The Impact of Digital Marketing and Product Innovation on Business Growth of Pekanbaru City MSMEs

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ABSTRACT

This study uses a quantitative approach with an explanatory research design to examine how digital marketing and product innovation affect business growth in MSMEs in Pekanbaru City. This research focuses on digital marketing adoption and product innovation variables on MSME businesses. A thorough study of 100 MSMEs in various industries provided information on demographics and the level of digital marketing adoption and product innovation. Regression analysis using SPSS 27 evaluated the relationship between factors associated with business growth. The results of this study provide actionable insights for businesses and policymakers, showing a strong and significant positive relationship between the use of digital marketing and product innovation in driving MSME business growth.

Keywords: Digital Marketing, Product Innovation, MSMEs.

INTRODUCTION

MSMEs (micro, small, and medium enterprises) constitute a significant component of the national economy, particularly in Indonesia. In Pekanbaru, MSMEs represent a substantial pillar of the local economy, providing employment opportunities for many individuals. As of 2024, over 26,684 MSME business units were registered in Pekanbaru City. (Dinas Koperasi dan UKM Kota Pekanbaru. (2024). The majority of these MSMEs are engaged in the trade, service, and culinary sectors. However, in intensifying competition and rapid technological advancement, MSMEs encounter significant challenges in maintaining viability and pursuing sustainable growth. One of the pivotal challenges is the ability of MSMEs to align with contemporary marketing trends and product innovation to retain and expand their market share.

Digital marketing has emerged as a highly effective strategy for expanding market reach in a broader, more rapid, and cost-efficient manner. By employing digital marketing strategies, MSMEs can access a broader consumer base without geographical boundaries. This can be achieved by leveraging social media, marketplaces, and other online platforms. Nevertheless, many MSMEs in Pekanbaru remain underutilized by this technology due to resource constraints or an absence of comprehension regarding efficacious digital marketing strategies.

Furthermore, product innovation is a crucial element that can assist MSMEs in becoming more competitive and aligning with evolving consumer demands. Product innovation encompasses not only the creation of novel products but also the enhancement of existing products to enhance their value to consumers. Regrettably, numerous MSMEs in Pekanbaru exhibit a lack of emphasis on product innovation, leading to offering products that are mainly similar to those of competitors, devoid of distinctive added value, which may ultimately diminish consumer interest.

The relationship between digital marketing, product innovation, and business growth in MSMEs has been the subject of several previous studies. In a survey conducted by Nugroho et al. (2022), the effect of digital marketing on the marketing performance of MSMEs in Surabaya City was investigated. The findings indicated that digital marketing exerts a positive and statistically significant influence on the marketing performance of MSMEs. Moreover, Sumarwan et al. (2021) investigated the impact of product innovation and market orientation on the marketing performance of MSMEs in Bogor City. The findings indicated that product innovation exerts a positive and statistically significant influence on marketing performance.

In a further study, Pratiwi and Nugroho (2022) investigated the impact of digital marketing and entrepreneurial orientation on the performance of MSMEs in Yogyakarta City. The findings indicate that digital marketing has a positive and statistically significant effect on the performance of MSMEs. Sundari et al. (2020) also analyzed the impact of product innovation and customer orientation on the business performance of MSMEs in Bandung City. The results demonstrated that product innovation positively and significantly affects business performance. Finally, Susanto et al. (2021) examined the effect of market orientation and product innovation on the marketing performance of MSMEs in Semarang City. The results indicated that product innovation positively and significantly affects marketing performance.

To flourish amidst the aforementioned changes, MSMEs in Pekanbaru must enhance their capacity for digital marketing and product innovation. Accordingly, this study examines the impact of digital marketing and product innovation on the growth of MSMEs in Pekanbaru

City. By gaining a more profound comprehension of these elements, it is anticipated that MSMEs can devise effective strategies to bolster their competitiveness and business sustainability.

LITERATURE REVIEW

A. DIGITAL MARKETING

As Kotler et al. (2017) defined, digital marketing employs digital media to reach consumers, including the Internet, social media, email, and mobile applications. This strategy effectively reaches a broader target market and allows companies to interact directly with customers, collect consumer data, and conduct more accurate segmentation. This is consistent with the perspective put forth by Chaffey and Smith (2017), who argue that digital marketing offers a valuable opportunity to personalize marketing messages and enhance consumer engagement. To facilitate business growth, digital marketing has become an increasingly adopted strategy by businesses, including micro, small, and medium enterprises (MSMEs). Digital marketing allows MSMEs to reach a broader market, increase their visibility, and establish more effective interactions with consumers (Nugroho et al., 2022).

