

The Influence of Digital Marketing and Market Orientation on Sales Performance Through Product Innovation and Product Excellence

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Abstract: Micro, Small and Medium Enterprises (MSMEs) in running their business need a strategy to achieve the desired goals. MSMEs must maximize sales performance including through Digital Marketing, Orientation, Product Innovation and Product Excellence. The purpose of this study is to analyze the effect of market orientation on product innovation, analyze the effect of market orientation on product excellence, analyze the effect of product innovation on product excellence, analyze the effect of digital marketing on sales performance. analyze the effect of excellence on sales performance. The population in this study are MSMEs in Brebes Regency. The sample used in this study was 95 SMEs in Tegal Regency. The technique used in sampling is purposive sampling, namely sampling with certain considerations or criteria. The data used in this research is primary data, which is done by survey method through questionnaires. The analysis method used is SEM PLS. Based on the results of the study, that the variables Digital Marketing, Market Orientation, Product Innovation, Product Excellence Have a Significant Positive Influence on Sales Performance.

Keywords: Digital Marketing, Market Orientation, Product Innovation, Product Excellence, Sales Performance

Introduction

Marketing in the future will no longer be limited to various forms of promotion in conventional ways, such as stamps and electronic devices, but can use digital tools. Selling is now popular with digital marketing period. Further digital channels, sales may be able to benefit from advertising costs to strengthen customer relationships and increase consumer compliance. Digital marketing is basically a sales activity that uses digital tools to increase target customers and increase customer satisfaction. These tools include websites, social media platforms, email, databases, mobile or wireless devices, and digital television. to identify consumer or target market profiles, attitudes, number of products, and loyalty to meet sales targets (Alford & Page, 2015).

Sales performance is an activity that has a positive effect on the success of an organization's sales, the purpose of which is to be able to gain profits and expand the market. Performance can be shown by the success of a company in selling its products in the market. The managerial paradigm known as the resource-based view is used to assess whether a strategic resource has the potential to provide a competitive advantage for a business. Companies can use these resources to gain a sustainable competitive advantage. There are three main metrics that can be used to assess a company's sales performance, namely market share, sales value, and sales growth, all of which contribute to financial success. Companies that offer comparable goods, sellers must develop a strong marketing strategy in hopes of increasing sales performance. The use of marketplaces, digital marketing and trading turnover can increase significantly. Digital marketing is a place or media where goods or services are sold using online resources (Wang, 2020).

In the current era of digitalization, MSMEs must be aware of technology and incorporate digital marketing into their product marketing strategy so that they can compete with other market players who have done the same thing. Research on the role of digital marketing can strengthen the link between entrepreneurial marketing and sales performance. Increasing sales performance of MSMEs in Tegal Regency (Mahmutović, 2021).

Digital marketing is a practice that involves promoting and identifying target consumers through aggressive use of digital media on social media platforms as for example WhatsApp, Instagram, Twitter, and also Facebook. Digital marketing can reach more people, many place, without space and time limitations. Online shopping has the advantage of saving time, money and effort. Of course, if we don't choose our stores and products carefully, we can lose money. Contrary to popular belief, there are often instances where the item ordered is not as described in the description or photo of the online shop [9]. Product excellence is related to superior service quality, strong brand, product availability, company reputation, reliable salespeople, and businesses that have high technical competence in products. Product is a factor that determines the success of a new product (Pratama, 2021).

Innovation is a process that involves presenting many ideas along with how the innovation is practiced. Company sales are determined by a sales strategy that is not aligned with the actual market reality (Goldman, Herk, Verhagen, and Weltevreden 2021). The success of sales performance is largely determined by market orientation and product innovation, because these two factors have a beneficial impact on competitive advantage, which is needed to improve sales performance. The effect of digital marketing, product excellence, and product innovation on sales performance with market orientation as an intervening variable, according to the title of the thesis proposal that the researcher raised, "The effect of digital marketing, product excellence, and product innovation on sales performance with market orientation as an intervening variable," researchers provide an explanation of the advantages of digital marketing and products that are applied to MSMEs in Tegal Regency, the lack of digital programs that help promote and manage MSME databases, and focus on planning, formulating, and implementing sales performance in expanding the company (Kuntonbutr, Combs, and Konosu, 2019).

