

THE INFLUENCE OF DIGITAL MARKETING ON THE MARKETING PERFORMANCE OF HOME-BASED MSMEs IN MEDAN CITY

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Abstract

Home-based micro, small, and medium enterprises (MSMEs) play an important role in supporting economic activities in Medan City, but they continue to face limitations in capital, human resources, and market reach. This study aims to describe digital marketing practices and analyze the effect of digital marketing on the marketing performance of home-based MSMEs in Medan City. This study employed a quantitative approach with an explanatory research design. Primary data were collected through a five-point Likert-scale questionnaire from 150 home-based MSME owners selected using purposive and accidental/convenience sampling. Data were analyzed using validity, reliability, classical assumption, simple linear regression, t-test, and coefficient of determination analyses. The results showed that all research instruments were valid and reliable, while the regression model met the normality assumption and showed no heteroscedasticity. Digital marketing had a positive and significant effect on marketing performance, with a regression coefficient of 0.467 and a significance value of 0.000. The coefficient of determination (R^2) of 0.285 indicates that digital marketing explains 28.5% of the variation in marketing performance, while the remaining 71.5% is explained by other factors outside the model. These findings indicate that digital marketing can support the improvement of marketing performance among home-based MSMEs in Medan City.

Keywords: *Digital marketing; Home-based MSMEs; Marketing performance; Medan City.*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting economic activity and providing employment opportunities. In Medan City, the development of home-based MSMEs is increasingly influenced by changes in consumer behavior and the use of digital technology. Consumers can now obtain information about products, communicate with sellers, and make purchasing decisions through digital platforms. This condition encourages MSME owners to adapt their marketing activities to digital media. However, the use of digital marketing among MSMEs is not necessarily equal, both in terms of intensity and the ability to use different digital platforms. This creates an important issue regarding whether the use of digital marketing is actually related to better marketing performance. Digital marketing provides MSMEs with opportunities to promote products, communicate with consumers, build relationships, and reach a wider market without relying only on conventional marketing methods. Social media and digital communication platforms can also help business owners interact directly with customers and respond to changes in consumer preferences. However, the implementation of digital marketing requires consistency and the ability to use digital platforms effectively. Therefore, the use of digital marketing needs to be examined not only from the perspective of its adoption but also from its relationship with measurable marketing performance.

Previous studies have generally found a positive relationship between digital marketing activities and MSME marketing performance. However, differences in business characteristics, research locations, digital platforms, and measurement indicators indicate that further research is still relevant, particularly for home-based MSMEs in Medan City. The present study addresses this gap by examining the effect of digital marketing on the marketing performance of home-based MSMEs in Medan City. The study focuses on digital marketing as the independent variable and

marketing performance as the dependent variable, measured using several indicators related to digital marketing practices, sales growth, customer development, and market reach. Based on this background, this study aims to analyze whether digital marketing has a significant effect on the marketing performance of home-based MSMEs in Medan City. The results are expected to provide empirical information regarding the role of digital marketing in supporting MSME marketing performance and to provide practical consideration for MSME owners in developing their digital marketing activities.

LITERATURE REVIEW

Digital Marketing

Digital marketing refers to marketing activities that use digital technology and online platforms to communicate with consumers, promote products, and reach a broader market. For MSMEs, digital marketing provides opportunities to introduce products, interact directly with customers, and conduct promotional activities with relatively flexible resources. Social media, digital communication platforms, and other online channels can be used to build relationships with consumers and support business promotion.

In the context of home-based MSMEs, digital marketing is particularly relevant because business owners generally operate with limited resources and market coverage. The use of digital platforms can help them communicate product information more efficiently and reach consumers beyond their immediate surroundings. However, the effectiveness of digital marketing does not depend only on whether a business uses digital platforms. The consistency of use, communication with consumers, online promotion, and the ability to utilize more than one digital channel are also important aspects of digital marketing.

Marketing Performance

Marketing performance describes the achievement of marketing activities in supporting business development. In MSMEs, marketing performance can be reflected through indicators such as sales growth, customer growth or retention, and the ability to expand market reach. These indicators show whether marketing activities contribute to the development of the business and its relationship with consumers.

For home-based MSMEs, marketing performance is important because business sustainability is closely related to the ability to maintain customers, increase sales, and reach new markets. Digital marketing can potentially support these outcomes by making product information easier to distribute and enabling more direct communication between business owners and consumers. Therefore, examining the relationship between digital marketing and marketing performance is relevant to understanding how digital activities are associated with the development of MSMEs.

