

DEVELOPING DIGITAL MARKETING AND SERVICE EXCELLENT TO MICRO SMALL AND MEDIUM ENTERPRISES PERFORMANCE

Yadi Nurhayadi¹, Budi Permana Yusuf²

^{1,2} University of Muhammadiyah Prof. Dr. HAMKA (UHAMKA), Jakarta - Indonesia
Corresponding Author: yadinurhayadi@uhamka.ac.id

Article Info: Received: ...; Revised:; Accepted: (let this empty)

Abstract:

Research Objectives are: (1) for knowing the influence of digital marketing to micro small and medium enterprises performance, and (2) for knowing the influence of service excellent to micro small and medium enterprises performance. Research method in this experiment is quantitative analysis pre-experimental design with one group pretest and posttest design. The research results are: (1) for the pretest that there are no significant influences of digital marketing and service excellent to micro small and medium enterprises performance; (2) for the posttest that there are positive significant influences of digital marketing and service excellent to micro small and medium enterprises performance.

Keywords: DIGITAL MARKETING, SERVICE EXCELLENT, MICRO SMALL AND MEDIUM ENTERPRISES PERFORMANCE

Abstrak:

Tujuan penelitian adalah: (1) untuk mengetahui pengaruh digital marketing terhadap kinerja Usaha Mikro Kecil dan Menengah (UMKM), dan (2) untuk mengetahui pengaruh service excellent terhadap kinerja UMKM. Metode riset dalam penelitian ini yaitu analisis kuantitatif pre-experimental design dengan one group pretest and posttest design. Hasil riset adalah: (1) untuk pretest digital marketing dan service excellent tidak berpengaruh signifikan terhadap kinerja UMKM; (2) untuk posttest digital marketing dan service excellent berpengaruh positif signifikan terhadap kinerja UMKM.

Kata Kunci: DIGITAL MARKETING, SERVICE EXCELLENT, KINERJA UMKM.

INTRODUCTION

Nowadays, it has become a habit for almost all people to utilize digital technology through mobile phones. On the producer side, this creates digital marketing and excellent service digitally that can improve the performance of producer as micro, small and medium enterprises. Meanwhile, on the consumer side, they just have to watch advertisements digitally, contact the producer via the purchasing application on their mobile phone, then just wait at home, and receive the ordered package in good condition.

Micro, small and medium enterprises (UMKM) need a good understanding of digital marketing and excellent digital service so that it will improve their performance. Upgrading knowledge in digital marketing and excellent service to improve performance is important for micro, small and medium enterprises.

METHOD

Research method in this experiment is quantitative analysis pre-experimental design with one group pretest and posttest design. The independent variables are Digital Marketing (x1) and Service Excellent (x2). The dependent variable is UMKM Performance (y).

The population of the research are the producers as micro, small, and medium enterprises (UMKM) in Bekasi City. And the sample of the research are accidental sampling of 42 respondents, as UMKM owner. Data processing uses Statistics Application SPSS 22.

RESULTS AND DISCUSSION

The research results are: (1) for the pretest that there are no significant influences of digital marketing and service excellent to micro small and medium enterprises performance; (2) for the posttest that there are positive significant influences of digital marketing and service excellent to micro small and medium enterprises performance. There is interval time between pretest and posttest for knowing the effect of experiment treatment.

The research results confirm that digital marketing and excellent service are important in improving the performance of micro, small and medium enterprises. Digital marketing and excellent service each have a significant positive effect on the performance of micro, small and medium enterprises. And simultaneously digital marketing and excellent service have a significant effect on the performance of micro, small and medium enterprises.

CONCLUSION

Digital marketing and excellent service have a significant effect on the performance of UMKM in Bekasi. The research results confirm that digital marketing and excellent service are important in improving the performance of micro, small and medium enterprises.

REFERENCES

- Kholis, N., Sobaya, S., Andriansyah, Y., & Iqbal, M. (2013). Potret Filantropi Islam Di Propinsi Daerah Istimewa Yogyakarta. *La_Riba*, 7(1), 61–84. <https://doi.org/10.20885/lariba.vol7.iss1.art5>
- MacDonald, M., & Howorth, C. (2018). Roots of social enterprise: entrepreneurial philanthropy, England 1600-1908. *Social Enterprise Journal*, 14(1), 4–21. <https://doi.org/10.1108/SEJ-03-2017-0020>
- Nurhayadi, Y., Wijiharjono, N. (2017). Strong Correlations of Sharia Market to Conventional Market: Evidence from Indonesia Stock Exchange. *IJIBEC International Journal of Islamic Business and Economics*, 87 – 97.
- Nurhayadi, Y., Rito, & Al-Azizah, U. S. (2018). Model Solusi Efektif Stabilitas Pasar Syariah. *Al-Urban Jurnal Ekonomi Syariah dan Filantropi Islam*, 92-106.
- Nurhayadi, Y., Heriansyah, D., Susanti, E., & Azzahra, S. A. (2019). Realita Dinamika Pasar: Studi Intensif Distingsi Syariah Konvensional. *Al-Urban: Jurnal Ekonomi Syariah dan Filantropi Islam*, 190-202.
- Sahasranamam, S., & Nandakumar, M. K. (2020). Individual capital and social entrepreneurship: Role of formal institutions. *Journal of Business Research*, 107(September), 104–117. <https://doi.org/10.1016/j.jbusres.2018.09.005>
- Badan Pusat Statistik, “Badan pusat Statistik: Indeks Pembangunan Manusia (IPM) Tahun 2019,” no. 21, pp. 1–8, 2020.
- HDR, *Human Development Report 2019: beyond income, beyond averages, beyond today*. 2019.