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The Influence Of Digital Marketing Training And Marketing Strategies On The Growth Of Msmes In Sukabumi Village

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Abstract

Digital Marketing Training is a structured learning process designed to improve the knowledge and skills of MSMEs in using digital technology to market products or services (Kotler et al., 2019). TBarney's (1991) Resource-Based View (RBV) theory, which suggests that mastery of internal resources such as digital knowledge is a competitive advantage. RBV is relevant to explaining how training builds the capabilities of MSMEs in Sukabumi Village, enabling the implementation of social media strategies for sustainable growth. The purpose of this study is to analyze the influence of variables Digital Marketing Training and marketing strategy on the growth of MSMEs, using a quantitative method with a survey of 100 respondents. The results of the study showed that Digital Marketing Training (X1) obtained an average value of 4.10, Marketing Strategy (X2) of 4.07, and MSME Growth (Y) of 4.11. These three variables have a relatively small standard deviation value, which ranges from 0.42 - 0.44. Overall, the average value of the three variables is in the range of 4.00 to 5.00. Digital Marketing Training is proven to have a positive and significant effect on the growth of MSMEs with a calculated t value of 5.89 and a significance of <0.001, and Marketing Strategy Through is also proven to have a positive and significant effect with a calculated t value of 5.80 and a significance of <0.001.

Keywords: Digital Marketing Training, Marketing Strategies, SME Growth

INTRODUCTION

Digital economy and Society Index (DESI) 2023 report According to the European Commission, the development of digital technology has transformed global business, increasing market access for MSMEs through platforms such as e-commerce and social

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media. In Indonesia, including Sukabumi Village, Probolinggo City, MSMEs can leverage this for expansion through broader product visibility and customer reach, as well as international collaboration. Technologies such as mobile applications and recommendation algorithms enable global reach, operational automation, and service personalization. However, in Sukabumi, the majority of MSMEs still rely on conventional marketing, requiring specialized training to optimize digital strategies. Without it, technology is considered a burden, leaving MSMEs lagging behind adaptive competitors.

Theoretically, the analytical framework of this research is rooted in the Resource-Based View (RBV) theory of Barney (1991), which suggests that mastery of internal resources such as digital knowledge is a competitive advantage. The RBV is relevant to explain how training builds the capabilities of MSMEs in Sukabumi Village, enabling the implementation of social media strategies for sustainable growth. The main variables include digital marketing training (improving technical/creative skills such as content, SEO, and advertising campaigns) and social media strategy (content, engagement, data analytics for customer loyalty). MSME growth is measured through increased sales, market expansion, and profitability, with metrics such as revenue growth rate. The RBV suggests that scarce resources such as knowledge from training provide long-term differentiation, especially for MSMEs with limited capital (Anas et al., 2024).

According to Sari and Nugroho (2021), focuses on the general impact of digitalization in large urban areas, but has not specifically analyzed the combination of digital marketing training and social media strategies at the sub-district level, such as in Sukabumi. This gap lies in the lack of local quantitative research, with global studies being more theoretical and less applicable to the Indonesian context. Previous research often ignores training as a primary variable or short-term outcome, without considering the cumulative impact in rural areas with limited infrastructure. This creates a gap in the literature, where local studies could provide practical policy insights.

Based on the World Bank Report (2023) on MSMEs in Southeast Asia. This research is important for empirically describing the impact of digital marketing training and social media strategies on the growth of MSMEs in Sukabumi, which have local economic potential but limited access. This can identify solutions such as free workshops or viral campaigns to increase competitiveness. The study aims to analyze the influence of these variables on MSME growth, using quantitative methods with a survey of 100 respondents. The results are expected to provide policy recommendations, a replication implementation model, and a specific empirical literature contribution to digital innovation in similar areas.

