

The Effect of Using Digital Payments and Digital Marketing on Business Success in Umkm After the Covid-19 Pandemic (Case Study on Umkm Convection in Surakarta City)

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ABSTRACT

Economic growth is a major issue that is a priority for the government to carry out economic development in the future. One form of government foundation in carrying out economic development is to increase entrepreneurship. The Covid-19 pandemic has an impact on changes in various aspects of activities in society, especially in the economic aspect. The impact of digitalization on the micro, small and medium enterprise (MSME) sector, especially on the use of digital payment technology, has begun to develop. The development of digital payments leads to services that can fulfill payment system users. The purpose of this study is to analyze the effect of using digital payments on success and to analyze the effect of using digital marketing on the success of convection MSMEs in Surakarta City after the Covid-19 pandemic. This type of research is quantitative. The population in the study was convection MSMEs in Surakarta City. The sampling technique used Convenience Sampling, namely every MSME that met the criteria and was encountered during data collection. Convenience Sampling is a way of determining the sample by looking for subjects on the basis of things that please or impress the researcher. The analysis technique in this study was assisted using the SPSS 25.0 application. Normality test with Kolmogrov-Smirnov statistical test, Validity Test using Pearson Corelation, reliability test using Croncah Alpha, Multicollinearity Test with VIF and *Tolerance* values, Heteroscedasticity Test using Spearman rho test. In addition, multiple linear regression analysis to measure the effect of independent variables, and hypothesis testing with the t test and F test to determine the significance of the influence of the independent variable on the dependent variable. The results of this study state that digital payment has no effect on the success of MSME businesses in Surakarta with a sig value. 0.973 and digital marketing has a positive and significant effect on the success of MSME businesses in Surakarta with a sig value. 0,009

Keywords: Digital Marketing, Digital Payment, Business Success, MSME

INTRODUCTION

Economic growth is a major issue that is a priority for the government to carry out economic development in the future. One form of the government's foundation in carrying out economic development is to increase entrepreneurship (Yuniati et al., 2021). The Covid-19 pandemic has an impact on changes in various aspects of activities in society, especially in the economic aspect. These changes occur because the government prevents the spread of the covid-19 virus, one of which is by means of large-scale social restrictions or PSBB (Pratiwi, 2022). (Pratiwi, 2022). This makes people who previously did things that were usually done freely after the PSBB these things cannot be done freely. Various aspects of life after covid-19 apply new habits or are often referred to as New Normal. New Normal changes people's habits that focus on technology and digitalization as an alternative to overcoming social restrictions.

During the pandemic, there has been a significant increase in digitization in society, especially in internet usage. The pandemic has been a catalyst for the accelerated adoption of digital technology. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2022 there was an increase in internet users in Indonesia during the pandemic, before the pandemic internet users in Indonesia were 175 million users. However, based on a survey conducted by APJII in 2022, internet users during 2021-2022 (Q1) reached 220 million users.

Based on the data of digitization users, one of the aspects of life affected is the economy. Taiminen & Karjaluo (2015) in (Nurpermana, 2022) stated that the rapid development of digitization in the economic sector is something that cannot be avoided in everyday life. Digitalization has become part of people's daily activities. It cannot be separated from the transaction activities carried out by the community, digitalization brings changes to the buying and selling interactions carried out in the market. (Rahayu & Syam, 2021).

This digitalization also has an impact on the micro, small and medium enterprise (MSME) sector. According to the Ministry of Cooperatives and Small and Medium Enterprises (Kemenko UKM), in August 2021, there were 15.3 million MSMEs that had entered the digital ecosystem or 23.9 percent of the total number of registered MSMEs in Indonesia. Digitalization of the economy provides various conveniences and benefits so that it can encourage new entrepreneurs to open an entrepreneurship (Nurpermana, 2022).

Kotler & Philip (2005) argue that there are several things that can affect sales volume, namely the existence of online applications connected to the internet where consumers and sellers can easily interact directly. In its development, the digitalization of the payment system has been massive in its development. Digital payment is a method of paying for a transaction using electronic media. This transaction method does not use paper money or checks so that it can make it easier for buyers or merchants to make transactions. (Dehghan & Haghghi, 2015).

