

The Effect of Content Marketing and Electronic Word of Mouth (eWOM) on the Development of MSMEs Coffee Ground Sunter in Moderation of Entrepreneurial Behavior

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Abstract

The purpose of this research is to locate entrepreneurial behavior as a moderating variable on the effect of content marketing and E-WOM on the development of MSMEs. The research population is to increase MSMEs in Indonesia. Data collection techniques by distributing questionnaires through google form. The results of the study show that content marketing, E-WOM and entrepreneurial behavior have a positive and significant effect on the development of MSMEs, the method of entrepreneurial behavior on the influence of content marketing has no effect on the development of MSMEs. Moderation of entrepreneurial behavior on the influence of E-WOM has no effect on the development of SMEs which are moderated by entrepreneurial behavior.

Keywords

content marketing; electronic word of mouth; MSME development; entrepreneurial behavior



I. Introduction

The Covid-19 pandemic, which has been experienced in the last 2 years, has had a negative impact on the economy of business actors, including Culinary Micro, Small and Medium Enterprises. Therefore, to prevent the spread of the virus, the government has implemented social distancing and lockdown policies. The public is advised to stay at home only if there is no important need. The COVID-19 outbreak does not only affect public health, but also has an impact on the world economy. Therefore, entrepreneurs must rack their brains to continue to earn income in the era of the covid-19 virus outbreak. It can be said that the digital internet is an alternative that plays an important role for entrepreneurs, especially in the culinary field, to innovate to introduce to the public the products being sold. Content marketing is one of the very petrifying roles for entrepreneurs to introduce products that are offer.to the public. Content marketing itself is a marketing strategy in creating and disseminating valuable, relevant, and consistent content to attract the attention of the intended audience. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

In previous research, there is a self-confidence variable that moderates the feasibility of making an entrepreneur's decision. Therefore, (Hollebeek & Macky, 2019a) With the existence of large businesses, which successfully use content marketing as a marketing tool, which aims to make consumers more interested in buying products that are offered, therefore culinary entrepreneurs will be more confident to do their marketing through media content, in addition, entrepreneurs must create advertisements that are designed to attract people so that they are more confident to buy the products offered. Research results (Müller & Christandl, 2019) shows that content marketing has an effect on business

development. In addition, to convince the public to always buy the products being sold, e-WOM (Electronic Word-of-mouth) is a supporting alternative to convince the public of the products to be purchased. (Gregoriades & Pampaka, 2020). Because most consumers choose products that get good reviews from the public. For this reason, in addition to making attractive advertisements, entrepreneurs must also create a positive image from the community for the products they sell.

This research is aimed at the Coffee Ground Sunter business so that its business continues to run well, and even becomes more developed in the midst of this covid-19 virus outbreak.

Based on the phenomenon and also an explanation of the novelty of this research, this research was determined by proving the influence of Content Marketing and Electronic Word-of-mouth as an independent variable on the development of Micro, Small and Medium Enterprises, the dependent variable in moderating entrepreneurial behavior. The writing of this research journal starts from the introduction followed by literature review and hypotheses, research methods, and there will be a discussion of the results and ends with conclusions and recommendations.

II. Review of Literature

2.1 Grand

The grand theory used in this study is the Theory of Reasoned Action, which explains the relationship between attitudes and behavior in action. It is mainly used to predict how individuals will behave based on pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcome that the individual expects as a result of performing that behavior (Purwanto et al., 2020). Based on the basic theory used in this research, the research model will be discussed. Based on the theoretical approach, the independent variables contained in this research model have the potential to affect the dependent variable and the placement of Entrepreneurial Behavior as moderating potential has the potential to moderate the influence of the independent variable on the dependent variable.

2.2 Content Marketing

Content Marketing is a marketing strategy to distribute, plan and create interesting content that aims to attract potential consumers to become customers and attract target markets (Limandono & Dharmayanti, 2017). Basically, content marketing is the art of interacting with potential buyers without having to sell. providing information that consumers want and need will result in customer satisfaction and give a reputation for their business (Pratiwi & Gusfa, 2018).

2.3 E-wom (Electronic Word of Mouth)

E-wom is a word-of-mouth communication to provide information to consumers about products/services. consumers are more confident and confident in this e-wom communication compared to traditional media (Ismagilova et al., 2017). Some researchers say that the relationship between existing eWOM has an impact on intention to buy (Bhandari & Rodgers, 2018).