Previous Studies and Research Gap

Previous studies discussed in this research generally indicate that digital marketing has a positive relationship with MSME marketing performance. Digital platforms provide opportunities for businesses to promote their products, communicate with consumers, and expand market coverage. These findings support the argument that digital marketing can become an important part of MSME marketing activities.

However, previous research has differences in terms of research objects, geographical locations, business characteristics, and indicators used to measure digital marketing and marketing performance. Some studies examine MSMEs generally, while the present study specifically focuses on home-based MSMEs in Medan City. This distinction is important because the characteristics and resources of home-based businesses may differ from those of larger or more established MSMEs.

The existing literature therefore provides a basis for expecting a relationship between digital marketing and marketing performance, but empirical evidence from home-based MSMEs in Medan City remains limited in the context of this study. This research addresses the gap by examining the effect of digital marketing on marketing performance using quantitative data from 150 home-based MSME respondents in Medan City. Digital marketing is positioned as the independent variable, while marketing performance is positioned as the dependent variable.

Conceptual Framework and Hypothesis

Based on the theoretical discussion and previous studies, digital marketing is expected to contribute to better marketing performance. The use of digital platforms can facilitate promotion, consumer communication, and market expansion, which are related to sales growth, customer development, and market reach. Therefore, this study proposes the following hypothesis:

H₁: Digital marketing has a positive and significant effect on the marketing performance of home-based MSMEs in Medan City.

METHOD

This study employed a quantitative approach with an explanatory research design to examine the effect of digital marketing on the marketing performance of home-based Micro, Small, and Medium Enterprises (MSMEs) in Medan City. The explanatory design was used to explain the causal relationship between the independent variable, Digital Marketing (X), and the dependent variable, Marketing Performance (Y), through hypothesis testing based on numerical data obtained from respondents.

The research was conducted in Medan City, North Sumatra, Indonesia. The population consisted of home-based MSME owners or managers who met the predetermined criteria. The criteria included: (1) being an owner or manager of an MSME; (2) operating the business from home; (3) operating within Medan City; (4) having their own products; (5) having operated the business for at least one year; and (6) using at least one digital medium for marketing activities. The businesses included home-based culinary businesses, bakery and cake businesses, frozen food, handicrafts, home-based fashion, and other handmade products.

Because a specific sampling frame for home-based MSMEs in Medan City was not available, this study applied a non-probability sampling technique. Purposive sampling was combined with accidental/convenience sampling. Respondents were selected based on their conformity with the predetermined population criteria and their accessibility to the researcher during the data collection process. The sample consisted of 150 respondents. The sample size was considered adequate for regression analysis based on the guideline of 5–10 times the number of instrument items. With 22 core questionnaire items, the recommended sample size ranged from 110 to 220 respondents. The sample size also complied with the general guideline proposed by Roscoe regarding an appropriate sample size for social research.

Primary data were collected using a structured questionnaire distributed directly and through Google Forms to eligible home-based MSME owners or managers in Medan City. Secondary data were obtained from relevant official sources, including Statistics Indonesia (BPS), the Medan City Office of Cooperatives, SMEs, Industry and Trade, the Ministry of Cooperatives and SMEs of the Republic of Indonesia, and relevant scientific publications.

The research instrument was a closed-ended questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire consisted of respondent characteristics and 22 core statements, comprising 12 items measuring Digital Marketing and 10 items measuring Marketing Performance. The Digital Marketing variable was developed from the frameworks of Chaffey and Ellis-Chadwick and Kotler and Keller, while the Marketing Performance variable was based on Ferdinand's framework.

Digital Marketing (X) was measured through four dimensions consisting of social media utilization, digital communication with consumers, online promotion, and multi-channel digital utilization. These dimensions were represented by 12 indicators. Marketing Performance (Y) was measured through three dimensions: sales growth, customer growth and retention, and market share and market reach, represented by 10 indicators.

Data analysis was conducted in several stages. First, respondent characteristics were analyzed using frequency and percentage distributions. Second, descriptive statistics, including mean and standard deviation, were used to describe the research variables. Third, instrument validity was tested using corrected item-total correlation, with an item considered valid when the calculated correlation exceeded the critical value at a 5% significance level. Fourth, reliability was assessed using Cronbach's Alpha, with a coefficient greater than 0.60 considered reliable.

Before testing the hypothesis, classical assumption tests were conducted. The normality of the regression residuals was examined using the Kolmogorov-Smirnov test, while heteroscedasticity was examined using the Glejser test. The regression model was considered to satisfy the normality assumption when the significance value was greater than 0.05. Similarly, the model was considered free from heteroscedasticity when the significance value of the Glejser test exceeded 0.05.