The use of digital payment technology has begun to grow quite rapidly (Kemp, 2013). The development of digital payments leads to services that can fulfill the users of the payment system. (Phonthanakitithaworn et al., 2016).. Digital payments are also driven by the use of smartphones where consumers use their devices to make transactions (Slade et al., 2015). (Slade et al., 2015). Users are interested in using digital payments because it allows them to buy and pay for products on their mobile devices. Financial transactions through mobile devices offer features of familiarity, convenience, and flexibility when making payments (Bezhovski, 2016). (Bezhovski, 2016). The existence of digital-based technology applications related to the internet, big data, smart phones, the power of safe and convenient technology has motivated consumers to use them. In conclusion, there are several new business

opportunities open to new entrants in the digital finance sector and other accessories using information systems and information eco-systems. (Purba, et al., 2021).

Digital payments in the MSME sector provide various opportunities to grow and improve MSME businesses. Digital payments provide a wide choice of payment methods for customers as well as merchants (Kakkar et al., 2022). Electronic payments can be defined as the electronic value transfer of a payment from a payer to a recipient through an electronic payment mechanism. (Fatonah et al., 2018).

The use of digital marketing also affects the increase in sales in MSMEs. The advancement of digital marketing tools such as mobile digital applications for marketing provides many opportunities for small and medium enterprises. (Eze et al., 2020). Digital marketing is a technology that offers business opportunities to attract other people, especially potential buyers. (Ištvančić Marin et al., 2017). Digital payment is a way of payment made through digital mode. In digital payments, payers and payees use digital modes to send and receive money. (Sahayaselvi, 2017).

Digital marketing helps entrepreneurs both small and large to advertise their products on the internet and help their ads reach potential buyers. Digital marketing and social media provide opportunities for small businesses to attract new customers and reach existing customers more efficiently. (Taiminen & Karjaluoto, 2015)..

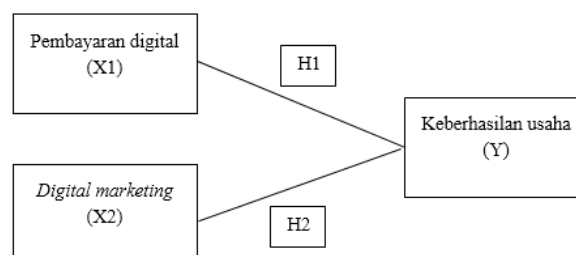
Digital marketing using social media networks provides MSMEs with new innovations and ways to interact with customers at a lower cost. The tight competition faced by MSMEs, both direct and indirect competition, many competitors sell similar products but at lower prices. In return, MSMEs offer various types of benefits to customers. (Khaerani Siti Nurul & Sudarmiatin, 2022).. Digital marketing focuses on customers and businesses, so at the same time it can help drive sales, increase efficiency, and reduce costs. (Melewar et al., 2017). Financial aspects such as increased sales can indicate whether a business is considered a success or failure based on the ability to earn the highest profit. (Andri et al., 2019).

This research is a modification of research from Titasari (2023). The difference between this research and that research is that the object in this study focuses on convection businesses in Surakarta. In addition, researchers changed the independent variable to digital payment while the dependent variable was business success. Based on the results of the description that has been explained, the researcher took the title The Effect of Using Digital Payment and Digital Marketing on Business Success in Umkm After the Covid-19 Pandemic (Case Study on Umkm Convection in Surakarta City).

Framework of Thought

Based on the description of the hypothesis development above, the proposed research picture is as follows:

Image 1. Framework



Hypothesis

The impact of digital payments on business success

Digital payment is a technology that provides effectiveness to the public regarding non-cash payments that are more practical, safe, and efficient with electronic media. (Maulida et al., 2022).

Retrieved from Reza (2019) there are 8 factors that influence the success of digital payment systems, namely *Connectivity, Performance, Efficiency, Promotion, Service, Security, Advantage* and *Comfort*. These eight factors are able to represent the successful use of e-payments by 70.72%.

Rahma et al., (2021) which states that digital payments can make it easier for customers to make payments in the midst of a pandemic because it minimizes physical contact, besides that the use of digital payments also makes it easier for sellers in transactions because sellers are no longer bothered with change so that it is easier to book transactions.