Several previous studies have examined the impact of digital marketing on the performance and growth of MSMEs. Nugroho et al. (2022) found that digital marketing positively and significantly affects the marketing performance of MSMEs in Surabaya City. Similarly, Pratiwi and Nugroho (2022) demonstrated that digital marketing positively and substantially affects the performance of MSMEs in Yogyakarta City.

In their 2021 analysis, Dwivedi and colleagues explored the potential role of artificial intelligence in this context. They explored the potential of AI in social media marketing and discovered that It may be beneficial to consider the possibility of AI for content personalization and audience targeting. However, there are still some challenges to overcome. It would be remiss of us not to mention the ethical challenges that social media marketing presents. We want to draw your attention to the research by Frue (2020). It is worth noting that the collection and use of data may raise some privacy and transparency concerns. It would be beneficial to consider the use of consumer data for ad targeting on social media.

Fadillah et al. (2021) identified several key challenges to digital technology adoption in Pekanbaru, including infrastructural constraints, a lack of digital competencies, and a reluctance to change, particularly among conventional businesses. The study highlighted the

potential value of training programs and governmental assistance in addressing these challenges. The findings of Tjiptono's (2019) research indicate that MSMEs that effectively adopt digital marketing strategies can increase their sales turnover by 40% within one year. These strategies encompass social media, content marketing, search engine optimization, and e-commerce platforms, which provide MSMEs with the tools to compete in the global market.

As Kaplan (2016) notes, social media platforms such as Instagram, Facebook, and TikTok have become effective marketing ecosystems for small businesses. Nasution (2017) demonstrates in his study that MSMEs that utilize social media intensively can expand their market reach by 60% compared to conventional marketing techniques. An intriguing, genuine, and *narrative-based content strategy has been identified as crucial in effectively implementing digital marketing communications. The capacity to interact directly with consumers, respond promptly, and foster engagement represents the primary advantages of social media marketing.*

B. PRODUCT INNOVATION

Schilling (2020) posited that product innovation encompasses two principal elements: creating novel products and enhancing existing ones. Developing new products enables MSMEs to create distinctive value that is challenging for competitors to reproduce. Conversely, product enhancements facilitate the enhancement of quality or the incorporation of novel features, thereby augmenting the appeal of products to consumers. Additionally, Utomo (2019) posited that product innovation in MSMEs frequently entails the utilization of local raw materials or adopting straightforward technologies that align with their production capacity.

Furthermore, product innovation plays a pivotal role in propelling the growth of MSMEs. Developing innovative products enables MSMEs to respond to evolving consumer demands and preferences, enhancing their competitive positioning vis-à-vis their rivals (Sumarwan et al., 2021). Several previous studies have examined the impact of product innovation on the performance and growth of MSMEs. Sumarwan et al. (2021) demonstrated that product innovation positively and significantly impacts the marketing performance of MSMEs in Bogor City. Similarly, Sondari et al. (2020) indicated that product innovation has a positive and significant effect on the business performance of MSMEs in Bandung City. Additionally, Susanto et al. (2021) illustrated that product innovation positively and significantly influences the marketing performance of MSMEs in Semarang City.

Tjiptono's research (2020) demonstrated that MSMEs that consistently innovate their products can increase sales turnover by 50% within two years. The innovation process encompasses the development of design, functionality, and the fulfillment of market-specific needs. The cornerstone of a successful product innovation strategy is the capacity to discern consumer trends, integrate novel technologies, and devise distinctive solutions.

In a study conducted in 2019, Laudon identified that micro, small, and medium-sized enterprises (MSMEs) that survive can quickly adapt their products to changing market needs. Developing innovative products, including those designed to improve health, facilitate digital solutions, and support home activities, represents a key strategy for MSMEs seeking to adapt to changing market demands. The essential determinant of success is the capacity to discern shifts in consumer behavior and transform adversities into prospects.

Pulizzi (2017) posits that innovation is not merely the addition of new functionalities; instead, it is creating a profound consumer experience. Wibowo (2019) revealed in his study that MSMEs that focus on design innovation can increase the perceived value of their products by 60%. This is achieved through a user-centered design approach, stunning aesthetics, and the ability to tell the narrative behind the product. Design innovation encompasses visual aspects, ergonomics, sustainability, and the product's ability to connect with consumers' emotions.

