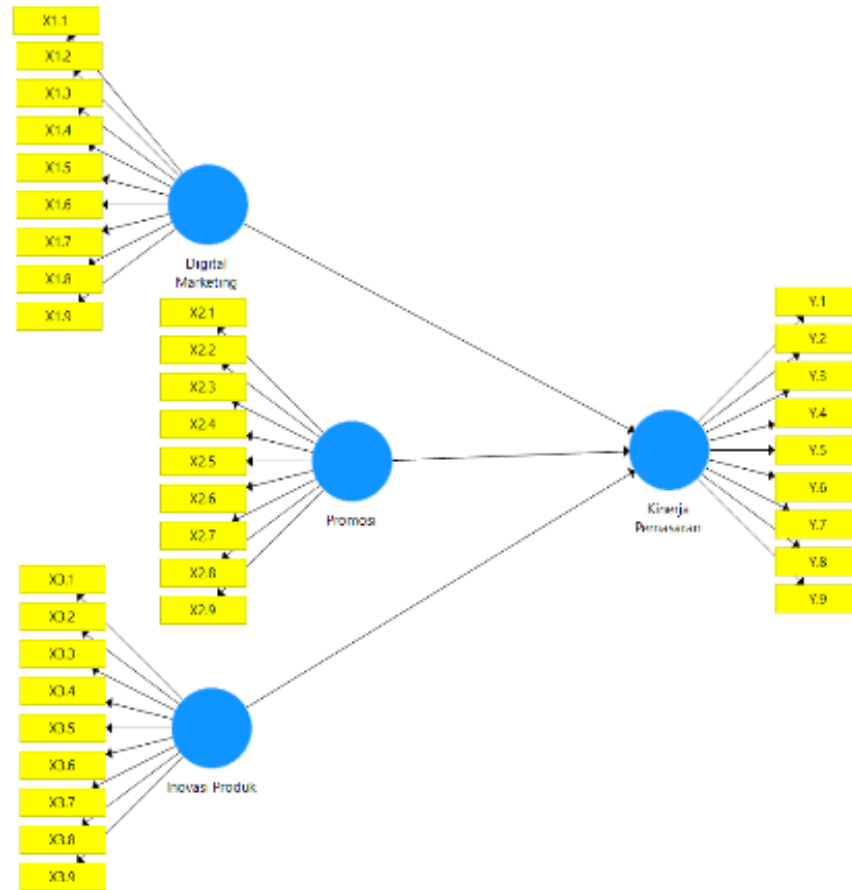
H3: Product innovation has a positive and significant effect on marketing performance.

RESULTS AND DISCUSSION

Outer Model Analysis

The method applied in this study is Partial Least Square (PLS) and uses the SmartPLS 3.0 application. The Path Outer Model design aims to link independent, mediating, and dependent variables. The Path Outer Model design in this study can be described as follows:

Figure 2
Path Outer Model



Source: Smart PLS 3.0 primary data, 2025

Convergent Validity Test

Indicators in the study are considered valid if the outer loading value exceeds 0.7. However, if the outer loading value is between 0.5 and 0.6, the value is still considered capable (Imam Ghozali & Latan, 2015) in (Dewanto, 2022).

Table 3
Outer Loading

Variables		Outer Loading	Information
Digital Marketing (X1)	X1.1	0.86	Valid
	X1.2	0.847	Valid
	X1.3	0.858	Valid



	X1.4	0.884	Valid
	X1.5	0.881	Valid
	X1.6	0.744	Valid
	X1.7	0.796	Valid
	X1.8	0.776	Valid
Promotion (X2)	X2.1	0.880	Valid
	X2.2	0.826	Valid
	X2.3	0.803	Valid
	X2.4	0.856	Valid
	X2.5	0.822	Valid
	X2.6	0.767	Valid
	X2.7	0.751	Valid
	X2.8	0.775	Valid
	X2.9	0.772	Valid
Product Innovation (X3)	X3.1	0.718	Valid
	X3.3	0.796	Valid
	X3.4	0.820	Valid
	X3.5	0.841	Valid
	X3.6	0.812	Valid
	X3.7	0.808	Valid
	X3.8	0.756	Valid
	X3.9	0.770	Valid
Marketing Performance (Y)	Y.1	0.775	Valid
	Y.2	0.849	Valid
	Y.3	0.790	Valid
	Y.4	0.782	Valid
	Y.5	0.793	Valid
	Y.6	0.812	Valid
	Y.8	0.848	Valid
	Y.9	0.781	Valid

Source: Smart PLS 3.0 primary data, 2025

Based on Table 3, it can be concluded that the value of all research variables is > 0.5. This shows that all variables have met and each variable has a high level of validity.



