

DOI: <https://doi.org/10.38035/dijefa.v5i1>

Received: 27 January 2024, Revised: 22 February 2024, Publish: 15 March 2024

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The Effectiveness of Digital Marketing Before and After the Covid-19 Pandemic in MSMEs in the Convection Sector

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Abstract: This study examines the level of effectiveness of digital marketing before and after the Covid-19 pandemic, and to see whether there are changes or not. Using a comparative research methodology, where one variable but uses a large sample or measured at several different times, and the variables analyzed are independent variables. Using snowball sampling and purposive sampling, 100 respondents were selected from among those who received the survey via Google Form. The average pre-pandemic result of 29.65 < 33.34 after the pandemic indicates that there is a difference in the average digital marketing efficacy before and after COVID-19, according to the findings of the study. The results of Sig 0.000 < 0.05 also show a relationship between the level of effectiveness of digital marketing before and after covid-19. In addition, the result of Sig (2-tailed) 0.000 < 0.05 indicates that digital marketing has become more effective after the covid-19 pandemic compared to before the covid-19 pandemic. During the covid-19 pandemic, the level of effectiveness of using digital marketing increased compared to before the pandemic, in line with the results of interviews with business owners engaged in the convection sector, where during the pandemic the level of visits to the content served increased, in addition the level of interaction between potential consumers also increased. during the pandemic.

Keyword: Digital Marketing; Covid-19 Pandemic; MSMEs

INTRODUCTION

According to information from the West Java Cooperatives and Small Business Service, in 2021 there will be 123,010 business actors and 253,908 business actors in Tasikmalaya City and Regency. The convection industry is one of the MSMEs and is significant for Tasikmalaya Regency and City. MSME convection industrial centers were chosen because they are considered very successful in improving people's standard of living so that this business supports family life.

MSMEs, especially those operating in the creative sector, have begun to take advantage of the current digital era, and this is a new period full of obstacles. Every micro, small and medium-sized business in today's world must have access to high-quality resources to understand and master technology, especially in this case where information technology is very

important for the process of promoting and selling goods (Laksana & Dharmayanti, 2018). In fact, industrial agility is the key to all current operational procedures in this era of technological disruption, when company size is no longer a guarantee for companies to effectively navigate this era of change (Low et al., 2020). It is believed that continued advances in digital technology can accelerate development in many developing countries. These MSME players have access to capital and new markets as well as more potential business opportunities because of the connectivity created by digital technology. (Kurniawan, 2017)

One of the marketing channels that business people need to promote various activities is digital marketing. They are progressively starting to shift to modern marketing, especially digital marketing. Digital marketing enables real-time, on-demand communications and transactions that may be local, international, or both. With a very large and growing user base of chat-based social media, MSMEs have the opportunity to expand the market under the control of smartphones. (López García et al., 2019)

However, the problems that MSMEs have to face have become much more difficult with the Covid-19 pandemic which has almost wiped out the entire global economy. The pandemic has impacted almost all marketing technologies in use, especially those that require direct communication in one location. Before the Covid-19 outbreak, MSMEs that used digital marketing as a marketing strategy had to be researched to see whether their level of effectiveness had changed. The main questions that can be drawn from the above background and problems related to the efficacy of digital marketing are as follows: The effectiveness of digital marketing both before and after the Covid-19 pandemic. (Hassim, 2016)

Digital marketing is a marketing concept in presenting products or services that use digital-based technology, in this case especially internet-related media (Yamin, 2017). Digital marketing can support a business in terms of promoting its products or services. In this case, digital marketing will be able to target a wider market that was not previously targeted (Prabowo, 2018). The introduction of products using digital is not the same as traditional markets because you will see which strategies are promising (Siswanto, 2013). The use of the internet is the media most often used in digital marketing. Digital marketing actually uses all the media in it, both in the communication process, use, implementation, and evaluation and marketing planning with the aim of making consumers satisfied to help business targets. Users of this media will see the intensity and time period, what kind of content they feel is good or not.

Digital marketing is said to have a significant contribution to increasing competitiveness which will ultimately lead to better marketing performance.

There are four digital marketing indicators. The four digital marketing indicators are independent variables that will influence the level of success or failure of the business as dependent variables (Yoo et al., 2018).

The four indicators are known as follows:

- a. *Interactive*, namely the interactions that occur between business actors and buyers in terms of providing and obtaining information.
- b. *Incentive Program*, namely activities or events used to attract potential consumers and are included in promotions. This program also targets a good impression of the business in the eyes of potential consumers.
- c. *Site Design*, namely a display that is made as attractive as possible on digital media which is expected to give a positive impression to the business.

Cost, namely methods or techniques for promoting business products in order to obtain cost efficiency and transaction duration.