Porter (2020) demonstrated that sustainable products are not merely a passing trend but a future necessity. Zimmerer (2018) illustrated that MSMEs that integrate a circular economy and environmentally friendly principles can create competitive differentiation. Sustainable product innovation involves using recycled materials, minimal waste design, and added socio-environmental value. The capacity to align business interests with ecological responsibility represents a distinctive innovation strategy.

C. MSME BUSINESS GROWTH

As posited by Tambunan (2019), the growth of MSMEs can be gauged through several indicators, including an increase in revenue, an expansion of the workforce, an expansion of the market, and an increase in productivity and profits. As Chandler and Hanks (1994) posited, business growth depends on an organization's capacity to manage resources and create competitive value effectively. In micro, small, and medium-sized enterprises (MSMEs), growth is often evidenced by increased operational capacity or new products that align with

market demands. Several factors, including implementing digital marketing strategies and introducing innovative products, can influence the development of MSMEs. Implementing effective digital marketing strategies and developing innovative products have been identified as key factors influencing the performance and growth of MSMEs (Nugroho et al., 2022; Sumarwan et al., 2021).

In light of the description above, this study aims to examine the impact of digital marketing and product innovation on the growth of MSMEs in Pekanbaru City. It is anticipated that the findings of this research will offer insights and recommendations for MSMEs in Pekanbaru City, enabling them to enhance their business growth by implementing effective digital marketing strategies and product innovation.

Sari and Rahayu (2020) demonstrated that implementing information and communication technology benefits business performance and growth. The researchers discovered that MSMEs integrating digital platforms into their marketing and operational strategies possess a superior competitive advantage. The utilization of social media, online marketplaces, and digital management systems has been demonstrated to facilitate the expansion of market reach and enhance business efficiency.

As demonstrated by the comprehensive study conducted by Atmaja and Wibowo (2022), the internal factors of managerial capability, human resource quality, and entrepreneurial motivation interact with external factors such as economic conditions, government policies, and market dynamics. This research underscores the necessity of a comprehensive strategy to empower MSMEs, necessitating the involvement of the government, financial institutions, and business support institutions in a collaborative effort.

METHODS

Research Design

This research employs a quantitative methodology with an explanatory research design. The illustrative design was selected to elucidate the causal relationship between the independent variables (digital marketing and product innovation) and the dependent variable (business growth).

Population and Sample

The population under investigation in this study consisted of all MSMEs in Pekanbaru City. The sampling technique employed was purposive sampling, with the inclusion criteria being that the MSMEs in question had been operational for at least two years and had implemented

digital marketing in their business activities. Based on these criteria, 100 MSMEs were obtained as research samples.

Data Collection

The primary data for this study was collected via an online survey distributed to small and medium-sized enterprise (SME) owners or managers in Pekanbaru City. The survey instrument consisted of statements designed to measure digital marketing variables, product innovation, and business growth.

Research Variables

1.   Independent Variable:

    a.   Digital Marketing: Indicators adapted from research by Nugroho et al. (2022), including social media, websites, and digital advertising.

    b.   Product Innovation: The indicators are adapted from research by Sumarwan et al. (2021), including new product development, improvement, and diversification.

2.   Dependent Variable:

Business Growth: Indicators include increased sales, customer numbers, and operating profit.

Data Analysis

The collected data will be analyzed using SPSS 27 with multiple linear regression analysis to test the effect of digital marketing and product innovation on MSME business growth in Pekanbaru City. Previously, a classical assumption test was conducted to ensure the regression model met the requirements.

Classical Assumption Test:

1. Normality Test: Using the Kolmogorov-Smirnov test to check if the data is usually distributed.

2. Multicollinearity Test: Checks the correlation between independent variables using tolerance and VIF values.

3. Heteroscedasticity Test: Using the Glejser test to check for the presence or absence of heteroscedasticity.

4. Autocorrelation Test: Using the Durbin-Watson test to check for the presence or absence of autocorrelation.

Multiple Linear Regression Analysis:

The multiple linear regression equation to be tested is: $Y = a + b1X1 + b2X2 + e$

Description:

Y = Business Growth

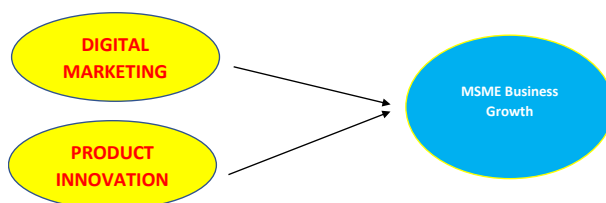X1 = Digital Marketing

X2 = Product Innovation

a = Constant

b1, b2 = Regression coefficient

e = Error term

HIPOTESIS PENELITIAN

H1: Digital marketing positively and significantly affects MSME business growth.