The sales performance of MSMEs in Tegal Regency, in the use of digital marketing has not been maximized, meaning that not all MSMEs in Tegal Regency use digital marketing, there are still MSMEs in marketing their products, product innovation and product superiority sold at UMKM Tegal Regency have not fulfilled consumer desires, from the phenomena that there so it is interesting to do research (Rizky, 2019). Referring to the description of the research background and previous research gaps, with this the researcher has an interest in researching The effect of digital marketing and market orientation on sales performance through product innovation and product excellence in MSMEs in Tegal Regency.

Performance appraisal can be seen as an illustration of understanding or implementing initiatives to achieve the goals, objectives, vision and mission of the organization's strategic planning. Sellers use sales science to persuade customers to buy the goods or services they offer. Sales performance is a component of the company's overall success, which includes financial and non-financial performance.

The antecedent factors of sales performance are an increase in sales volume, an increase in the number of customers achieving sales targets. States that the consequential factors of sales performance include: number of sales, increased target market portion, cost, contribution to company profitability, customer satisfaction. Sales performance indicators consist of achieving targets, the rate of increase in sales, the rate of increase in the number of customers (Ikramuddin, Matriadi, Iis, and Mariyudi, 2021).

Market orientation is defined by a successful organizational culture that generates value for customers to increase sales performance. Stated that market orientation is defined by the methods used by business actors to study market conditions in order to provide benefits to consumers with their products. Market orientation is defined as the adoption of an organizational culture that focuses the company's strategic management approach around its customers. There are three market orientations, namely individual, intergroup, and organizational factors (Prihandono, Wijaya, and Ainii, 2021).

Market Orientation Indicator, the consequences of market orientation can be categorized into four categories, namely organizational performance, customer consequences, innovation consequences. States that this market orientation includes market orientation which is the organizational culture of an organization whose orientation is consumers, coordination and competitors in producing consumer value (Amin, 2022).

State that market orientation consists of 3 indicators, namely customer orientation, competitor orientation and inter functional coordination. Define digital marketing as a type of marketing activity that utilizes website platforms and various tools. Digital marketing positioning strategies can be useful for investigating developments in digital technology, creating attractive concepts for consumers, and encouraging a mix of electronic and traditional communications. The American Marketing Association (AMA), states that digital marketing is defined by institutions, activities and approaches that use technology to be able to communicate, produce and provide value to customers and several other parties. The advantage of digital marketing is the speed of deployment. Ease of assessment, Wider reach.

The advantages and disadvantages of Digital Marketing are being able to connect online between consumers and producers, increasing sales revenue due to shorter distances and travel times. Significantly more cost-effective use, real-time services can be offered by vendors thanks to digital marketing. building cellular customer-seller connections at all times and locations, is able to provide brand stability in the perspective of customers who view competing brands as rivals. The weakness of Digital Marketing for companies is that the idea behind online marketing is easy to imitate. The emergence of a lot of competition is due to the removal of theoretical restrictions that can prevent companies from marketing products. All products are not advertised through online channels. unpleasant that appears online, it can quickly damage a company's brand, technology is too dependent on digital marketing, technology is not known to everyone. The latest technology that will be able to take full advantage of digital marketing.

The antecedents of digital marketing are the target market for technology, content, budget, social media. The consequence factors of digital marketing are product, price, place, promotion Digital Marketing indicators according to there are four indicators between Incentive programs, Site design.

Research Method

The type of research in this study used quantitative data, the location of this research was at SMEs in Tegal Regency, this research was conducted at SMEs in Tegal Regency. The subjects in this study were SMEs in Tegal Regency. In this study there were 1,842 MSMEs in Tegal Regency. The sample used in this study was 95 MSMEs in Tegal Regency. The sampling technique used purposive sampling. Data analysis techniques used in this research are validity test, reliability test, structural equation modeling (SEM) and mediation test.

