

**DIJEFA:**
Dinasti International Journal of
Economics, Finance & Accounting
<https://dinastipub.org/DIJEFA> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

E-ISSN: 2721-303X
P-ISSN: 2721-3021

DOI: <https://doi.org/10.38035/dijefa.v5i6>
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Analysis of Digital Marketing, Brand Image and Green Business on Business Sustainability in Retail MSMEs

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Abstract: This research aims to find out whether digital marketing has an effect on business sustainability, to see the influence of brand image on business sustainability and to see the influence of green business on the sustainability of retail MSME businesses. The population in this research is retail MSME entrepreneurs in Cikeas Udik, Bogor Regency in 2024 after Covid-19. Samples were taken of 30 MSME entrepreneurs using the Slovin formula. The data collection technique was carried out by distributing questionnaires. The analysis techniques used in this research are partial test (t test), simultaneous significance test (F test), multiple linear regression and coefficient of determination. The research results state that digital marketing has a positive influence on business sustainability, brand image has a positive influence on business sustainability, while green business has a negative influence on business sustainability. This research looks at digital marketing through social media, increasing brand image which can create consumer loyalty, as well as increasing knowledge related to green marketing for the sustainability of retail MSME businesses based on environmental sustainability.

Keyword: Digital Marketing; Green Business; Sustainability Business; Retail.

INTRODUCTION

In Indonesia, in the last five years, the contribution of the Micro, Small and Medium Enterprises (MSME) sector to GDP has increased from 57.84% to 60.34%. Labor absorption in this sector also increased, from 96.99% to 97.22%. Data from the Ministry of Cooperatives and MSMEs shows that the number of entrepreneurs in Indonesia has jumped sharply from 0.24 percent to 1.56 percent of the current population (Rainanto, 2019). When the Covid-19 pandemic occurred, MSMEs were affected by a quite drastic decline in turnover. The decline in turnover has made it difficult for MSMEs to continue their business. This causes entrepreneurs to experience significant losses. Therefore, the right strategy is needed to overcome the problems that occur, for example by developing an effective sales strategy. The outbreak of the Covid-19 pandemic and its social restrictions by the government have resulted

in limited space for sellers and buyers to meet, forcing the business world to transform from conventional to today's digital-based business.

Sustainability in business practices is how a company is run with minimal negative impacts, not excessive, and even aims to improve the quality of life of the surrounding environment (Prabawani, 2016: 4). According to (Parulian et al., 2023) business sustainability is generally only applied to large companies that are financially stable, but it is possible that it could be applied to MSMEs. According to (Permana & Cendana, 2019) the sustainability of MSME businesses relies on the quantity of existing purchase and sales transactions. Therefore, information technology's role through social media is very necessary for the sustainability of retail MSME businesses today.

Digital marketing can create promotions with easier access to consumers for wider business (Meiliya et al., 2022). Digital marketing also makes it easier for consumers to buy MSME products without having to go directly to the outlet, and can provide consumer comfort and convenience, so that it has a good influence on MSME owners. In research (Styawati et al., 2023), digital marketing provides wider access to information about products, facilitates transactions, more interesting content, facilitates social media promotion, and direct interaction with consumers which provides convenience and builds relationships with consumers. So now the impact of digital marketing can be felt as it has become part of society. Previously, not many people were interested in digital marketing, but now it is starting to be seen as an important medium in their business activities.

Brand image is the relationship that consumers have when they think of a particular brand (Riyanto, 2023). In addition, brand image can be seen as a practical quality of a product that influences buyers' self-reflection and consumer choices. According to (Wong & Sianggaran, 2022) brand image plays an important role in the level of consumer satisfaction, which explains that good brand image management can give a business an advantage in competing. According to (Rachmanu et al., 2024), social brand involvement is very important in the current digital era because interactions between brands and consumers occur conventionally and involve social media which is the center of public attention. According to (Sari et al., 2022), consumers will have their own beliefs about a particular brand of product, these beliefs can be in the form of advantages that a product has and can also be in the form of shortcomings that other products have. When buying a particular product, every consumer will first consider the brand image, then they will consider the quality of the product.

Green marketing is promoting goods that can be used as resources to protect nature (Sanique Nandika et al., 2023). Changes in products, production methods, packaging, and even advertising are part of the green marketing mix. According to (Permatasari & Bari, 2024), the implementation of the use of green marketing or better known as marketing more environmentally friendly products is starting to spread in Indonesia. According to (Nandaika & Respati, 2021) green marketing is one way to add value to products while preserving the environment. According to (Putri & Putri, 2022) by applying green marketing, MSME products are considered to care about the environment, so that consumers can trust these products.

