

Independensi Entrepreneur With Digital Marketing

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ABSTRACT

Digital marketing is a digital marketing technology implementation. The role of digital marketing can attract consumers and direct them to a blend of electronic communication and traditional communication. Digital Marketing provides opportunities for small businesses to attract new customers and reach existing customers more efficiently.

This research aims to determine the independence of the entrepreneur with the application of digital marketing in SMEs. The respondent of this research was the SME actors in Lubuk Pakam district of Deli Serdang Regency. This research sample of 40 SMEs, sample withdrawal in this study using Probability Sampling technique. The analytical techniques used in this study are quantitative data analysis, i.e. testing and analyzing data by calculation of numbers and then drawing conclusions from multiple linear regression and hypothesis testing through test (Test-T), simultaneous test (F-test) and coefficient of determination, in practice the data processing of this research is not processed manually, but using SPSS statistical software. The results showed that there was an influence on entrepreneur independence with digital marketing. Because of the high entrepreneur's independence rate affects digital marketing

Keywords: Independensi Entrepreneur, Digital Marketing dan UKM

1. INTRODUCTION

Today's technological developments have shown a lot of tremendous progress. Many things from

the life sector have used the existence of the technology Itusendiri. His presence has provided a considerable impact on human life in various aspects and dimensions. Similarly, communication technology is hardware equipment in the organizational structure that contains socialistic values that enable individuals to collect, process and exchange information.

Digital Marketing provides opportunities for small businesses to attract new customers and reach existing customers more efficiently. Even the starting point of digitalization, broadband access, has been shown to bring significant opportunities for SMEs such as achieving new target audiences, improving performance and efficiency, and promoting growth and competitiveness (Galloway, 2007; Shideler and Badasyan, 2012; Spurge and Roberts, 2005). also, the use of the Internet can benefit SMEs by reducing costs (Chong and Pervan, 2007, Kaynak, 2005, Lohrke, 2006) and facilitate internal and external communications (Chong and Pervan, 2007, Eriksson, Hultman and Naldi, 2008, Kaynak, 2005). The more recent developments in digitalization, the social aspect of the web (e.g. Web 2.0/social media) has confirmed the positive relationship between utilization and results. In a recent study of 12 SMEs in the UK, the social aspect of the web was found to improve efficiency and improve external communication (Barnes, 2012).

The reality of SME marketing is far from large corporations and hence digitization is a greater challenge for them. The literature argues that traditional marketing theories do not even apply to SMEs (Reijonen, 2010). SME's marketing techniques are informal, reactive and spontaneous (Gilmore et al., 2004), and there is a considerable gap between marketing activities in typical SMES and advanced best practices with marketing theory (Parrott et al., 2010). SMEs are characterized as strong sales focus (Hill, 2001; Reijonen, 2010) and the main purpose of their marketing is simply to create awareness of the company and its products (Reijonen, 2010). In general, marketing in SMEs has been characterized as unorganized and unplanned, although some SMEs are involved in formal and conventional marketing practices such as marketing planning (Hill, 2001). The SMEs who create and follow marketing plans must benefit because activities are one of the key factors of successful marketing in SMEs (Parry et

al., 2012). Hill (2001) predicted that formal marketing planning in SMEs will increase as the younger generation with a more specialized management education becomes a manager.

The ability of innovation and information technology is needed SMES (Julita, 2016) The sale of small and medium enterprises is also less improvement, this is due to changes in the market demand for the product that is not balanced with Business adaptation so that the sale of the product does not increase. It all led to the development of the business not running in by following expected objectives and targets.

2. THE METHOD

The research was conducted using descriptive analysis. The object in this research is SMEs in Lubuk Pakam district. Where in the district of Lubuk Pakam consists of 40 SMEs. Methods of collecting data through observations, interviews, inquiry lists, documentation studies on SMEs. The population of this research is all SME actors in the Lubuk Pakam subdistrict. The sample of this research is 40 SMEs actors.

The samples in this study used Probability Sampling techniques, sampling which gave the same opportunity or opportunity for each element or member of the population to be selected into a sample. The analytical techniques used in this study are quantitative data analysis, i.e. testing and analyzing data by calculation of numbers and then drawing conclusions from multiple linear regression and hypothesis testing through test (Test-T), simultaneous test (F-test) and coefficient of determination, in practice the data processing of this research is not processed manually, but using SPSS statistical software.