Digital payments are one of the successes of MSMEs. According to research conducted by Arsita (2021) states that the use of e-money has a positive and significant effect on increasing sales of micro, small and medium enterprises (MSMEs). Based on the description above, the following hypothesis is obtained:

H1: The use of digital payments affects the success of Convection MSMEs in Surakarta City after the Covid-19 pandemic.

The influence of digital marketing on business success

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Digital marketing plays an important role in business success by expanding market reach, enabling precise targeting, and offering more efficient marketing costs. Through digital marketing, businesses can interact directly with customers, increase engagement, and build brand awareness and trust. In addition, digital marketing enables accurate measurement and analysis, so strategies can be optimized in real-time for better results. The combination of these factors makes digital marketing key in driving business growth and success in the digital era. The use of technology in every process characterizes digital marketing. According to research from Fitra (2020) stated that digital marketing has a positive and significant effect on the income of Micro, Small and Medium Enterprises (MSMEs) in Enggal sub-district. But in contrast to research conducted by Arselawati (2022) which states that digital marketing digital marketing has an insignificant effect on business success. Based on the description above, the hypothesis can be concluded as follows:

H2: The use of digital marketing has a positive and significant effect on the success of Konveski MSMEs in Surakarta City after the Covid-19 pandemic.

METHODS

Sample

Population is a generalization area, objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. (Sugiyono, 2019). The population in this study were convection MSMEs in Surakarta City. The research subject is a person who is asked to provide information about a fact. The research subjects used by researchers are convection Micro, Small and Medium Enterprises (MSMEs) in Surakarta City which are obtained by direct survey at the location. Researchers chose this location because there are MSMEs ranging from small to medium micro groups with various types of products produced, so that researchers can obtain more relevant information from various types of businesses to conduct research on the application of accounting in MSMEs.

The sample is part of the number and characteristics possessed by the population or a small part of the population members taken according to certain procedures so that they can represent the population.

In this study, the sampling technique used Convenience Sampling, namely every UMKM that met the criteria and was encountered during data collection. Convenience Sampling is a way of determining the sample by looking for subjects on the basis of things that please or impress the researcher. This sampling is chosen when there is a lack of approach and it is not possible to control bias. Subjects are sampled because they happen to be found in the same place and time during data collection. (Nursalam, 2013).

In this study, the considerations used as sample selection criteria are as follows:

1. Convection MSMEs located in Surakarta City.
2. MSMEs have conducted operational activities for at least 1 year.
3. MSMEs that have used digital payments as a payment option.
4. MSMEs that have used digital marketing.
5. MSMEs that have carried out accounting activities.

Data Collection

Data collection in this study used a questionnaire with data instrument measurements using a Likert scale with five answer choices, namely strongly agree (SS), agree (S), neutral (KS), disagree (TS), strongly disagree (STS) with the application of numbers 1-5. The following is an Operational Definition table:

Table 1. Operational Definition

Variables	Indicator	Measurement Scale
Digital Payment (X1) (Kim et al., 2010)	<input type="checkbox"/> <i>The extent of EPS use</i> : digital payment instruments in the form of money stored in certain electronic media, such as in the banking system.	Likert Scale 1-5
Digital marketing (X2) (Nurmansyah, 2019)	<input type="checkbox"/> <i>Site Design</i> : Showing interest in <i>digital marketing</i> and leaving a good enough impression to make customers aware of the product from the company's promotion. <input type="checkbox"/> <i>Incentive Program</i> : This is a program that has appeal and is a priority for every promotion. This program aims to attract the attention of consumers in the hope of providing a plus for the company. <input type="checkbox"/> <i>Transaction/Cost</i> : Being a technique to generate a high efficiency balance sheet on cost suppression during transactions. <input type="checkbox"/> <i>Interactive</i> : is a relationship between the company and consumers that can provide information and can be received properly and clearly.	Likert Scale 1-5
Business Success (Y) (Sholahuddin et al., 2020)	<input type="checkbox"/> Profit/Profitability: Profit is the primary objective of a business. Operating profit is the difference between revenue and expenses. <input type="checkbox"/> Productivity and Efficiency: The amount of productivity of a business will determine the amount of production. <input type="checkbox"/> Competitiveness: Competitiveness is the ability or resilience to compete for consumer attention and loyalty. <input type="checkbox"/> Establishment of trust: the emergence of a sense of trust or trust of consumers	Likert Scale 1-5