Riset terdahulu menunjukkan perbedaan hasil yang cukup signifikan terkait digital marketing, brand image dan green marketing. Penelitian (P. P. Dewi & Sudhiksa, 2022) menyatakan digital marketing memiliki pengaruh positif serta signifikan terhadap sustainability pelaku usaha. Di dukung oleh penelitian (A. S. Dewi et al., 2024) menyatakan bahwa green marketing dan digital marketing mempunyai pengaruh signifikan secara parsial terhadap loyalitas pelanggan. Begitu pula penelitian (Indiani et al., 2022) menyatakan Brand Image, Trust dan Awareness memiliki pengaruh positif dan signifikansi secara parsial dan simultan terhadap keputusan pembelian. Didukung oleh penelitian (Santoso et al., 2023), menyatakan bahwa digital marketing dan brand image mempunyai pengaruh signifikan terhadap intensi pembelian. Penelitian (Kiftiah et al., 2022), menyimpulkan bahwa secara simultan green marketing dan brand image memiliki pengaruh signifikan terhadap keputusan

pembelian. Berbeda dengan penelitian yang dilakukan oleh (Styawati et al., 2023), menunjukkan hasil bahwa brand image tidak berpengaruh terhadap keputusan pembelian produk kosmetik. Senada dengan penelitian yang dilakukan oleh (Rahmawati et al., 2022), menyatakan hasil bahwa green marketing tidak memiliki pengaruh signifikan secara parsial terhadap pendapatan laba. Juga penelitian (Hasanudin, 2023) yang menyatakan digital marketing secara parsial tidak berpengaruh signifikan terhadap minat beli ulang konsumen UMKM Ritel. Didukung penelitian (Sari et al., 2022) menyatakan variabel green marketing tidak memiliki pengaruh yang positif terhadap keputusan pembelian konsumen. Begitu pula penelitian (Bahri, 2022), menyimpulkan bahwa green marketing dan green product melalui etika lingkungan bisnis tidak berpengaruh terhadap keunggulan bersaing.

This background is the urgency for the author to be interested in conducting research with the title "Analysis of digital marketing, brand image and green business on the sustainability of retail MSME businesses". Apart from that, to develop retail MSMEs in Bogor Regency based on a green economy, supporting economic development prioritizing the preservation of the earth by implementing business strategies carried out by Retail MSMEs, including the use of digital marketing, improving brand image and green marketing oriented towards the sustainability of MSME businesses. The aim of this research is to test how much influence digital marketing, brand image and green business have on the sustainability of retail MSME businesses in Bogor Regency.

METHOD

Data collection

This research uses a quantitative method with an associative approach, which is a type of research with the aim of systematically, factually and accurately describing the facts and characteristics of a particular object or population. The population of this research is 30 Retail MSME entrepreneurs in Cikeas Udik Village, Bogor Regency with predetermined criteria, namely MSMEs with capital of IDR 1 million to IDR 50 million, have used digital marketing, have at least 1 employee and MSMEs are domiciled in Cikeas Udik Bogor Regency. Research data was obtained from questionnaires distributed to respondents with a 1-5point Likert scale with categories including strongly disagree, disagree, don't know, agree and strongly agree.

Analysis Method

The analysis begins with outer testing, namely testing variable instruments and variable descriptions and continues with testing the feasibility of the model and ends with hypothesis testing. Variable description analysis: descriptive research also includes variable categorization (Debby Andrea & Heru Mulyanto, 2024). Data analysis techniques in order to solve problems or test research hypotheses include validity testing, reliability testing, multiple regression analysis and classical assumption testing. Equipped with partial hypothesis testing, t test and simultaneous f test.

Model Development

Digital marketing and business sustainability

Penggunaan e-commerce dalam marketplace sebagai sarana jual beli adalah suatu strategi bertahan dengan cara mengubah model jual beli dari konvensional menjadi berbasis digital. Daya jangkauan marketplace memiliki jauh lebih luas dibanding dengan model penjualan konvensional. Penelitian yang dilakukan oleh (P. P. Dewi & Sudhiksa, 2022) membuktikan adanya pengaruh positif dan signifikan variabel digital marketing terhadap sustainability business. Hal ini menyatakan bahwa semakin baik penerapan digital marketing maka akan meningkatkan sustainability business. Didukung oleh penelitian (Santoso, 2020) yang menyatakan bahwa penerapan digital marketing yang terintegrasi secara langsung dengan marketplace menjadikan kunci dalam memepertahankan sustainability business UMKM.