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LITERATURE REVIEW

Digital Marketing Training

Digital Marketing Training is a structured learning process designed to improve the knowledge and skills of MSMEs in using digital technology to market products or services (Kotler et al., 2019). This covers aspects such as content creation, consumer data analysis, and online advertising campaigns, aiming to equip entrepreneurs with the practical competencies to compete in the digital marketplace.

Digital marketing training is a structured learning process systematically designed to improve the knowledge, skills, and competencies of business actors in utilizing digital technology as a means of marketing products or services. According to Noe (2020) in his book Employee Training and Development (8th edition, page 5) Training is defined as a planned effort by a company to facilitate employee learning about job-related competencies, including the knowledge, skills, and behaviors essential for successful job performance. In the context of MSMEs, digital marketing training is a strategic instrument for developing business actors' capabilities to compete in the digital economy era. Furthermore, Kotler, Kartajaya, and Setiawan (2019) in their book Marketing 4.0: Moving from Traditional to Digital (page 58) explains that digital marketing is the integration of information technology and marketing strategies that enable brands to interact personally, in real time, and measurably with consumers through various digital platforms. Well-structured training will equip MSMEs with both technical competency and strategic understanding of how to optimally utilize digital channels to increase business visibility and competitiveness.

According to the theory Resource-Based View Barney (1991) Digital marketing training is human capital, a valuable, rare, and difficult-to-replicate internal resource. This resource serves as the foundation for MSMEs to create a competitive advantage. Therefore, effective digital marketing training will directly impact MSME sales and growth.

Marketing Strategy

Social media marketing strategy is a systematic approach to promoting MSME products or services by utilizing digital platforms such as Instagram, Facebook, and TikTok, through creative content, audience interaction, and paid campaigns (Chaffey & Ellis-Chadwick, 2019). This involves elements such as content marketing, influencer partnerships, and performance analysis to achieve marketing goals such as increasing brand awareness and sales.

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A marketing strategy is a comprehensive and integrated plan developed by an organization to achieve marketing objectives through optimal resource allocation, selection of appropriate market segments, and development of an effective and efficient marketing mix. Kotler and Keller (2020) in their book Marketing Management (16th edition, page 72) defines marketing strategy as the marketing logic a company uses to create value for customers and build profitable relationships, including selecting target markets through segmentation and positioning, and developing an integrated marketing mix (the 4Ps: Product, Price, Place, and Promotion). In the digital era, marketing strategy has evolved to integrate online channels as its core component. Chaffey and Ellis-Chadwick (2022) in their book Digital Marketing:Strategy, Implementation and Practice(8th edition, page 10) describes digital marketing strategy as a planned approach to utilizing online channels to reach and interact with target audiences, including content planning, digital community management, paid advertising, and ROI measurement.real-time a comprehensive understanding of marketing strategy is an important foundation for MSMEs to design a systematic approach to utilizing social media as a measurable and sustainable marketing instrument.

MSME Growth

MSME growth is a continuous increase in the quantitative and qualitative aspects of a business, such as increasing revenue, assets, number of employees, and market expansion, which is influenced by innovation and adaptation to the business environment (Churchill & Lewis, 1983; Ministry of Cooperatives and SMEs, 2020). In the digital context, this growth is often measured through indicators such as revenue growth, market share, and business sustainability.

MSME growth is a process of continuous improvement in both quantitative and qualitative aspects of a business, reflecting the business entity's ability to expand its operational scale, expand its market share, and sustainably increase its profitability and competitiveness. Churchill and Lewis (1983) in the article "The Five Stages of Small Business Growth" published in the Harvard Business Review (pages 30-50) states that small business growth occurs through five stages of development, namelyexistence, survival, success, take-off, dan resource maturity, Each stage requires different strategies and capabilities. According to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, the growth of MSMEs in Indonesia is measured by increasing assets, turnover, and workforce absorption capacity. Ministry of Cooperatives and SMEs (2020) in the MSME Development Report (page 15) defines MSME growth as a

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continuous increase in business performance indicators including revenue, customer base, market expansion, and operational sustainability, influenced by the ability to adapt to changes in the business environment, including digital transformation. Therefore, MSME growth in the digital context is not only measured financially, but also includes improving digital capabilities, expanding customer networks, and strengthening brand identity in the digital space.