H2: Product innovation positively and significantly affects MSME business growth.

RESULTS AND DISCUSSION

4.1. Demographic Sample

The survey conducted in Pekanbaru City comprehensively represents micro, small, and medium enterprises (MSMEs) regarding business size distribution and industry representation. The sample comprises 20% small enterprises, 15% medium enterprises, and 65% micro-enterprises, collectively reflecting the diverse MSME landscape in the city. The sample also includes MSMEs from various sectors, with 50% in culinary, 15% in retail, 10% in services, and 25% in other industries. This broad industry representation allows for a comprehensive examination of the impact of digital marketing and product innovation on businesses across sectors. This research elucidates the varying degrees of digital marketing adoption among MSMEs in the city and provides a foundation for analyzing the impact of product innovation on business growth.

4.2. Normality Test

This normality test aims to ascertain whether the dependent and independent variables in the regression model exhibit a normal distribution. An optimal regression model would demonstrate a normal distribution or a distribution as close to normal as possible. The normality test employed in this study is as follows:

Gambar 4.1

Uji Normality
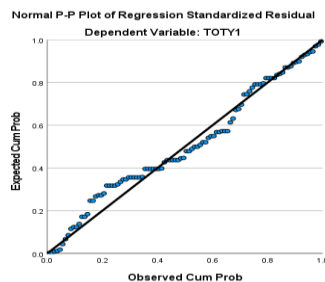
The results of this study demonstrate that each variable exhibits a normal distribution. This is because the grains in the image align with the diagonal line.

4.3. Heteroscedasticity Test

The heteroscedasticity test is employed to ascertain whether there is an inequality of variance in the residuals of a linear regression model, whereby the variance differs from one observation to another. If the variance of the residuals of one observation to another is constant, it is defined as homoscedasticity. Conversely, if it is not, it is described as heteroscedasticity. The presence or absence of heteroscedasticity can be tested by examining the scatter plot. In this study, the heterokedaksitas test is as follows:

Gambar 4.2

Heteroscedasticity Test
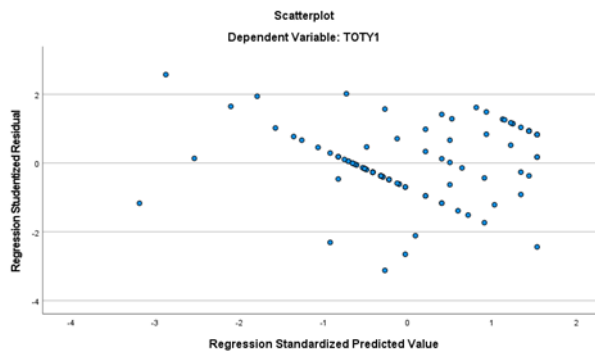
As illustrated in Figure 4.2, the variables of digital marketing and product innovation, in conjunction with the growth of MSMEs, demonstrate a lack of heterokedaksitas. This is evidenced by the fact that the values represented by the grains in the figure are both positive and negative. Subsequently, the classical assumptions are validated.

4.4. Multiple Linear Regression Test

In general, this analysis is employed to elucidate the linear relationship between several independent variables (variable X) and the dependent variable (variable Y) (Ghozali, 2011). In a multiple regression analysis, the number of independent variables (variable X) that are calculated to affect the dependent variable (variable Y) is more significant than one. In this study, the independent variables are digital marketing and product innovation, while the dependent variable is business growth in MSMEs. The multiple linear analysis is as follows:

Table 4.1

Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	6.311	1.591		3.966	<.001		
	TOTX1	.164	.068	.175	2.420	.017	.891	1.122
	TOTX2	.533	.058	.664	9.195	<.001	.891	1.122

a. Dependent Variable: TOTY1

It is indicated that the variable is deemed significant if the t-statistic value exceeds 1.96.

1. The digital marketing variable affects the growth of MSMEs because the T value = 2.420. T Count> T Table. Then, it is declared significant.

2. The social media variable affects increasing the growth of MSMEs because the value of T = 9.195. T Count> T Table. Then it is declared significant.