Berbeda dengan hasil penelitian (Lusianty & Rojuaniah, 2023) yang menyatakan digital marketing tidak memiliki pengaruh langsung terhadap sustainability business.

H1: Digital marketing influences business sustainability

Brand image and business sustainability

Research conducted (P. P. Dewi & Sudhiksa, 2022) shows that green innovation has a significant positive effect on business sustainability. Research (Sienatra & Evani, 2021) states that green products and green promotion have a significant influence on buying interest. Research conducted (Wahayu & Tobing, 2024) obtained the results that green marketing influences purchase decisions. Supported by research (Sollu & Hendratmoko, 2024) concluded from their research that there is a positive and significant influence between green marketing on purchasing decisions. So if green marketing is increased, consumer purchasing decisions will be higher, which in turn will improve business sustainability.

H2: Brand image influences business sustainability

Green Business and Sustainability Business

Research conducted (P. P. Dewi & Sudhiksa, 2022) shows that green innovation has a significant positive effect on business sustainability. Research (Sienatra & Evani, 2021) states that green products and green promotion have a significant influence on buying interest. Research conducted (Wahayu & Tobing, 2024) obtained the results that green marketing influences purchase decisions. Supported by research (Sollu & Hendratmoko, 2024) concluded from their research that there is a positive and significant influence between green marketing on purchasing decisions. So if green marketing is increased, consumer purchasing decisions will be higher, which in turn will improve business sustainability.

H3: Green business has an effect on business sustainability.

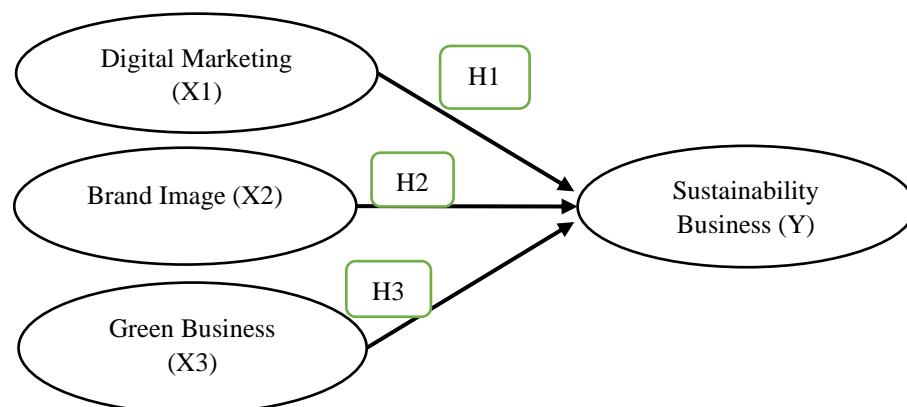


Figure 1. Conceptual Framework

Table 1. Operational Variables

Variables		Indicator	Scale
Digital Marketing (Styawati et al., 2023)	-	Ease of accessibility	1-5
	-	Ease of interactivity	
	-	Ease of finding entertainment	
	-	Information Speed	
	-	Establish trust	
Brand Image (Rachmanu et al., 2024)	-	Distinctive or unique brand	1-5
	-	The brand describes the benefits of using the product	

	<ul style="list-style-type: none"> - The brand describes the quality of the product - A brand that is easy to pronounce, recognize and remember - The brand must not have a bad meaning 	
Green Business (Sanique Nandika et al., 2023)	<ul style="list-style-type: none"> - Use of environmentally friendly materials - Waste reduction - Environmentally friendly distribution - Environmentally friendly promotions - Social responsibility 	1-5
Sustainability Business (Permana & Cendana, 2019)	<ul style="list-style-type: none"> - Product innovation - Financial literacy - Financial literacy - Regular competitor analysis - Ease of entering new business 	1-5

Source: 2024 Theory Summary

RESULTS AND DISCUSSION

Respondent

The respondents in the questionnaire distributed in this research were 30 retail MSME entrepreneurs. The 30 questionnaires distributed had complete data, so the data processed was 30 respondents. Next, the respondent profile will be described in the table shown below:

Table 1. Respondent Demographics

Demographics	Amount	Percentage
Gender		
Man	17	56.7
Woman	13	43.3
Age		
20 – 30 years	8	26.7
31 – 40 years	11	36.7
41 – 50 years	9	30
51 – 60 years	2	6.6
Income		
< 10 juta	9	30
10 – 20 juta	5	16.7
21 – 30 juta	7	23.3
31 – 40 juta	7	23.3
> 40 juta	2	6.7

Source: Processed Primary Data (2024)

Respondent data in Table 1 shows that in this research there were 30 respondents, consisting of subcategories, namely Men and Women. The number of male respondents was 17 people and 13 female respondents. There were 8 respondents aged 20-30 years, 11 people

aged 31-40 years, 9 people aged 41-50 years and 2 people aged 51-60 years. Over all it can be concluded that the majority of respondents were men with a percentage of 56.7% or 17 people. Most of the respondents were in the 31-40 years age group with the highest percentage being 36.7% or 11 people.