Result

Table 1. Respondents Education Level

No	Education	Amount	Percentage
1	SMA	40	42%
2	D3	13	14%
3	S1	40	42%
4	S2	2	2%
Total number		95	100%

source: primary data processed (2022)

Table 1 shows that the majority of respondents in this study had an undergraduate education level (42%) and high school education (42%). While at least have a master's degree (2%).

Table 2. Age of Respondents

No	Age	Amount	Percentage
1	< 25 years	2	2%
2	26 – 30 years	21	22%
3	36 – 40 years	28	29%
4	41 – 45 years	15	16%
5	46 – 50 years	13	14%
6	51 – 58 years	16	17%
Total number		95	100%

source: primary data processed (2022)

Table 2 shows that most respondents are aged 36-40 years (29%) and at least <25 years old (2%).

Table 3. Length of Business

No	Length of Business	Amount	Percentage
1	Less than 5 years	43	45%
2	6 – 10 years	37	39%
3	11 – 15 years	8	8%
4	16 – 20 t years	4	4%
5	More than 20 years	3	3%
Total number		95	100%

source: primary data processed (2022)

Table 3 shows that most of the length of business is less than 5 years (45%) and the least is more than 20 years (3%).

Table 4. Description of Respondents' Answers Market Orientation Variables

Number	Code	Question	Mean
1	OP.1	I always observe the needs and desires of consumers.	4.31
2	OP.2	I always try to meet the needs and desires of consumers.	4.34
3	OP.3	I constantly observe the strategies of competitors.	4.17
4	OP.4	I always anticipate competitors' strategies	4.11

Number	Code	Question	Mean
5	OP.5	I always coordinate with employees to achieve business goals.	4.35
Mean Total			4.25

source: primary data processed (2022)

The table above shows that the average respondent's answer to the market orientation variable is high (4.25), meaning that the market orientation carried out by MSMEs in Tegal district is good.

Table 5. Description of Respondents' Answers Variable Product Innovation

Number	Code	Question	Mean
1	IP.1	I am constantly developing and marketing new products to customers.	4.29
2	IP.2	I always do experiments to produce new products.	4.34
3	IP.3	I am constantly developing new, distinctive packaging to differentiate myself from competitors.	4.35
4	IP.4	I always try to improve product quality according to consumer preferences.	4.43
Total Means			4.35

source: primary data processed (2022)

The table above shows that the average respondent's answer to the product innovation variable is high (4.35), so it can be stated that the product innovation carried out by MSMEs in Tegal district is good

Product Excellence Variable Descriptive Analysis.

Table 6. Description of Respondents' Answers Variable Product Excellence

Number	Code	Question	Mean
1	PU.1	The products I produce have uniqueness that is difficult for competitors to imitate.	4.18
2	PU.2	The products I produce have artistic value.	4.12
3	PU.3	The products I produce are of a higher quality than competitors.	4.25
4	PU.4	The quality of the products I produce is always in accordance with customer preferences	4.34
Total Means			4.22

source: primary data processed (2022)

The table above shows that the average respondent's answer to the product superiority variable is high (4.22), so it can be stated that the product superiority of MSMEs in Tegal district is good.

Descriptive Analysis of Digital Marketing Variables.

Table 7. Description of Respondents' Answers Digital Marketing Variables

Number	Code	Question	Mean
1	DM.1	I always use digital media to provide consumer education quickly and precisely according to their demands.	4.31
2	DM.2	I always use digital media to increase sales reach.	4.33

3	DM.3	I always use social media as a strategy to carry out business strategies.	4.39
4	DM.4	I always use digital media to attract more consumers.	4.40
Total Means			4.36

source: primary data processed (2022)

The table above shows that the average respondent's answer to the digital marketing variable is high (4.36), so it can be stated that the digital marketing carried out by MSMEs in Tegal district is good.

Sales Performance Variable Descriptive Analysis.