Correlation

The correlation between digital marketing training and marketing strategy is based on the premise that training is a fundamental prerequisite for the effective implementation of digital marketing strategies. According to Sitzmann and Weinhardt (2020) in the article "Training Engagement Theory: A Multilevel Approach" in the Journal of Applied Psychology (Vol. 105, No. 9, pages 1004-1025), Active involvement in training results in long-term knowledge retention, enabling individuals to apply new competencies in real-world work contexts. This means that MSMEs who develop a deep understanding of digital marketing through intensive training will be better able to design and execute structured, measurable, and adaptive social media marketing strategies. This is reinforced by Anggraini (2025) in the Journal of Digital Management and Business (Vol. 4, No. 1). This proves that effective social media marketing strategies directly contribute to increased revenue and market expansion for MSMEs. Therefore, digital marketing training and marketing strategies have a complementary and synergistic relationship in driving MSME growth.

The correlation between marketing strategy and MSME growth is supported by a number of consistent empirical evidence. Sutarto and Hwihanus (2025) in the Journal of Digital Economics and Business (Vol. 6, No. 1) revealed that strategic use of social media can increase MSME sales conversion by 20-30%, which directly impacts revenue growth and customer base expansion. Meanwhile, Gentari (2023) In a path analysis published in the Journal of Management and Business Research (Vol. 18, No. 2), it was proven that digital marketing training acts as a mediator variable that strengthens the relationship between marketing strategy and MSME performance. Overall, the theory and empirical evidence above show that digital marketing training and marketing strategy together form an ecosystem of MSME digital capabilities that are the main drivers of business growth through increased turnover, market expansion, additional customers, and strengthening brand awareness in the digital economy era.

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RESEARCH METHOD

This study uses a causal associative quantitative approach, namely research that aims to measure the causal relationship between two independent variables and a dependent variable through data in the form of numbers that are processed statistically. This approach was chosen because it is in accordance with the research objective which is to determine how much influence Digital Marketing Training (X1) and Marketing Strategy (X2) have on the Growth of MSMEs (Y) on business actors in Sukabumi Village, Probolinggo City, both partially and simultaneously. Through this approach, socio-economic symptoms that occur in the field, such as changes in turnover, additional customers, or market expansion, can be translated into numerical scores so that their truth can be tested objectively and can be scientifically accounted for.

The research design used is non-experimental with a survey method (cross-sectional), meaning that data collection is carried out over a certain period of time without providing special treatment to respondents. Data were collected through distributing questionnaires to 100 MSMEs who have participated in digital marketing training and actively market their products through social media, then the data was analyzed using multiple linear regression techniques with the help of the jamovi 2026 application to determine the direction and magnitude of the influence of each independent variable on the dependent variable.

The instrument in this study used a questionnaire to measure the perceptions of respondents (MSME owners) regarding the independent variables (Digital Marketing Training and Marketing Strategy) and the dependent variable (MSME Growth). According to Arikunto (2021), a research instrument is a tool used to collect data.

The instrument used in the research was a 5-point Likert scale. According to Sugiyono (2022), the Likert scale is used to measure a person's attitudes, opinions, and perceptions.

The data collection techniques used to meet the information needed for this research to produce relevant results, there are two data collection methods, namely: 1) Questionnaires, which are data collection methods used by providing a list of questions related to the research variables to predetermined respondents to be answered (Sugiono, 2022). 2) Documentation, which is a data collection technique carried out by studying or using recorded documents related to this research (Sugiono, 2022). If the documents used in this research are from the official website of a government agency that is accessible to the public.