Analysis

Validity and reliability testing is the first stage carried out before conducting hypothesis testing (Rani & Desiyanti, 2024). The questionnaire can be concluded as valid if the validity test shows that the calculated r value is greater than the r table (Sugiono, 2019). The calculated r value can be seen in the Correlated Item-Total Correlation value in the SPSS 26 output. For degree of freedom (df) = $n-2$, namely $df = 30-2 = 28$, the r table value is 0.3610.

Table 3 shows the results of construct validity testing on the MSME business sustainability variable, from a total of 5 statement items, all of which were declared valid and had factor loadings ≥ 0.361 . Furthermore, the findings from construct validity testing for the brand image variable (X1) from a total of 5 statement items were all declared valid and had a factor loading value of ≥ 0.361 . Meanwhile, testing the construct validity of the brand image variable (X2), where the brand image variable of a total of 5 statement items was all declared valid and had a factor loading value of ≥ 0.361 . Meanwhile, in testing the construct validity for the green business variable (X3), the findings in testing the construct validity of the green business variable from a total of 5 statement items were all said to be valid and had a factor loading value of ≥ 0.361

Table 3. Validity and Reliability Test Results

Variables/Indicators	Loading factor	Crombah Alpha	Validity	Reliability
Digital Marketing		0,821		Reliabel
- Ease of accessibility	0,782		Ya	
- Ease of interactivity	0,768		Ya	
- Ease of finding entertainment	0,732		Ya	
- Information Speed	0,728		Ya	
- Establish trust	0,750		Ya	
Brand Image		0,769		Reliabel
- Distinctive or unique brand	0,733		Ya	
- The brand describes the benefits of using the product	0,615		Ya	
- The brand describes the quality of the product	0,755		Ya	
- A brand that is easy to pronounce, recognize and remember	0,620		Ya	
- The brand must not have a bad meaning	0,742		Ya	
Green Business		0,818		Reliabel
- Use of environmentally friendly materials	0,738		Ya	
- Waste reduction	0,820		Ya	
- Environmentally friendly promotion	0,745		Ya	
- Social responsibility	0,717		Ya	
Sustainability business		0,764		Reliabel
- Product innovation	0,741		Ya	
	0,647		Ya	

-	Financial literacy	0,646	Ya
-	Financial literacy	0,734	Ya
-	Regular competitor analysis	0,712	Ya
-	Ease of entering new business		

Source: Processing Results, 2024

After testing validity and reliability, the next stage is testing the hypothesis through multiple linear regression testing. In this research, the following findings from hypothesis testing were obtained:

Table 4. Multiple Linear Regression Test Results

Description	Regression Coefficients	Sig	Alfa	Results
Digital Marketing	0,687	0,000	0,05	H1 Accepted
Band Image	0,241	0,008	0,05	H2 Accepted
Green Business	-0,106	0,121	0,05	H3 Rejected
Constanta	8,232	0,000	0,05	
Prob > F		0,000		
Adj R-Squared		0,894		

Source: Primary data processed in 2024

Based on Table 4, it can be used to explain the answers to the hypotheses in this research, including:

Digital marketing variable with regression coefficient: 0.687 and significance value $P < |T| 0.000$ less than 0.05. It can be explained that the digital marketing variable has a positive influence and digital marketing influences the sustainability of MSME businesses. Thus, the first hypothesis is accepted. These results are in line with research (P. P. Dewi & Sudhiksa, 2022) proving that there is a positive and significant influence of digital marketing variables on business sustainability.

Then the brand image variable with a regression coefficient: 0.241 and a significance value of $P < |T| 0.008$ is smaller than 0.05. This means that it can be explained that brand image also has a positive influence on the sustainability of MSME businesses and brand image has an influence on the sustainability of MSME businesses, so the second hypothesis is accepted. This finding is in accordance with research conducted by (Eli Achmad Mahiri, 2020), (Lombok & Samadi, 2022) and (Sutrisno et al., 2023) which concluded that brand image has a positive and significant effect on purchasing decisions.