3. RESULTS AND DISCUSSION

A. Multiple Linear regression analysis

To analyze multiple regression is already qualified assuming the classical assumption that can be seen from the test normality concluded that the regression model has fulfilled the assumption of normality, seen from the test heterokedastitas that does not occur heterokedastitas. And test multicolliniarity that there is no symptom of multicollinearity. Further seen from the double Linear regression test, the results are obtained as follows:



Table I
Multiple Linear regression
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 11.413 | 3.932 | | 2.902 | .006 |
| 1 Emotional self-reliance | .439 | .107 | .564 | 4.105 | .000 |
| Self-reliance behaviour | .324 | .132 | .337 | 2.453 | .019 |

a. Dependent Variable: Digital Marketing

From the calculations by using the SPSS program can:

Constants = 11,413
Emotional independence = 0439
Self-reliance behavior = 0324

So the equation of double linear regression of emotion and self-reliance behavior is:

$$Y = 11.413 + 0,439 X1 + 0,324 X2$$

The above equation shows that all free variables of emotional self-reliance (X1) and self-reliance behavior (X2) have a positive coefficient, meaning that all variables have a direct influence on the digital marketing (Y) variable. The research Model in the form of multiple linear regression equations can be interpreted as follows:

1. If the independence of emotion and self-reliance behavior is assumed equal to zero, then digital marketing is worth 11,413.
2. If emotional independence is increased by 100% it will be followed by a digital marketing increase of 0.439. Assuming other variables are not subjected to change.
3. If the self-reliance behavior is increased by 100% it will be covered by the increase in digital marketing by 0.324 Assuming other variables are not subjected to change.

B. Hypothesis Test

1) Partial test (Test T)

The T-Statistic test basically aims to demonstrate how far pengaruh independent variables are individually in describing the dependent variables. The hypothesized/disapproval criterion is to reject H_0 if the probability value of a significant $<$ level is 0.05 (Sig. $< \alpha$ 0.05) whereas thank H_0 if the value of the probability $>$ is a significant equivalent of 0.05 (Sig. $< \alpha$ 0.05). WHERE (DK) = $n-k = 40-2 = 38$ $\alpha = 0.05 = 2.024$

Table II
Partial test (Test T)
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 11.413 | 3.932 | | 2.902 | .006 |
| 1 X1 | .439 | .107 | .564 | 4.105 | .000 |
| X2 | .324 | .132 | .337 | 2.453 | .019 |

a. Dependent Variable: Digital Marketing

a. Influence on emotional self-reliance on Digital Marketing

Based on the above table can be seen that Thitung 4.105 for the independence of emotions against digital marketing (Y) shows 4.105 means Thitung 4.105 $>$ This 2.024 and T significance is smaller than 0.05 (0.000 $<$ 0.05) then H_0 rejected, H_a this acceptable show that partial emotional self-reliance has a positive and significant effect on digital marketing.

a. Effect of self-reliance behavior on Digital Marketing

The results of self-reliance Testing (X2) against digital marketing (Y) indicate 2.453 means that Thitung 2.453 $>$ This 2.024 and a significant t is smaller than 0.05 (0.019 $<$ 0.05) then the H_0 in rejected H_a This accepted indicates that a partial self-reliance behavior has a positive and significant effect on digital marketing.

2). Simultaneous testing (test F)

The F-Statistic test was conducted to determine which hypothesis was received or rejected, whether a free (independent) variable was jointly significant or not against a dependent variable and also to test the second hypothesis. The criteria of the calculation by specifying the value of the Count F and the calculation Ftable is Ftable DK = $40-2-1 = 37$, $\alpha = 5\% = 0.05$ Ftable = 3.25. Conditions if the probability value F (SIG) in the table Anova $< \alpha = 0.05$, then the H_0 is rejected. Where Ftable = 3.25

Table III
Simultan Testing

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 434.920 | 2 | 217.460 | 49.958 | .000 ^b |
| Residual | 161.055 | 37 | 4.353 | | |
| Total | 595.975 | 39 | | | |

a. Dependent Variable: Digital Marketing

b. Predictors: (Constant), independence emotional, Independence behavior

C. Coefficient of determination

The coefficient of determination (R²) essentially regulates how far in explaining dependent table variations. The value of coefficient of determination is determined by the value of R Square as can be seen in the following table:

Table IV
Coefficient of determination (R-Square)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .854 ^a | .730 | .715 | 2.08635 |

Predictors: (Constant), Independence emotional, Independence behavior

b. Dependent Variable: Digital Marketing

From the above calculation results can be known that the coefficient of determination obtained by 0.730. This means that 73.0% of Digital Marketing (Y) variable variations are determined by both independent variables i.e. emotional self-reliance (X1) and self-reliance behavior (X2), while the remaining 27.0% is affected by other variables that are not researched.

4) DISCUSSION

The results of the research proved that emotional self-reliance has a significant effect on digital marketing. This is evidenced from the results of the T with the result $T_{hitung} > T_{tabel}$ 4.105 > 2.024 this. Also the next variables of the results are known to influence the self-reliance behavior on digital marketing. This is evidenced by the results of T test with the result $T_{hitung} > T_{tabel}$ 2.453 > 2.024 this. So, in the Lubuk Pakam subdistrict, emotional independence has an effort digital marketing. In this effort, if the independence of poor behavior will cause digital marketing will decline. When high levels of behavioral independence will affect digital marketing. Digital marketing is growing rapidly. SMEs activities utilize information technology in hopes of emotional self-reliance on SMEs and this is due to competitors being considered for business actors to innovate in winning the competition (Munshi, 2012). The right marketing communication strategy is used to achieve market share through digital marketing (Chu, 2011). To be able to compete in the international market business people should have the independence of the business by having the ability to manage digital marketing (Yannopoulos, 2011). This means that in this era of competition, SMEs should be literate in information technology (IT) to make it easier to market the products to foreign countries. Recorded, the number of SMEs in Indonesia is quite a lot, approximately 50 million SMEs. In today's digital marketing era, SME actors will need the right information technology to be able to grow and compete today. The problem that SMEs always faces is the lack of knowledge about digital marketing. SMEs must have an emotional use in digital marketing, the SME constraints in Lubuk Pakam Sub-district do not have specialized staff who are experts in the field of dynamic information technology. Another obstacle, namely the wide range of technological products,

makes the SMEs confused to choose a suitable solution. Therefore, SME actors need the ability of emotional self-reliance in the Upya to choose the right information technology according to the type of business and its needs. Digital marketing becomes one of the solutions that are often used by business actors because of the new capabilities of consumers in following the flow of digitalization, some SMEs little by little start to leave the model of a conventional marketing/and switch to Marketing Modern.

From the table above can be known that the value calculate $49.958 > \text{table } 3.25$. So H_0 rejected H_a accepted. So in conclusion that there is a significant simultaneous influence between emotional self-reliance and self-reliance behavior on digital marketing in the Lubuk Pakam subdistrict. The role of digital marketing strategy can be important to improve the self-reliance and independence of SMEs behavior in following the development of digital technology and develop plans to attract consumers and direct them to The combination of Electronic communication and traditional communication (Chu, 2011). Digital Marketing is a marketing activity including branding that uses a variety of web-based media such as blogs, websites, e-mail, AdWords, or social networks (Venkatesh, Inman, Mantrala, Kellery, & Rizley, 2011). The presence of digital marketing is due to the advancement of technology with WEB 2.0 coupled with mobile technology.

5. CONCLUSION

Application of technology is one of the tools that can form digital marketing, where Digital marketing strategy by using social media is very important because it can provide entrepreneurship independence to SME actors about how or steps in expanding the consumer network through the use of social media in Market the products to increase the competitive advantage for SMEs themselves. In the business, if the independence of the entrepreneur is less good, it will cause digital marketing will decline. If the degree of independence of high entrepreneurs affects digital marketing. Digital marketing is growing rapidly. As SME activities utilize information technology in hopes of the independence of entrepreneurs in SMEs, the business people can innovate in winning the competition. The right marketing communication strategy is used to achieve market share through digital marketing and can compete in international markets.

THANK YOU

The researcher said thank you to the rectorate and chief of Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara. The Department of Research and Community Service, UMSU which has provided support and motivation so that the research can be completed.

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