Table 8. Description of Respondents' Answers Variable Sales Performance

Nomor	Kode	Pertanyaan	Mean
1	KP.1	The number of new customers for my business is constantly increasing	4.40
2	KP.2	The amount of my business profit is always increasing	4.29
3	KP.3	My business sales volume continues to increase.	4.28
4	KP.4	My business market share is always increasing.	4.32
Total Means			4.32

source: primary data processed (2022)

The table above shows that the average respondent's answer to the sales performance variable is high (4.32), so it can be stated that the sales performance of MSMEs in Tegal district is good. Convergent validity is a measurement model with reflection indicators assessed based on the correlation that exists between component scores and construct scores calculated using PLS. Individual reflexive measures are categorized as high if the result is tau > 0.70 with the construct you want to measure.

Tabel 9. Loading Factor Value

Variabel	DM	IP	KP	OP	PU
DM.1	0.853				
DM.2	0.856				
DM.3	0.911				
DM.4	0.823				
IP.1		0.843			
IP.2		0.853			
IP.3		0.835			
IP.4		0.778			
KP.1			0.872		
KP.2			0.892		
KP.3			0.909		
KP.4			0.885		
OP.1				0.773	

Variabel	DM	IP	KP	OP	PU
OP.2				0.787	
OP.3				0.834	
OP.4				0.823	
OP.5				0.767	
PU.1					0.778
PU.2					0.766
PU.3					0.851
PU.4					0.838

source: primary data processed (2022)

Based on the table above, it shows that the loading factor value for each variable is > 0.7, meaning that the indicator is said to be convergently valid, so there are no problems in the convergent validity test.

Tabel 10. Construct Validity

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
DM	0.888	0.920	0.742
IP	0.847	0.897	0.685
KP	0.912	0.938	0.791
OP	0.855	0.896	0.632
PU	0.825	0.883	0.655

source: primary data processed (2022)

Information:

OP = Market Orientation

IP = Product Innovation

PU = Product Excellence

DM = Digital Marketing

KP = Sales Performance

Based on the table above, it shows that the Cronbach Alpha values for all variables are > 0.7, so it can be said that the construct or questionnaire used in this study is reliable. For Composite Reliability values for all variables > 0.7, it means that construct measurements or questionnaires for all variables have good reliability. While the Average Variance Extracted (AVE) value also shows all variables > 0.5, it can be concluded that the convergent validity of the constructs used has been fulfilled.

The R Square test is used to explain the effect of exoden latent variables on endogenous latent variables. To determine the results of the R Square endogenous latent variable there are three categories, namely the model is said to be good when the results are at 0.67, the model is said to be moderate when the results are at 0.33, and the model is said to be weak when the yield was at 0.19. The test results in this study are:

Tabel 11. R-squared

Variabel	R Square	R Square Adjusted
IP	0.355	0.348
PU	0.457	0.446
KP	0.370	0.356

source: primary data processed (2022)

The R square value for the Product Innovation (IP) variable is 0.355, meaning that the market orientation variable moderately explains 35.5% of the variance of changes in the Product Innovation variable. The R square value for the Product Excellence (PU) variable is 0.457, meaning that the Market Orientation and Product Innovation variables moderately explain 45.7% of the variance of changes in the Product Excellence variable. The R square value on the Sales Performance variable (KP) is 0.370, meaning that the Market Orientation, Product Innovation, Product Excellence and Digital Marketing variables moderately explain 37.0% of the variance of changes in the Sales Performance variable.

Effect Size (F2) can be interpreted whether the latent variable predictor has a weak effect when it has a value of 0.02, has a medium effect when it has a value of 0.15 and a large effect when it has a value of 0, 25. The test results in this study are:

Tabel 12. F-squared

Label	Dm	IP	KP	OP	PU
DM			0.088		
IP					0.309
KP					
OP		0.550			0.065
PU			0.257		

Source: Processed primary data, 2022

The table above shows the effect of Digital Marketing on Sales Performance, which is included in the weak category (0.088). The effect of Product Innovation on Product Excellence is included in the strong category (0.309). The effect of Market Orientation on Product Innovation is in the strong category (0.550). The effect of Market Orientation on Product Excellence is in the weak category (0.065). While the effect of Product Excellence on Sales Performance is in the strong category (0.257).