METHOD

This research is included in the comparative research category. While more than one sample is used or measurements are carried out in various periods, the variables compared are independent variables (Sugiyono, 2019). The aim of the research is to find out whether there has been a change in the effectiveness of digital marketing before and after the Covid-19 pandemic.

Carried out in several sub-districts in Tasikmalaya Regency and City, specifically in Cibereum, Cipedes, Cisayong, Indihiang, Kawalu, Mangkubumi, Mangunreja, Manonjaya and Singaparna sub-districts. The object of this research is MSME actors in the convection sector.

MSMEs operating in the convection sector in Tasikmalaya Regency and City constitute the research population. The research sample was 100 people, using snowball and purposive sampling methods. Research respondents were selected from a list of business owners. In addition, purposive sampling was used to select relevant respondents. With the criteria that employees who have worked in MSMEs for at least three years are the research sample. This research seeks to find out whether there are variations in the effectiveness of digital marketing utilized by MSMEs operating in the convection sector in Tasikmalaya Regency and City before and after the Covid-19 pandemic.

RESULTS AND DISCUSSION

Validity test

The validity of the questionnaire was evaluated using a validity test. In this study, the number of participants was 100 people, so the df number (degrees of freedom) was 100 with a significance level of 5%. Furthermore, it is known that the r table is 0.195.

The results of the validity test are:

Table 1. Validity Test Calculations Correlations

		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	Skor_T otal
X.1	Pearson Correlation	1	.167	.160	.292**	.512**	.460**	.163	.066	.775**
	Sig. (2-tailed)		.097	.112	.003	.000	.000	.104	.516	.000
	N	100	100	100	100	100	100	100	100	100
X.2	Pearson Correlation	.167	1	.538**	.081	.168	.203*	.549**	.530**	.503**
	Sig. (2-tailed)	.097		.000	.426	.095	.043	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X.3	Pearson Correlation	.160	.538**	1	.092	.252*	.268**	.112	.000	.401**
	Sig. (2-tailed)	.112	.000		.362	.011	.007	.268	1.000	.000
	N	100	100	100	100	100	100	100	100	100
X.4	Pearson Correlation	.292**	.081	.092	1	.344**	.215*	.367**	.185	.502**
	Sig. (2-tailed)	.003	.426	.362		.000	.032	.000	.065	.000
	N	100	100	100	100	100	100	100	100	100
X.5	Pearson Correlation	.512**	.168	.252*	.344**	1	.577**	.185	.219*	.766**
	Sig. (2-tailed)	.000	.095	.011	.000		.000	.066	.028	.000
	N	100	100	100	100	100	100	100	100	100
X.6	Pearson Correlation	.460**	.203*	.268**	.215*	.577**	1	.072	.151	.718**
	Sig. (2-tailed)	.000	.043	.007	.032	.000		.474	.135	.000
	N	100	100	100	100	100	100	100	100	100

X.7	Pearson Correlation	.163	.549**	.112	.367**	.185	.072	1	.535**	.468**
	Sig. (2-tailed)	.104	.000	.268	.000	.066	.474		.000	.000
	N	100	100	100	100	100	100	100	100	100
X.8	Pearson Correlation	.066	.530**	.000	.185	.219*	.151	.535**	1	.421**
	Sig. (2-tailed)	.516	.000	1.000	.065	.028	.135	.000		.000
	N	100	100	100	100	100	100	100	100	100
Skor_Total	Pearson Correlation	.775**	.503**	.401**	.502**	.766**	.718**	.468**	.421**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Data processing results (SPSS)

Table 2. Validity Test Results

Indikator	No Item	r hitung	r tabel	Keterangan
interactive	1	0,775	0,195	Valid
	2	0,503	0,195	Valid
Incentive Program	3	0,401	0,195	Valid
	4	0,502	0,195	Valid
Site Design	5	0,766	0,195	Valid
	6	0,718	0,195	Valid
Cost	7	0,468	0,195	Valid
	8	0,421	0,195	Valid

Source: Data processing results (SPSS)

Effectiveness was measured using Pearson bivariate correlation with the help of SPSS 25. An item is called valid if $r_{count} > r_{table}$ with sig. 5%, while the variable is said to be invalid if $r_{count} < r_{table}$. All statement items number 1 to 8 were declared valid based on the data results above, meaning that all statements were declared to have passed the test so they were suitable for use in research.

Reliability Test

Cronbach's Alpha Test, a technique for evaluating the suitability of consistency between the scales of this research, in testing reliability. If the research instrument gets a reliability value of 0.60 or greater using the SPSS 25.0 for Windows application, then the instrument is considered reliable.