4.5. Simultaneous Significant Test (F Test)

The F statistical test shows whether all independent or independent variables included in the model jointly influence the dependent variable. The results of the F test calculation can be seen in the following table:

Table 4.2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	286.716	2	143.358	58.962	.000^b
	Residual	235.844	97	2.431		
	Total	522.560	99			

a. Dependent Variable: TOTY1
b. Predictors: (Constant), TOTX2, TOTX1

Table 4.2 above shows that the f test is as follows:

Based on the f hypothesis test, the digital marketing and product innovation variables have a significant influence on MSME business growth, this can be seen from the significance value (0.000) <0.05.

4.6. Implications of Using Digital Marketing

Digital marketing has emerged as a pivotal strategy for micro, small, and medium enterprises (MSMEs) to navigate the complexities of an increasingly dynamic market landscape. Digital marketing enables MSMEs to expand their reach to a broader market, encompassing local, national, and international audiences. Social media, websites, and e-commerce platforms enable MSMEs to reach consumers who were previously difficult to achieve, thereby facilitating business expansion.

Furthermore, digital marketing provides a more cost-effective promotional solution than conventional marketing. MSMEs have the option of selecting strategies that align with their budgetary constraints. These may include customizable paid advertising (Google Ads, Facebook Ads) or organic SEO and content marketing methods. This reduces the burden of promotional costs, thereby allowing the budget to be allocated to product or service development. MSME players can sell their products through various channels, including marketplaces (e.g., Shopee, Tokopedia), social media (e.g., Facebook Shop, Instagram Shop), and official websites. Additionally, digital platforms facilitate direct communication with consumers through features such as live chat, comments, or private messages. This enhances relationships with customers and increases loyalty.

4.7. Implications of Product Innovation on MSME Business Growth

The findings of this study suggest that product innovation plays a pivotal role in the growth of MSMEs in the city of Pekanbaru. Product innovation provides MSMEs with the opportunity to differentiate themselves from their competitors. For instance, culinary MSMEs in Pekanbaru that develop unique product variants, such as sago-based snacks or local coffee, can attract market attention and enhance customer loyalty. This allows MSMEs to expand their market share and pursue opportunities for expansion into national and international markets.

Product innovation enables MSMEs to create products with higher added value. For instance, modern and attractive product packaging or integrating technology in certain products, such as handicrafts, can increase selling prices.

Conversely, MSMEs that can demonstrate innovation often attract the attention of investors and business partners. In Pekanbaru, there are opportunities for collaboration with local government entities or MSME support institutions, such as the Creative Economy Agency and regional cooperatives.

While product innovation offers numerous advantages, it also presents several challenges, including:

1. Another challenge is the limited capital and access to technology.

2. lack of training and skills development opportunities is a further challenge.

3. The difficulty in comprehending the nuances of evolving market demands.

   It is anticipated that local governments and pertinent institutions can mitigate these challenges. The implementation of enhanced training, mentoring, and financing programs can facilitate the acceleration of innovation within the MSME sector.

CONCLUSION

The findings of this study suggest that both digital marketing and product innovation exert a considerable impact on the growth of MSMEs in Pekanbaru City. In an increasingly digitally connected era, digital marketing enables MSMEs to reach a broader consumer base relatively cost-effectively. Implementing strategic initiatives, such as social media, e-commerce, and data-driven marketing, has been observed to enhance brand awareness, facilitate market access, and propel increased sales. Conversely, product innovation represents a pivotal element in establishing long-term competitiveness. MSMEs offering unique, quality products relevant to consumer needs are more likely to survive and thrive in a competitive market. The combination of effective digital marketing and consistent product innovation has the dual benefit of increasing revenue and strengthening the position of MSMEs in local, regional, and even national markets.

Nevertheless, to fully realize this potential, MSMEs in Pekanbaru must surmount several obstacles, including restricted access to technology, digital proficiency, and capital. Local government, financial institutions, and the business community must provide support to enable MSMEs to optimize digital marketing and drive sustainable product innovation. The combination of these two factors has the potential to transform MSMEs in Pekanbaru City into a pivotal driver of resilient and inclusive local economic growth.

In conclusion, these findings underscore the significance of integrating e-commerce and social media strategies into MSME business plans while simultaneously diversifying sales channels to ensure sustainable growth. Furthermore, training and education on digital marketing and product innovation are essential to enhance MSMEs' capacity to capitalize on the opportunities presented by the digital era.

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