Discriminant Validity Test

Discriminant Validity is a method to evaluate construct validity by comparing the cross-loading value between indicators with relevant constructs. One way to measure Discriminant Validity is to compare the square root value of the Average Variance Extracted (AVE) with the correlation between constructs (Gozali, 2011) in (Dewanto, 2022). A good AVE value is greater than 0.5 so that it can be said to meet the discriminant validity criteria (Fornell & Larcker, 198) in(Dewanto, 2022).

Table 4
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Digital Marketing (X1)	0.693
Promotion (X2)	0.651
Product Innovation (X3)	0.626
Marketing Performance (Y)	0.647

Source: Smart PLS 3.0 primary data, 2025

Cronbach's Alpha Reliability Test

Reliability testing is evaluated using two methods, namely Cronbach's alpha and composite reliability. A construct or variable is considered reliable if the composite reliability and Cronbach Alpha values are more than 0.7 (Imam Ghozali and 2015) in(Dewanto, 2022).

Table 5
Cronbach's Alpha

Variable	Cronbach's Alpha	Information
Digital Marketing (X1)	0.936	Reliable
Promotion (X2)	0.933	Reliable
Product Innovation (X3)	0.914	Reliable
Marketing Performance (Y)	0.922	Reliable



Source: Smart PLS 3.0 primary data, 2025

Based on Table 5 above, it can be concluded that the Cronbach's Alpha value of all constructs is above 0.6. This indicates that all constructs have met the reliability criteria according to Cronbach's Alpha, so that each construct in this study is declared reliable and has a high level of internal consistency.

Composite Reliability Test

Reliability testing is assessed through 2 (two) methods, namely Cronbach's Alpha and Composite Reliability. A variable can be said to have good reliability if the Composite Reliability value is > 0.7 (Imam Ghozali & Latan, 2015) in(Dewanto, 2022).

**Table 6
Composite Reliability**

Variable	Composite Reliability	Information
Digital Marketing (X1)	0.947	Reliable
Promotion (X2)	0.944	Reliable
Product Innovation (X3)	0.930	Reliable
Marketing Performance (Y)	0.936	Reliable

Source: Smart PLS 3.0 primary data, 2025

Inner Model Analysis

After conducting validity and reliability tests, the next step is to test the structural model or inner model. Inner Model analysis can be assessed through the R-Square test. Here are the R-Square values from this study:

**Table 7
R Square Test**

Variable	R Square	R Square Adjusted
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Marketing Performance (Y)	0.728	0.720
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Source: Smart PLS 3.0 primary data, 2025

Based on Table 7 above, it is known that the R-Square value for the Marketing Performance variable (Y) is 0.728. This shows that the variables Digital Marketing (X1), Promotion (X2), and Product Innovation (X3) are simultaneously able to explain 72.8% of the variability in Marketing Performance. The remaining 27.2% is explained by other factors not examined in this study.

Hypothesis Analysis

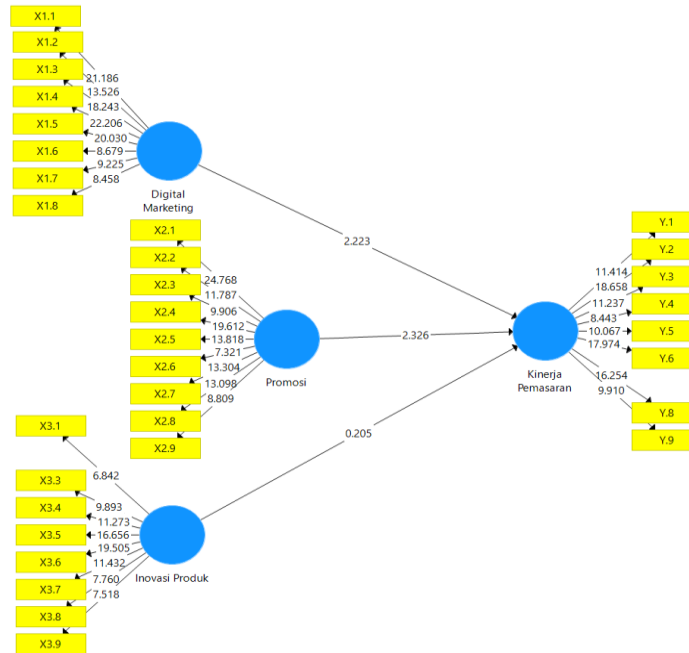
Hypothesis testing in this study was conducted by referring to the path coefficient table, which is used to determine whether a hypothesis can be accepted or rejected. Decision making is based on a significance level of 5% with a t-statistic value of 1.96. If the t-statistic value exceeds 1.96, then the results are considered significant, which means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The path coefficient table from the results of this study is presented as follows:

Table 8
Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Marketing Performance	0.416	0.387	0.187	2,223	0.027
Promotion -> Marketing Performance	0.443	0.383	0.191	2,326	0.020
Product Innovation -> Marketing Performance	0.043	0.134	0.211	0.205	0.837

Source: Smart PLS 3.0 primary data 2025

Figure 3
Bootstrapping Hypothesis Results



Source: Smart PLS 3.0 primary data, 2025

Synthesis of the Main Discussion

The Influence of Digital Marketing (X1) on Marketing Performance (Y)

Digital Marketing on Marketing Performance produces a T-Statistics value of 2.223 and a P-Value of 0.027, which means it is smaller than the significance value of 0.05 ($2.223 > 1.96$ and $P < 0.05$). So, the conclusion is that H_0 is rejected and H_a is accepted, which means that the Digital Marketing variable has a significant effect on Marketing Performance. These results are supported by research (Chusumastuti et al., 2023), which shows that digital marketing provides a positive contribution to improving the marketing performance of MSMEs in West Java. Research (Rukaiyah et al., 2024) also stated that the use of social media as part of a digital marketing strategy can encourage increased sales volume in small businesses in Makassar City.

**The Influence of Promotion (X2) on Marketing Performance (Y)**

Promotion on Marketing Performance produces a T-Statistics value of 2.326 and a P-Value of 0.020. Because $T\text{-Statistics} > 1.96$ and $P < 0.05$, the conclusion is that H_0 is rejected and H_a is accepted, which means that the Promotion variable has a significant effect on Marketing Performance. This result is in line with research (Rahim, 2023) who found that promotion had a significant effect on the marketing performance of MSMEs in Makassar. This was also reinforced by (Saputri & Dharasta, 2023) which states that promotions carried out regularly and in accordance with market segments can increase consumer purchasing interest and encourage the achievement of marketing targets.

The Influence of Product Innovation (X3) on Marketing Performance (Y)

Product Innovation on Marketing Performance produces a T-Statistics value of 0.205 and a P-Value of 0.837. Because $T\text{-Statistics} < 1.96$ and $P > 0.05$, the conclusion is that H_0 is accepted and H_a is rejected, which means that the Product Innovation variable does not have a significant effect on Marketing Performance. This statement is supported by research (Komariah et al., 2022), which states that product innovation does not have a significant impact on the performance of halal food MSMEs in North Bekasi. However, this is different from the findings of (Abdullah et al., 2023), which conclude that product innovation has a significant influence on coral and ornamental fish product MSMEs in Makassar, indicating that the influence of innovation can differ depending on the business sector and market characteristics.

The insignificance of the influence of product innovation may be due to the lack of differentiation of the products offered or innovations that are not yet following market needs. This may also indicate behavioral inertia, namely



resistance to change from MSME actors in consistently innovating. To deepen these findings, further research can examine sectoral factors such as type of business, length of operation, and consumer involvement in the innovation process.

CONCLUSION

Based on the results of the study, it can be concluded that digital marketing and promotion have a significant influence on the marketing performance of MSMEs in Cikarang, while product innovation does not show a significant influence. Therefore, MSME actors are advised to continue to increase the use of digital marketing and design more innovative and targeted promotional strategies. On the other hand, product innovation needs to be re-evaluated to be more in line with market needs and provide clear added value. For further research, it is recommended to consider other variables such as product quality, price, and customer service in order to obtain more comprehensive results. This study provides theoretical contributions to enrich the literature on MSME marketing strategies in the digital era, especially in the Cikarang area. Practically, the results of this study can be used as a reference by MSME actors and local governments in designing more structured digital marketing-based training and policies.

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