Data Analysis Technique

The analysis technique in this study was assisted using the SPSS 25.0 application. Normality test with Kolmogrov-Smirnov statistical test, Validity Test using Pearson Correlation, reliability test using Croncah Alpha, Multicollinearity Test with VIF and *Tolerance* values, Heteroscedasticity Test using Spearman rho test. In addition, multiple linear regression analysis to measure the effect of independent variables, and hypothesis testing with the t test and F test to determine the significance of the influence of the independent variable on the dependent variable.

RESULTS

Validity Test

The validity test describes how precise a measuring instrument is in performing its measuring function or in another sense, how the questionnaire can actually measure what it measures. (Janna et al (2021)). The following are the validity results:

Table 2. Validity Test

Variables	Question Items	Pearson Correlation	Description
Digital Payment (X1)	X1.1	0.828**	Valid
	X1.2	0.712**	Valid
	X1.3	0.734**	Valid
Digital Marketing (X2)	X2.2	0.551**	Valid
	X2.3	0.549**	Valid
	X2.4	0.592**	Valid
	X2.5	0.414*	Valid
	X2.6	0.405*	Valid
	X2.7	0.424*	Valid
	X2.8	0.579**	Valid
	Business Success (X3)	Y2	0.526**
Y3		0.736**	Valid
Y5		0.461*	Valid
Y6		0.465**	Valid
Y8		0.502**	Valid
Y9		0.701**	Valid
Y10		0.445*	Valid
Y11		0.533**	Valid
Y12		0.411*	Valid
Y13	0.371*	Valid	

Source: Secondary data processed by researchers, 2024

Based on the results of the Perason Correlation, the resulting value is more than r count, namely 0.355 ($r_{\text{count}} > r_{\text{table}} = \text{valid}$), it can be concluded that all statement items are valid.

Reliability Test

Reliability is a tool for measuring an instrument which is a construct or variable measurement tool. A variable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2019). In this study, the reliability test used *Cronbach Alpha*, the following are the results of the reliability test:

Table 3. Reliability Statistics Test X1

Cronbach's Alpha	N of Items
0.622	3

Source: Secondary data processed by researchers, 2024

Based on the results of the analysis above, it can be concluded that the *Cronbach Alpha* value is 0.622. This means that the questionnaire statement items can be declared reliable.

Table 4. Reliability Test Statistics X2

Cronbach's Alpha	N of Items
0.628	6

Source: Secondary data processed by researchers, 2024

Based on the results of the analysis above, it can be concluded that the *Cronbach Alpha* value is 0.628. This means that the questionnaire statement items can be declared reliable.

Table 5. Reliability Test Statistics Y

Cronbach's Alpha	N of Items
0.693	10

Source: Secondary data processed by researchers, 2024

Based on the results of the analysis above, it can be concluded that the *Cronbach Alpha* value is 0.693. This means that the questionnaire statement items can be declared reliable.

Normality Test

The normality test is carried out to test whether in a regression model, an *independent* variable and the dependent variable or both have a normal or abnormal distribution.

Table 6. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		31	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	3,78484731	
Most Extreme Differences	Absolute	,181	
	Positive	,101	
	Negative	-,181	
Test Statistic		,181	
Asymp. Sig. (2-tailed)		,011 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	,239 ^d	
	99% Confidence Interval	Lower Bound	,228
		Upper Bound	,250

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Secondary data processed by researchers, 2024

Source: Secondary data processed by researchers, 2024

Based on the results of the above analysis, the *one sample Kolmogorov Smirnov* value with the Monte Carlo method is $0.239 > 0.05$, it can be concluded that the data has a normal distribution.