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RESULTS AND DISCUSSION

Based on the results of the first hypothesis test, the calculated t value was 5.89 with a significance value of <0.001 which is smaller than 0.05, so H1 is accepted.This means that Digital Marketing Training has a positive and significant impact on the growth of MSMEs in Sukabumi Village. Table 4 20 T-Test Results

Table 1. T-test

Model Coefficients - y total						
			95% Confidence Interval			
Predictor	**Estimate**	**SE**	**Lower**	**Upper**	**t**	**p**
Intercept	3.774	2.5245	-1.237	8.784	1.49	**.138**
x1 total	0.444	0.0755	0.294	0.594	5.89	**<.001**
x2 total	0.439	0.0756	0.289	0.589	5.80	**<.001**

Source: Processed by the researcher, 2026

This test aims to determine the individual effect of each independent variable on the dependent variable. Based on the previously presented regression coefficient table, the interpretation of the t-test is as follows:

Referring to Table 4.20 above, the calculated t-value for the Digital Marketing Training variable (X1) is 5.89, with a significance value of <0.001. Since this significance value is less than 0.05, it can be concluded that the Digital Marketing Training variable has a significant individual effect on MSME growth in Sukabumi Urban Village.

This finding is in line with the Resource-Based View (RBV) theory put forward by Barney (1991), which emphasizes that internal resources in the form of digital knowledge and skills are a competitive advantage that can drive sustainable business growth. When MSMEs receive adequate digital marketing training, they can build capabilities in content creation, consumer data analysis, and online advertising campaign management, ultimately resulting in increased sales and market expansion.

This is supported by field data, which shows that before participating in the digital marketing training, 23% of respondents were still in the lowest monthly turnover category of 0–5 million rupiah. However, after the digital marketing training was implemented, not a single respondent remained in that category. This indicates that the training received has significantly increased turnover among MSMEs in Sukabumi Village.

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The results of this study are in line with the research of Agustino, Ridhoni, and Nawawi (2024) which proves that structured digital marketing training can significantly improve conceptual understanding and operational skills of entrepreneurs. This is also in line with Tambunan, Hidayat, and Kurniawan (2023) who found that MSMEs that actively adopted digital strategies experienced significantly higher turnover growth than those that persisted with conventional methods. Furthermore, Gentari (2023) confirms through its path analysis that digital marketing training plays a role as a factor that strengthens the relationship between marketing strategy and overall MSME performance.

Based on the results of the second hypothesis test, the calculated t value was 5.80 with a significance value of <0.001 which is smaller than 0.05, so H2 is accepted..This means that Marketing Strategy has a positive and significant influence on the growth of MSMEs in Sukabumi Village.

Table 2. F test

Model Fit Measures							
				Overall Model Test			
Model	**R**	**R^2**	**Adjusted R^2**	**F**	**df1**	**df2**	**P**
1	0.756	0.572	0.563	64.9	2	97	<.001
Note. Models estimated using sample size of N=100							

Source: Processed by the researcher, 2026

Significance Test (F-test): This test aims to determine whether the independent variables included in the model collectively exert a significant influence on the dependent variable. In this study, the variables of Digital Marketing Training (X1) and Social Media Marketing Strategy (X2) were tested simultaneously against the variable of MSME Growth in Sukabumi Urban Village (Y).

Based on Table 4.21 above, the calculated F-value is 64.9, with a significance value (p) of <0.001. Since the significance value is less than 0.05, the null hypothesis (H0) is rejected. This indicates that the variables of Digital Marketing Training (X1) and Marketing Strategy (X2) simultaneously have a significant effect on MSME Growth in Sukabumi Urban Village (Y); consequently, the resulting regression model is deemed valid and appropriate for use.

This finding is in line with the concept put forward by Chaffey and Ellis-Chadwick (2022), which emphasizes that a planned and structured marketing strategy through

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social media, including the creation of creative content, interaction with the audience, and performance analysis, is able to encourage an increasebrand awarenesswhile expanding market reach for small businesses without incurring large promotional costs. When MSMEs consistently implement this strategy, customer trust naturally builds and transaction frequency increases.