Goodness of fit

Small goodness of fits value of 0.10, a medium of 0.25 and a large of 0.36. In calculating the goodness of fits using the following formula. Based on the results above, the GoF value is 0.526, so it is included in the category above 0.36, namely the large category. So it can be concluded that the model in the study is FIT.

To test the hypothesis, it was carried out using the SmartPLS program version 3.3.9 with the bootstrap resampling method. The results of the analysis of the model can be seen in the following.

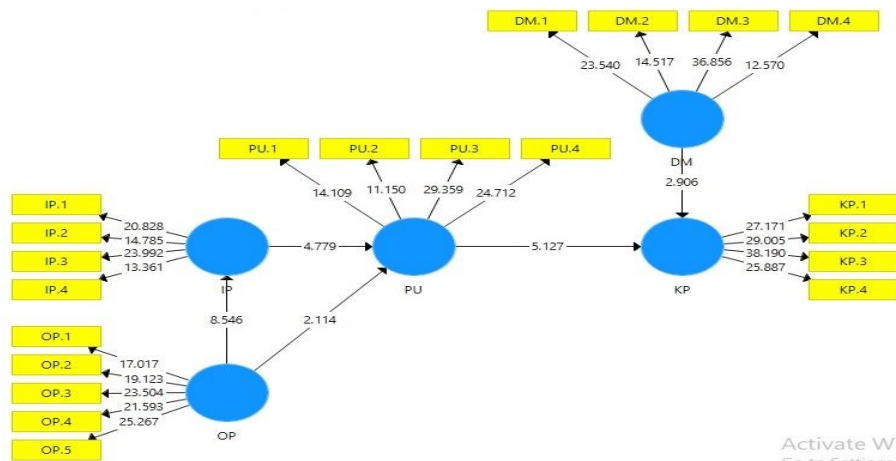


Figure 1. Bootstrapping Result

source: primary data processed (2022)

The results of the direct effect test using SmartPLS version 3.3.9 can be seen below:

Tabel 13. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
OP -> IP	0.596	0.601	0.070	8.546	0.000
OP -> PU	0.234	0.228	0.111	2.114	0.035
IP -> PU	0.510	0.520	0.107	4.779	0.000
DM -> KP	0.262	0.264	0.090	2.906	0.004
PU -> KP	0.447	0.455	0.087	5.127	0.000

Source: Processed primary data, 2022

Based on Table 13 it can be seen that OP -> IP has p values less than 0.05 of 0.000 and a positive original sample coefficient of 0.596 means that there is a positive influence of market orientation on product innovation. Based on Table 13 it can be seen that OP -> PU has a p value of less than 0.05 which is 0.035 and a positive original sample coefficient of 0.234 means that there is a positive influence of market orientation on product excellence.

Based on Table 13 it can be seen that IP -> PU has a p-value of less than 0.05 of 0.000 and a positive original sample coefficient of 0.510 means that there is a positive influence of product innovation on product superiority. Based on Table 13 it can be seen that DM -> KP has a p value of less than 0.05 of 0.004 and a positive original sample coefficient of 0.262 means that there is a positive influence of digital marketing on increasing sales performance. Based on Table 13 it can be seen that PU -> KP has p values less than 0.05 of 0.000 and a positive original sample coefficient of 0.447 means that there is a positive influence of product superiority on sales performance.

Discussion

The Effect of Market Orientation on Product Innovation. The results showed that the relationship between market orientation and product innovation has an original sample value of 0.596 (positive), meaning that if market orientation increases, product innovation also tends to increase. Then the p value is 0.000 < 0.05, so

the effect of market orientation on product innovation is significant, this means that the first hypothesis can be accepted.

The innovation process largely depends on the amount of information obtained from the market. In this case, companies need to be market-oriented, this is to be aware of changes in customer needs and behavior, and to closely monitor what competitors and suppliers are doing. The results of this study support previous research which found market orientation had a positive effect on innovation in SMEs.