The green business variable has a coefficient: -0.106 and a significance value of $P > |T| 0.121$ is greater than 0.05. Thus, there is not enough evidence to state that green business has an effect on the sustainability of MSME businesses, so the third hypothesis is rejected. This is different from research (Sollu & Hendratmoko, 2024) which concluded that there is a positive and significant influence between green marketing on purchasing decisions.

DISCUSSION

The influence of digital marketing on retail MSME business sustainability

Digital marketing has an impact on the sustainability of retail MSME businesses. The better digital marketing will have an impact on increasing the sustainability of retail MSME businesses. The results of this research are in line with previous research conducted by (P. P. Dewi & Sudhiksa, 2022) proving that there is a positive and significant influence of digital marketing variables on business sustainability. This states that the better the implementation of digital marketing, the greater the sustainability of the business. Supported by research (Santoso, 2020) which states that implementing digital marketing that is directly integrated with the

marketplace is the key to maintaining the sustainability of MSME businesses. When entrepreneurs always increase digital marketing activities in their business activities, this will make the business sustainability of Retail MSMEs stronger. Digital marketing is able to influence business sustainability because the influence of good digital marketing can encourage MSME entrepreneurs to expand the marketing reach of their products and increase their sales turnover. The correct use of social media according to the characteristics and target market will make it easier for product information to reach targets so that sales can be carried out optimally, turnover will increase and ultimately will have an impact on increasing the sustainability of retail MSME businesses.

The influence of brand image on retail MSME business sustainability

Brand image has an influence on the sustainability of retail MSME businesses. These results refer to the analysis of respondents' answers which stated that brand image was successful in attracting consumers to increase sales which was considered effective and efficient in supporting business continuity. Considering the importance of the influence of brand image on business sustainability, the implication of this research is that entrepreneurs pay more attention to the importance of brand image on a product, as well as how a good brand image will make consumers loyal to the product. In line with previous research by (Eli Achmad Mahiri, 2020), (Lombok & Samadi, 2022) and (Sutrisno et al., 2023) concluded that brand image has a positive and significant effect on purchasing decisions. If the implementation of a good brand image with consumers continues to be established, it will certainly lead to consumer loyalty and love for the product which will have a positive impact on the business sustainability of Retail MSMEs.

The influence of green business on retail MSME business sustainability

Green business has no impact on the sustainability of retail MSME businesses. Green business has a negative effect on business sustainability due to limited knowledge or literacy in green marketing that can be used by MSME entrepreneurs. This shows that there is a condition of knowledge or literacy related to green business which should be improved even more to maximize business sustainability. The results of this research are in line with several studies (Sari et al., 2022), (Rahmawati et al., 2022), (Erwin et al., 2021) and (Pitaloka et al., 2024). previously stated that green marketing does not have a significant effect on purchasing decisions. Green business has a negative effect on business sustainability due to limited knowledge or literacy in green marketing that can be used by MSME entrepreneurs. This shows that there is a condition of knowledge or literacy related to green business which should be improved even more to maximize business sustainability

CONCLUSION

That digital marketing can influence the business sustainability of Retail MSMEs, meaning that promotions on social media or via internet media have an influence on the business sustainability of Retail MSMEs. The sustainability of Retail MSME businesses in Cikeas Udik, Bogor Regency is also influenced by the brand image built by Retail MSME entrepreneurs. In other words, by continuously building a brand image, it will generate consumer trust so that it will increase the sustainability of Retail MSME businesses. . Green business does not have a positive impact on the business sustainability of Retail MSMEs, this means that the use of green business does not encourage the sustainability of Retail MSME businesses in Cikeas Udik, Bogor Regency at this time.

In this research, we only use digital marketing, brand image and green business variables for the sustainability of retail MSME businesses in Cikeas Udik, Bogor Regency. In fact, there are other factors that can influence the sustainability of retail MSME businesses, for example green products, prices and service quality. The advice that the author can give is for

MSME entrepreneurs, namely improving digital marketing through social media and other digital programs, improving brand image which can create consumer loyalty, as well as increasing knowledge related to green marketing so that retail MSME business sustainability is based on environmental sustainability. continues to develop in the Republic of Indonesia. This research only had 30 respondents and was limited to retail MSME entrepreneurs in Cikeas Udik Village, Bogor Regency. As a suggestion for further research to increase the number of respondents and be able to use MSME businesses in other fields, for example handicraft MSMEs, services and other types of MSMEs in Indonesia.

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