The effect of Digital Marketing on Marketing Performance was analyzed using simple linear regression. The regression model was formulated as follows:

$$[Y = a + bX + e]$$

where Y represents Marketing Performance, X represents Digital Marketing, *a* represents the constant, *b* represents the regression coefficient, and *e* represents the error term. The significance of the regression coefficient was tested using the *t*-test at a 5% significance level. The coefficient of determination (*R*²) was subsequently used to determine the proportion of variation in Marketing Performance that could be explained by Digital Marketing.

RESULTS AND DISCUSSION

This section presents the results of the analysis regarding the influence of digital marketing on the marketing performance of home-based MSMEs in Medan City. The analysis involved 150 respondents who met the predetermined criteria. The results include respondent characteristics, descriptive statistics, validity and reliability tests, classical assumption tests, simple linear regression analysis, t-test, coefficient of determination, and discussion of the research findings. The discussion interprets the statistical results and relates them to the role of digital marketing in improving the marketing performance of home-based MSMEs.

Respondent Characteristics

The study involved 150 home-based MSME owners or managers in Medan City. The respondents were selected based on the criteria that they owned or managed a home-based business, operated in Medan City, marketed their own products, had operated the business for at least one year, and had used at least one digital marketing medium. The use of these criteria ensured that the respondents had direct experience with digital marketing activities and were able to provide information regarding their marketing performance.

The characteristics of respondents also indicate that digital media have become an important part of marketing activities among home-based MSMEs. WhatsApp was the most frequently used digital platform among respondents. This indicates that communication-based digital platforms remain important for maintaining interaction with consumers and supporting promotional activities.

Descriptive Analysis of Digital Marketing and Marketing Performance

Descriptive analysis was conducted to determine the general condition of digital marketing and marketing performance among the respondents. Digital marketing was measured through four dimensions: social media utilization, digital communication with consumers, online promotion, and multi-channel digital utilization. Marketing performance was measured through three dimensions: sales growth, customer growth and retention, and market share or market reach. Each indicator was measured using a five-point Likert scale.

The descriptive results show that the mean score of digital marketing was **3.61**, indicating that respondents generally had implemented digital marketing activities at a moderate-to-good level. Meanwhile, the mean score of marketing performance was **4.01**, indicating that respondents perceived their marketing performance relatively positively. These results provide an initial indication that digital marketing activities are relevant to the marketing activities of home-based MSMEs in Medan City.

The relatively high marketing performance score can be interpreted in relation to the characteristics of home-based MSMEs, which generally require accessible and cost-efficient marketing channels. Digital platforms enable business owners to communicate with consumers, promote products, and reach potential customers without relying entirely on conventional marketing activities. However, the descriptive results alone do not establish a causal relationship; therefore, further statistical analysis was conducted.

Validity and Reliability Test

The validity test was conducted on 22 questionnaire items consisting of 12 items measuring digital marketing and 10 items measuring marketing performance. The results show that all questionnaire items were declared valid because the corrected item-total correlation values exceeded the applicable criterion, with an r-table value of **0.160**. Thus, all indicators were considered capable of measuring the variables examined in the study.

The reliability test also produced satisfactory results. The Cronbach's Alpha coefficient for the digital marketing variable was **0.909**, while the coefficient for marketing performance was **0.885**. Both values exceeded the minimum reliability criterion of 0.60 used in the study. Therefore, the questionnaire demonstrated adequate internal consistency and could be used for further analysis.

Classical Assumption Tests

Before conducting regression analysis, classical assumption tests were performed to assess whether the data met the requirements for regression analysis. The normality test produced a significance value of **0.950**, which is greater than 0.05. This indicates that the regression residuals were normally distributed. The heteroscedasticity test using the Glejser approach produced a significance value of **0.157**, which is also greater than 0.05. Therefore, the analysis did not indicate heteroscedasticity in the regression model.

These results indicate that the regression model satisfied the tested classical assumptions and could subsequently be used to examine the relationship between digital marketing and marketing performance.

Simple Linear Regression Analysis

Simple linear regression analysis was conducted to determine the effect of digital marketing on marketing performance. The resulting regression equation was:

$$Y = 2.326 + 0.467X + e \quad (1)$$

where **Y** represents marketing performance, **X** represents digital marketing, and **e** represents the error term. The positive regression coefficient of **0.467** indicates that an increase in digital marketing is associated with an increase in marketing performance. Specifically, each one-unit increase in the digital marketing variable is associated with an estimated **0.467-unit increase in marketing performance**, assuming other factors represented by the error term remain unaccounted for.