Effect of Market Orientation on Product Excellence. The results showed that the relationship between market orientation and product superiority has an original sample value of 0.234 (positive), meaning that if market orientation increases, product superiority also tends to increase. Then the p value is $0.035 < 0.05$, so the effect of market orientation on product excellence is significant, this means that the second hypothesis can be accepted.

Careful market orientation will provide the right information to increase product perspectives that are new and useful in efforts to produce competitive products. Through market orientation, companies will be able to provide unique and meaningful products that will meet changing consumer needs, resulting in superior products and programs in the market. The results of this study support previous research which found market orientation had a positive effect on product superiority.

Effect of Product Innovation on Product Excellence. The results of the study show that the relationship between product innovation and product superiority has an original sample value of 0.510 (positive), meaning that if product innovation increases, product superiority also tends to increase. Then the p value is $0.000 < 0.05$, then the effect of product innovation on product excellence is stated to be significant, this means that the third hypothesis can be accepted.

Product innovation is something that can be seen as a functional product advancement that can bring the product one step ahead compared to competing products. Product innovations can fail simply because they do not offer a unique design or misjudge customer wants and needs. Product innovation must be able to provide added value compared to similar products (product superiority) so that it can make the company have an advantage over its competitors. The results of this study support previous research which found product innovation had a positive effect on product excellence.

The Effect of Digital Marketing on Sales Performance. The results of the study show that the relationship between digital marketing and sales performance has an original sample value of 0.262 (positive), meaning that if digital marketing increases, sales performance also tends to increase. Then the p value is $0.004 < 0.05$, then the effect of digital marketing on sales performance is stated to be significant, this means that the fourth hypothesis can be accepted.

Social media marketing is one of the most flexible and cost-effective ways of marketing today. Popular social media networks including Facebook, YouTube, Twitter, WhatsApp, WeChat, Instagram and TikTok play an important role in digital marketing. Through digital marketing being able to focus on creating and distributing valuable and relevant information, brands can attract and retain targeted audiences while driving profitable customer behavior. Using relevant and high-quality content can help develop strong customer connections, which in turn leads to increased sales. The results of this study support which found digital marketing to have a positive effect on sales performance.

Effect of Product Excellence on Sales Performance. The results of the study show that the relationship between product superiority and sales performance has an original sample value of 0.447

(positive), meaning that if digital marketing increases, sales performance also tends to increase. Then the p value is $0.000 < 0.05$, then the effect of product superiority on sales performance is stated to be significant, this means that the fifth hypothesis can be accepted. The results of this study support which found digital marketing to have a positive effect on sales performance.

Conclusion

Market orientation has a significant positive effect on product innovation. Organizational innovation processes are largely dependent on the amount of information obtained from the market. In this case, companies need to be market-oriented, this is to be aware of changes in customer needs and behavior, and to closely monitor what competitors and suppliers are doing.

Market orientation has a significant positive effect on product excellence. Careful market orientation will provide the right information to increase product perspectives that are new and useful in efforts to produce competitive products.

Product innovation has a significant positive effect on product excellence. Product innovation is something that can be seen as a functional product advancement that can bring the product one step ahead compared to competing products. Product innovation must be able to provide added value compared to similar products (product superiority) so that it can make the company have an advantage over its competitors.

Digital marketing has a significant positive effect on sales performance. Through digital marketing being able to focus on creating and distributing valuable and relevant information, brands can attract and retain targeted audiences while driving profitable customer behavior. Using relevant, high-quality content can help develop strong customer connections, which in turn leads to increased sales.

Product excellence has a significant positive effect on sales performance. The key to marketing success in the face of competition is product excellence. The strategic advantage of businesses working together to form a stronger competitive advantage in their market is known as competitive advantage. Businesses can dominate existing markets and developing markets, this strategy must be created to gain long-term competitive advantage. Shows that the quality of goods has a beneficial and sizable influence on sales performance.

Referece

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