The calculation results are displayed below:

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.699	8

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.1	26.72	2.911	.496	.688
X.2	25.68	4.866	.397	.678
X.3	25.69	5.085	.309	.692
X.4	25.71	4.794	.380	.677
X.5	26.02	3.737	.628	.607
X.6	26.38	3.753	.541	.630
X.7	25.70	4.919	.360	.683
X.8	25.65	4.957	.300	.690

Source: Data processing results (SPSS)

Table 3. Reliability Test Results

Indikator	No Item	Cronbach's Alpha if Item Deleted	Minimum	Keterangan
Interactive	1	0,688	0,60	Reliabel
	2	0,678	0,60	Reliabel
Incentive Program	3	0,692	0,60	Reliabel
	4	0,677	0,60	Reliabel
Site Design	5	0,607	0,60	Reliabel
	6	0,630	0,60	Reliabel
Cost	7	0,683	0,60	Reliabel
	8	0,690	0,60	Reliabel

Source: Data processing results (SPSS)

As seen in the table above, Cronbach's Alpha is 0.699 > 0.60. This means that all research questionnaire items are reliable.

Normality test

This test is used to obtain information whether the data used is normally distributed or not. With the help of the Kolmogorov-Smirnov one-sample test, the data were checked for normality. According to the criteria, if the data is sig (> 0.05) then the data is normally distributed, and if the data is significant (< 0.05) then the data is not normally distributed.

Normality test results:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.07903610
Most Extreme Differences	Absolute	.050
	Positive	.040
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data processing results (SPSS)

Table 4. Normality Test Results

No Item	Asymp. Sig (2-tailed)	Tingkat Signifikansi	Keterangan
1	0,200	0,05	Normal

The Asymp value is significant, according to Table 3 which describes the Asymp value. sig (2-tailed). Because the sig value > 0.05 means it is normally distributed.

Paired Sample t-test

The next stage is testing the hypothesis after a test model that fits the input data has been obtained. To answer how the questions for this research were formulated, hypothesis testing was carried out. Due to the normally distributed nature of the data, the paired sample t-test was used as a hypothesis test. To find out whether there were variations in digital marketing before and after the Covid-19 pandemic, a paired sample t-test was carried out. If the nilsi is significant (<0.05) then the hypothesis is accepted. However, the hypothesis will be rejected if the significance value is (> 0.05).

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Sebelum	29.65	100	2.341	.234
	Sesudah	33.34	100	2.519	.252

Source: Data processing results (SPSS)

The average result before the pandemic was 29.65 < 33.34 after the pandemic, in accordance with the data processing findings above, illustrating that there is a difference in the average effectiveness of digital marketing before and after the Covid-19 pandemic.

		Paired Samples Correlations		
		N	Correlation	Sig.
Pair 1	Sebelum & Sesudah	100	.565	.000

Source: Data processing results (SPSS)

Based on the output above, a significant result of 0.000 < 0.05 was obtained, where there is a relationship between the level of digital marketing effectiveness before and after the Covid-19 pandemic.

		Paired Samples Test							
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Sebelum - Sesudah	-3.690	2.273	.227	-4.141	-3.239	-16.236	99	.000

Source: Data processing results (SPSS)

Based on the output above, the results obtained are sig 0.000 < 0.05, so there is an average difference between the effectiveness of digital marketing before and after Covid-19, where there is an increase in the effectiveness of digital marketing after Covid-19 compared to before Covid-19.

CONCLUSION

The results obtained were an average before the pandemic of 29.65 < 33.34 after the pandemic, indicating that there was a difference in the average effectiveness of digital marketing before and after the Covid-19 pandemic. The result of Sig 0.000 < 0.05 shows that there is a relationship between digital marketing before and after the Covid-19 pandemic. According to the results of Sig (2-tailed) 0.000 < 0.05, digital marketing is more effective after the Covid-19 pandemic than before.

During the Covid-19 pandemic, the level of effectiveness of using digital marketing increased compared to before the pandemic, this is in line with the results of interviews with business owners operating in the convection sector, where during the pandemic the level of visits to the content presented increased, in addition to the level of prospective interaction consumers also increased during the pandemic, although transactions with potential consumers did not always occur, this was due to the pandemic where the level of intensity of potential consumers who had more free time during the pandemic was due to government policies, one of which was Work From Home and doing activities from home, However, transactionally and the level of product sales has decreased because many people have been affected by the Covid-19 pandemic, whether it is a reduction in salaries, changes in the pattern of community needs, layoffs, etc.

Digital marketing is very beneficial for MSMEs, especially those operating in the convection sector. This is due to the wide user base and wide application of digital media. According to research findings, digital markets have been more successful during the Covid-19 pandemic than before, and it is hoped that MSME players can adopt one of these marketing strategies in the future. It is hoped that this will serve as a guide for other research to further examine how MSMEs use digital marketing. This will help MSMEs in particular to expand their market.

The government is expected to teach and support MSMEs in using digital marketing because in this modern era, marketing technology through digital media is very important and provides opportunities for MSMEs to market their products. Hopefully it can boost the income of these MSMEs in the future.

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