This condition is supported by field facts where as many as 27% of respondents already have social media accounts with a total offollowers in the range of 500–1,000, with 21% of respondents even having more than 10,000 followers. Furthermore, 23% of respondents successfully acquired 11–30 new customers through social media, indicating that digital marketing strategies are starting to have a real impact on expanding the customer base of MSMEs in the region.

This finding is in line with Anggraini's research (2025) supports this finding by proving that social media marketing strategies effectively increase the monthly income of MSMEs. Arta and Basmantra (2024)) added that increasing brand awareness through social media is positively correlated with customer growth and transaction frequency. Meanwhile, Sutarto and Hwihanus (2025) also emphasized that the strategic use of social media can significantly increase MSME sales conversions, in line with the conditions found among business actors in Sukabumi Village.

Based on the results of testing the third hypothesis through the F test, the calculated F value was 64.9% with a significance value of <0.001 which is smaller than 0.05, so H3 is accepted..This means that Digital Marketing Training and Social Media Marketing Strategies jointly have a positive and significant impact on MSME growth in Sukabumi Village. The coefficient of determination (R^2) obtained is 0.572 or 57.2%, meaning that the two independent variables simultaneously explain 57.2% of the variation in MSME growth, while the remaining 42.8% is influenced by factors outside this research model.

This result is in line with the theory put forward by Kotler, Kartajaya, and Setiawan (2021) in Marketing 5.0, which emphasizes that the integration of human resource capacity building through training and the simultaneous use of digital platforms will have a far greater impact on business growth than if each were implemented separately. When MSMEs are equipped with sufficient knowledge and skills from digital marketing training and consistently implement marketing strategies through social media, the two support each other and create a stronger effect in driving business growth.

This condition is supported by field data showing a significant shift in turnover before and after the implementation of digital marketing. The proportion of respondents

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in the mid-to-high income category (31–50 million and over 50 million) increased after the implementation of digital marketing. This indicates that the simultaneous implementation of both variables can provide a more tangible and measurable growth boost for MSMEs in Sukabumi Village.

This finding is in line with research by Poodo and Pabulo (2024) Tambunan, Hidayat, and Kurniawan (2023) support this finding by concluding that implementing a structured digital marketing strategy can significantly increase brand awareness and sales volume for MSMEs. also found similar results, that MSMEs that combined training with the implementation of digital strategies experienced faster and more stable growth. Meanwhile, Gentari (2023) emphasized that the combination of digital marketing training and integrated marketing strategies has proven to be a key factor in driving the competitiveness and sustainability of micro-enterprises in Indonesia, which is relevant to the conditions of MSMEs in Sukabumi Village, Probolinggo City.

CONCLUSION

Based on the descriptive statistics table above, the total research data amounted to 100 respondents for each variable. The Digital Marketing Training variable (X1) obtained an average value of 4.10, Marketing Strategy (X2) of 4.07, and MSME Growth (Y) of 4.11. These three variables have a relatively small standard deviation value, which ranges from 0.42 - 0.44, which indicates that the respondents' answers are quite homogeneous and there are no significant differences in perception between respondents. Overall, the average value of the three variables is in the range of 4.00 to 5.00, which is included in the high to very high category, so the data obtained is suitable for use in further analysis.

Based on the results of hypothesis testing, Digital Marketing Training is proven to have a positive and significant effect on the growth of MSMEs with a calculated t value of 5.89 and a significance of <0.001, and Marketing Strategy Through is also proven to have a positive and significant effect with a calculated t value of 5.80 and a significance of <0.001. Simultaneously, both variables together have a significant effect on the growth of MSMEs with a calculated F value of 64.9 and a significance of <0.001, with a contribution of 57.2%, while the remaining 42.8% is influenced by other factors outside this research model.

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