2.4 The development of SMEs Entrepreneurial

Intention refers to a person's willingness to have entrepreneurial behavior or commitment to build a business (Fuller et al., 2018)

2.5 Entrepreneurial

Behavior The behavior of a business actor will be able to show his ability in managing his business so that the business being carried out will develop according to the target market in which it operates. determine (Furqon, 2017). Entrepreneurial behavior is an important aspect that must be possessed by a business person to be able to work productively and be able to pass challenges and tests in entrepreneurship (Nurlaela et al., 2020)

2.6 Hypothesis Development

a. Effect of Content Marketing on the Development of MSME

Development technology, many business people have switched to marketing models, who were previously involved in traditional marketing are now turning to modern marketing based on digital technology because of the effective facilities and being able to connect with consumers on a large scale with various conditions (Ridwan, 2019). create content to introduce the brand and connect with the target audience (Du Plessis, 2017). Digital Content Marketing is a strategy in measuring consumers in the digital era because it has been arranged according to ongoing trends aimed at online business actors, by prioritizing online consumers (Hayu, 2019). Digital Content Marketing is a marketing plan that focuses on creating and distribution of quality, interesting and unique content to attract consumers to generate targets and profits (Andari, 2021). Content Marketing plays an important role in making a positive contribution to the current running of the business as a change that regulates and fosters creative ideas in developing business, and the motivation of business actors to continue to dare to go forward and never give up despite ups and downs in entrepreneurship (Hapsoro et al., 2019). In doing business, it is currently very dependent on internet-based technology (Hayu, 2019). This is what is meant by (Jayabaya & Madiawati, 2018) that the increase in communication and interaction between consumers and business actors online is very influential on increasing sales because it is very clear information related to products through the ease and intensity of communication with business actors influencing consumer buying interest. Based on the results of the previous research above, the second hypothesis was determined in this study, namely H1: Content Marketing Affects the Development of MSMEs.

b. The influence of E-WOM (electronic word of mouth) on the development of MSMEs

Electronic word of mouth is a negative and positive statement or opinion given by customers who have already bought products that are sold to consumers via the internet. (Fungkiya Sari, 2018) Electronic Word of Mouth is one of the elements in the marketing communication mix (Al Halbusi & Tehseen, 2018) Electronic Word of Mouth is communication marketing for each individual where they can communicate and exchange opinions regarding the products they have bought and good and bad experiences through online media (Sari, 2017). Electronic Word of Mouth can also be called a communication tool through stories (Hijrianti et al., 2019). Rosario said that Electronic Eord of Mouth activities can help culinary businessmen in achieving targets because through word of mouth or in scientific terms, communication is a form of persuasive communication. will continue to be known by the public and will continue to grow (Babić Rosario et al., 2020).

Based on the results of the previous research above, the second hypothesis was determined in this study, namely H2: Electronic Word of Mouth

c. Affects the Development of MSMEs entrepreneurship.

For this purpose, a behavior that contains the skills needed for business success is needed with the ability to take advantage of business opportunities and the ability to take risks for business continuity (Tanjung, 2018). A successful business cannot be separated from the human resources involved in the business. Micro, Small and Medium Enterprises (Kartika GS, 2018). Many people perceive that an entrepreneur has a different way of thinking from other humans. (Nasution, 2018) said that business actors have creative, innovative, hardworking, never give up, persistent and passionate attitudes. crazy soul as a human being with an entrepreneurial spirit to become a successful entrepreneur. Desire and courage are considered as the heart of entrepreneurship and can be an important component of entrepreneurial behavior actions as well as the business development process and its achievements (Santos & Cardon, 2019). Based on the results of previous research in above, then the second hypothesis is determined in this study, namely H3: Entrepreneurial Behavior Influences on the Development of MSMEs

d. The Influence of Content Marketing on the Development of MSMEs By Moderating Entrepreneurial Behavior.

Business actors will not succeed in commercializing technology without good and correct knowledge and understanding of the market, meanwhile technology provides services to new customers and market segments to make it faster and more efficient in new ways (Adams et al., 2019). Marketing through technology content marketing is very helpful for business actors to be able to further improve their entrepreneurial skills to get business achievements and results (Song et al., 2017). With the passage of time, digital technology has greatly changed the lifestyle in various business operations. Online technology and digital applications is considered a very effective tool to interact more closely with consumers, because there have been many observations of traditional market opportunities, stating that this strategy is not sufficient and relevant anymore in a highly competitive business environment to build competitive advantage and business growth (Kaur, 2017). In the near future, various brands are famous for using digital marketing with the application of digital content marketing. Well-known brands are known to be effective in creating and growing consumer feelings because of their significant importance. The effects of content marketing marketing have been observed by insiders or employees, increasing sales, and trust (Hollebeek & Macky, 2019b). Based on the results of the previous research above, the second hypothesis was established in this study, namely H4: The Effect of Content Marketing on the Development of MSMEs by Moderating Entrepreneurial Behavior.

e. The Effect of Electronic Word of Mouth on the Development of MSMEs in Moderation of Entrepreneurial Behavior.