The positive direction of the coefficient is consistent with the descriptive findings. Respondents who utilize digital marketing can use digital channels to communicate with consumers, promote products, and expand their market reach. For home-based MSMEs, these activities can support marketing processes that might otherwise be limited by geographical and resource constraints.

Hypothesis Testing

The t-test was used to determine whether digital marketing had a statistically significant effect on marketing performance. The analysis produced a **t-value of 7.687** with a significance value of **0.000**. Since the significance value was below 0.05, the relationship between digital marketing and marketing performance was statistically significant in the sample studied.

The finding indicates that digital marketing was not merely associated with marketing performance descriptively but also demonstrated a statistically significant relationship in the regression model. In practical terms, the use of digital media for promotion, communication, and reaching consumers appears to be an important component of the marketing activities of home-based MSMEs in Medan City.

The finding can be understood from the nature of digital marketing itself. Digital channels provide MSME owners with opportunities to present products, communicate directly with consumers, distribute promotional information, and reach consumers beyond their immediate physical environment. For home-based businesses, whose operations are centered in residential locations, such accessibility can support broader market exposure.

Coefficient of Determination

The coefficient of determination (**R²**) was **0.285**, while the adjusted **R²** was **0.281**. This means that digital marketing explained approximately **28.5%** of the variation in marketing performance in the observed sample. The remaining **71.5%** was associated with other factors that were not included in the regression model.

The **R²** result is important because it shows that although digital marketing has a statistically significant relationship with marketing performance, it does not account for all variations in marketing performance. Other factors may contribute to the performance of home-based MSMEs, but those factors were not examined in the present model. Therefore, the finding should be interpreted specifically within the scope of the variables and respondents included in this research.

Discussion

The results demonstrate that digital marketing has a positive and statistically significant effect on the marketing performance of home-based MSMEs in Medan City. The regression coefficient of 0.467 and significance value of 0.000 indicate that digital marketing contributes positively to marketing performance within the research model. This finding supports the view that digital channels can function as important marketing instruments for MSMEs by facilitating communication, promotion, and market reach.

The finding is particularly relevant to home-based MSMEs because business activities are conducted from residential locations. Digital marketing can reduce dependence on physical customer visits by providing alternative channels through which businesses can introduce products and maintain consumer communication. The dominance of WhatsApp among the respondents further illustrates the importance of direct digital communication in the marketing activities of these businesses.

The results also indicate that digital marketing should not be understood only as the use of social media. In this study, the digital marketing variable covers social media utilization, digital communication, online promotion, and multi-channel digital utilization. Therefore, the significant regression result reflects the combined role of these digital marketing activities rather than the use of a single platform. At the same time, the **R²** value of 0.285 shows

that digital marketing explains only 28.5% of the variation in marketing performance. This finding indicates that marketing performance among home-based MSMEs is multidimensional and cannot be explained by digital marketing alone. Factors outside the model may also contribute to differences in sales growth, customer growth and retention, and market reach. Consequently, the significant effect of digital marketing should be interpreted as one component of MSME marketing performance rather than as its sole determinant.

Overall, the statistical findings provide empirical evidence that digital marketing is significantly related to the marketing performance of home-based MSMEs in Medan City. The results suggest that the utilization of digital communication, online promotion, social media, and multiple digital channels can support marketing activities. However, because a substantial proportion of the variation in marketing performance remains unexplained by the model, further research can examine other factors that may contribute to the marketing performance of home-based MSMEs.

CONCLUSION

The results of this study conclude that digital marketing has a positive and statistically significant effect on the marketing performance of home-based MSMEs in Medan City. The regression analysis produced a positive coefficient of **0.467**, with a significance value of **0.000**, indicating that increased utilization of digital marketing is associated with improved marketing performance. The finding is consistent with the objective of the study, which was to examine the influence of digital marketing on the marketing performance of home-based MSMEs in Medan City.

The coefficient of determination (R^2) of **0.285** indicates that digital marketing explains **28.5%** of the variation in marketing performance, while the remaining **71.5%** is associated with other factors outside the research model. Therefore, although digital marketing represents an important component of marketing activities, marketing performance cannot be explained by digital marketing alone.

Based on these findings, home-based MSMEs can continue to develop the use of digital marketing through social media, digital communication, online promotion, and the utilization of multiple digital channels. Future research can expand the research model by examining other factors that may contribute to marketing performance and by involving broader samples or different MSME sectors and locations. Such development can provide a more comprehensive understanding of the factors supporting sustainable marketing performance among MSMEs.

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