Multicollinearity Test

Table 7. Multicollinearity Test

Variables	Tolerance	VIF	Description
Digital Payment (X1)	0,972	1,029	No multicollinearity
Digital Marketing (X2)	0,972	1,029	No multicollinearity

Source: Secondary data processed by researchers, 2024

Based on this table, it shows that the tolerance value of each variable is greater than 1.0 and the VIF value is less than 10, so it can be concluded that all variables do not have multicollinearity

Heteroscedasticity Test

Table 8. Heteroscedasticity Test

Variables	Unstandardized Residual	Description
Digital Payment (X1)	0,676	No heteroscedasticity
Digital Marketing (X2)	0,368	No heteroscedasticity

Source: Secondary data processed by researchers, 2024

Based on this table, the significance value is greater than 0.05, which means that all variables do not occur heteroscedasticity.

Multiple Linear Analysis

Multiple linear regression analysis is used by researchers, if the researcher intends to predict how the state (ups and downs) of the dependent variable. The purpose of multiple linear regression analysis is to determine how much influence between two or more independent variables and the dependent variable. In this study, multiple linear regression analysis was used to prove the extent of the influence of *Digital Payment (X.1)* and *Digital Marketing (X.2)* on Business Success (Y). The following are the results of the analysis:

Table 9. Multiple Regression Results

Model	Unstandardized Coefficients		Coefficients ^a		t	Sig.
	B	Std. Error	Standardized Coefficients Beta			
1	(Constant)	22,673	9,084		2,496	,019
	Total_X1	,014	,408	,006	,034	,973
	New_X2	,715	,255	,474	2,806	,009

a. Dependent Variable: New_Y

Source: Secondary data processed by researchers, 2024

Based on the table, the regression equation formed is as follows:

$$Y = a + b1X.1 + b2X.2 + \epsilon$$

Based on the regression equation, it can be interpreted as follows:

- 1) The constant value of 22.673 indicates that the value of the digital payment and digital marketing variables is assumed to be constant or 0, then the value of business success is 22.673.
- 2) The regression coefficient of the digital payment variable is +0.014, meaning that if digital payment increases, it will be followed by an increase in business success. This

means that if digital payment increases by 1 point, then business success will increase by 0.014 points.

- 3) The regression coefficient of the digital marketing variable is +0.715, meaning that if digital marketing has increased, it will be followed by an increase in the success of payment . This means that if digital marketing increases by 1 point, then business success will increase by 0.715 points.

Hypothesis Test

Test t

Hypothesis testing is carried out using the t test. Therefore, this t test is used to determine the effect of each *independent* variable on the *dependent* variable. In this study, the t test aims to determine whether *digital payment* and *digital marketing* partially affect the success of MSMEs in Surakarta.

Table 10. t test

Model	Unstandardized Coefficients		Coefficients ^a Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	22,673	9,084			2,496	,019		
Total_X1	,014	,408	,006		,034	,973	,972	1,029
New_X2	,715	,255	,474		2,806	,009	,972	1,029

a. Dependent Variable: New_Y

Source: Secondary data processed by researchers, 2024

Based on the table above in the significance column, it can be seen that the relationship between each variable X to variable Y is explained as follows:

- 1) Based on the table, it shows that the *digital payment* variable has a regression coefficient value of $b = 0.014$ and t count of $0.034 < t_{\text{tabel}} (1.96)$ with a significance of 0.973 more than the significant level of 0.05. Thus, H1 is rejected. This means that digital payment has no effect on business success.
- 2) Based on the table, it shows that the *digital marketing* variable has a regression coefficient value of $b = 0.715$ and t count of $2.806 > t_{\text{tabel}} (1.96)$ with a significance of 0.009 less than the significant level of 0.05. Thus, H2 is accepted. This means that digital marketing has an effect on business success.

F Test

Table 11. f test

Model		ANOVA ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	123,796	2	61,898	4,033	,029 ^b
	Residuals	429,752	28	15,348		
	Total	553,548	30			

a. Dependent Variable: New_Y

b. Predictors: (Constant), New_X2, Total_X1

Source: Secondary data processed by researchers, 2024

The F test in this study was used to test the significance of the simultaneous influence of work stress and work environment on employee performance simultaneously.