Word of mouth is a communication medium based on the electronic internet, namely communication where consumers communicate information and exchange knowledge between consumers, in order to get accurate information (Thuengsuk & Nurittamont, 2019). Looking for information in electronic media in the form of reviews and recommendations from people who have ever bought a product will result in more than 93% of buyer decisions (Fullerton, 2017). Today's social media has changed the lifestyle of people in interacting with each other, by utilizing electronic social media, business actors have also switched to using it for business continuity, because an entrepreneur must continue to be able to keep up with the growth of an increasingly sophisticated era so that his business continues to live and develop (Misirlis & Vlachopoulou, 2018). In research

(Luo & Tung, 2018) argues that entrepreneurial behavior is very influential for the success of his business, therefore an entrepreneur must have a soul brave, creative, active, innovative and never give up. Based on the results of the previous research above, the second hypothesis was established in this study, namely H5: Electronic Word of Mouth Influences on the Development of MSMEs in Moderation of Entrepreneurial Behavior.

III. Research Method

3.1 Population and Research Sample

The method in this study uses quantitative research methods, in which the data is primary data. With this method, researchers collect data through populations and samples. Population is the entire element that will be generalized (Yani, 2017). The population in this study are consumers and potential consumers of Coffee Ground Sunter in Jakarta. After the population is obtained, the researcher then collects the sample. The sample is some part of the population taken to find out or research a study. The sample in this study were 260 respondents and potential consumers of Coffee Ground Sunter in Jakarta. To collect these respondents, the researcher used a questionnaire in the form of a google form which was distributed directly or via social media. Determination of the number of respondents using the hair method, in which a total of 260 respondents were collected.

3.2 Variables and Its Research

a. Content Marketing (X1)

According to (Lopes et al., 2022) Content Marketing is a form of marketing that focuses on creating, publishing and distributing content for a targeted audience online. It is often used by businesses to achieve the goal of attracting attention and generating leads, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage online user communities. Content marketing attracts new customers by creating and sharing valuable free content. It helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to buy products from the company in the future. The Content Marketing variable is measured by 4 indicators, namely Relevance (P1), accuracy (Accuracy) (P2), Worth (Value) (P3), consistent (Consistent) (P4) (Milhinhos, 2015).

b. Ewom (Electronic Word of Mouth) (X2)

According to (Tan & Keni, 2020) Electronic Word of Mouth (eWOM) Is a communication medium to share information about a product or service that has been consumed between consumers who initially did not know each other and met before who submitted electronically. Variable eWOM (Electronic Word of Mouth) is measured by 4 indicators, namely Intensity (Insentitas)(P1), Content (Content)(P2), Positive Opinion (Positive opinion) (P3), Opinion (Opinion)(P4) (Tan & Keni, 2020).

c. MSME Development (Y)

According to (Natasya & Hardiningsih, 2021) MSME development is a task and analytical preparation process regarding opportunities, support, and monitoring, but does not include strategic decisions and implementation of opportunities. Variable development of MSMEs is measured by 9 indicators, namely Increasing Production Volume (P1), Derivation (P2), Reducing Failed Products (P3), Cash Records (P4), Checking (P5), Competence (P6), Efficiency (P7), Creative (P8), experiencing an increase in assets, turnover and labor (P9) (Budiarto, 2015).

d. Entrepreneurial Behavior (Z)

According to (Petro & Antrianingsih, 2021) Entrepreneurial Behavior is the action of an entrepreneur who has the attitude, confidence, and courage to face and deal with daily work for business progress. Entrepreneurial Behavior Variables are measured by 5 indicators, namely Profit (P1), Career (P2), Satisfaction (P3), Activity (P4), Options (P5) (Lins & Doctor, 2014).