Based on the F test table shows that the calculated F value is 4.033 and the significance value of 0.029 is less than <0.05 so it can be concluded that *digital payment* (X_1), *digital marketing* (X_2), together (simultaneously) affect business success (Y).

Coefficient of Determination

The coefficient of determination is a measure to determine the suitability or fixity between the estimated value or regression line with sample data.

Table 12. Coefficient of Determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	,473 ^a	,224	,168	3,91769	1,934	

a. Predictors: (Constant), New_X2, Total_X1

b. Dependent Variable: New_Y

Source: Secondary data processed by researchers, 2024

Based on the coefficient of determination table, the *Adjusted R Square* (R^2) value is 0.168, which means that 16.8% of the dependent variable, namely business success, can be explained by the two independent variables, namely *digital payment* and *digital marketing*, while the remaining 83.2% of business success is explained by other factors outside the variables studied.

Discussion

The Effect of Digital Payment on Business Success

Digital payment is a method of paying for a transaction using electronic media. This transaction method does not use banknotes or checks so that it can facilitate buyers or merchants in making transactions. (Dehghan & Haghighi, 2015).

While digital payments have become an increasingly popular trend in recent years, their impact on business success has not always been in line with expectations. One of the main reasons is that payment methods, digital or traditional, are just one of many elements in the value chain of a business. The success of a business is more often determined by the capital, product quality, and location of the business, which together affect the success of the business. (Yudha et al., 2023). Even businesses that rely entirely on cash transactions or conventional payment methods can still survive and thrive if they focus on the core of their business, which is meeting customer needs in an efficient and satisfying manner.

In many areas, especially in developing countries, access to digital technology is still limited. Factors that affect digital payment include unstable internet connection, internet quota issues, and costs. This can affect the performance of MSMEs to decrease (Natalina et al., 2021). Even if a business provides digital payment options, not all customers can take advantage of them. For example, in rural areas or communities with inadequate internet infrastructure, consumers may be more comfortable and accustomed to cash payments. In this context, forcing the adoption of digital payments is not only irrelevant, but can also be an obstacle for businesses to attract customers. Therefore, the adoption of digital payments does not necessarily contribute directly to increased sales or business profits.

Operational complexity also increases with multiple digital payment methods to manage simultaneously. For businesses that do not have adequate resources or infrastructure, managing these multiple payment platforms can be a burdensome task. Instead of improving efficiency, it can distract from more important aspects of the business, such as product development, customer service, and innovation. As such, adopting digital payments without careful consideration can be a distraction that is not always beneficial to business success.

The results of this study are in line with Fatihah et al., (2024) which states that the use of digital payments does not affect income, which is one indicator of the success of MSME businesses. However, this research contradicts the findings of Hutagalun et al., (2021) which states that the use of digital payments has a positive effect on the success of MSMEs. This means that if there is an increase in the use / trust of the QRIS variable, the success rate of MSMEs will also increase.

The Influence of Digital Marketing on Business Success

Digital marketing has a significant impact on business success in the modern era. With the increasing use of the internet and social media, digital marketing strategies allow businesses to reach a wider audience in a more efficient and measurable way. Digital marketing makes it easier for MSME players to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for MSME players. (Febriyantoro and Arsiandi, 2018)

Through digital marketing, companies can develop more targeted campaigns based on consumer data, personalize content, and interact directly with customers. In addition, the relatively lower cost compared to traditional marketing methods makes digital marketing a very attractive option, especially for small and medium-sized businesses. With the ability to track and analyze campaign performance in real-time, businesses can make immediate adjustments to optimize results. Therefore, digital marketing not only helps in increasing visibility and brand awareness, but also plays an important role in driving sales growth and maintaining customer loyalty, all of which directly contribute to the long-term success of the business. (Erwin et al., 2024).

The results of this study are in line with Ananda (2020). which states that the use of digital marketing affects the success of MSME businesses. In addition, this research is also supported by research from Palahudin et al, (2024) which states that digital marketing can affect business success.. which states that digital marketing can affect business success.

CONCLUSIONS

The conclusion of this study is that digital payment has no effect on the success of MSME businesses in Surakarta and digital marketing has a positive and significant effect on the success of MSME businesses in Surakarta.

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