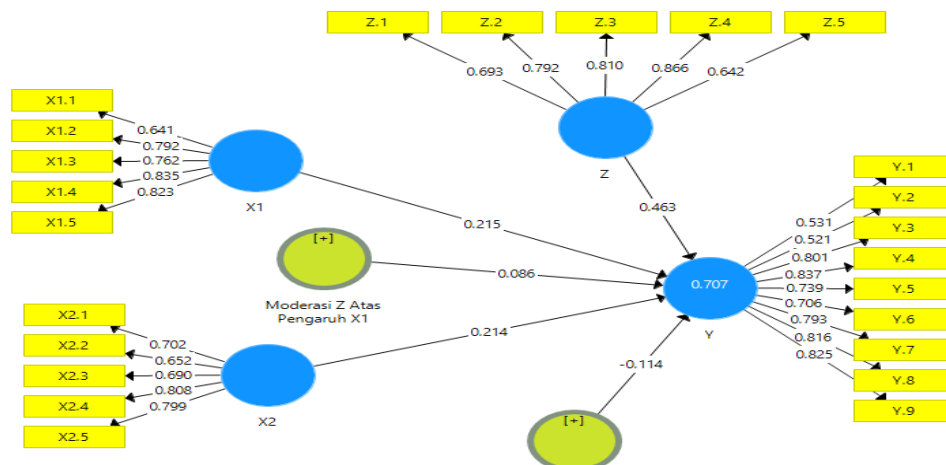
IV. Result and Discussion

4.1 e-Government Innovation

Based on the results of filling out the questionnaire, there were 261 respondents who filled out the questionnaire. After the analysis, there are two hypotheses that were rejected.

Table 1. Descriptive Statistics Characteristics of Respondents

No.	Characteristics		Total	Percentage (%)
1.	Gender	Male	160	160%
		Female	100	100%
		Total	260	260%
2.	Age	<25 Years	80	80%
		25-40 Years	75	75%
		41-50 Years	70	70%
		>50 Years	35	35%
		Total	260	260%
3.	Job	Not Working	74	74%
		Student	81	81%
		Private Employee	60	60%
		Entrepreneur	35	35%
		Civil Servant	10	10%
		Total	260	260%
4	education	Junior high school	95	95%
		SMA/equivalent	120	120 %
		D3	10	10%
		S1	30	30%
		S2	5	5%
		Total	260	260%



4.2 Validation Test

Based on the results of the validity test analysis with 261 respondents, it can be described as follows: 1) the results of the validity test on the MSME Development variable with nine indicators declared valid. The results of the overall indicators > 0.5 , 2) the results of the validity test on the Entrepreneurial Behavior variable with five indicators declared valid. The overall results of indicators > 0.5 , 3) the results of the validity test on E-Wom with Content Marketing with five indicators are declared valid. The results of the overall indicators > 0.5 , and 4) the results of the validity test on the Content Marketing variable with five indicators declared valid. Overall indicator result > 0.5 .

4.3 Reliability Test

Variable	Alpha	Cronbach
Content Marketing	0.830	Valid
E-WOM	0.786	Valid
MSME Development	0.891	Valid
Entrepreneurial Behavior	0.820	Valid

The reliability test was carried out to determine the reliability of the research instrument. The research instrument was considered valid when the Cronbach Alpha score < 0.7 . Thus, the overall research instrument is reliable.

4.4 Hypothesis Testing

	Original Sample	Average	Standard Deviation	T Statistics	P Value
Moderation of Entrepreneurial Behavior on the Effect of Content Marketing -> MSME Development	0.086	0.064	0.085	1.011	0.312
Moderation of Entrepreneurial Behavior on the Effect of E-WOM -> MSME Development	-0.114	-0.087	0.091	1.250	0.212
Content Marketing -> MSME Development	0.208	0.215	0.095	2,268	0.024
E-WOM-> MSME Development	0.214	0.197	0.096	2,239	0.026
Entrepreneurial Behavior -> MSME Development	hypothesis	0.000	A	0.463 0.498 0.101 4.564	is

Acceptable and significant if P Values < 0.5 and T statistics < 1.96 . Following are the results of the hypothesis.

4.5 Entrepreneurial Behavior on MSME Development

The first hypothesis is Entrepreneurial Behavior on MSME Development. The results of the calculation show that P values are 0.000 and T statistics are 1.011, thus the first hypothesis test is accepted. That is, the higher the ability possessed by an entrepreneur, the higher the opportunity for the business to develop.

4.6 E-WOM Behavior on MSME Development

The second hypothesis is E-WOM on MSME Development. The results of the calculation show that the P values are 0.026 and T statistics are 2.239, thus the second hypothesis test is accepted. That is, the more communication media to share information about a product or service that has been consumed between consumers who initially did not know each other and met previously that were delivered electronically, the higher the opportunity for business to develop.

4.7 Content Marketing Behavior on MSME Development

The third hypothesis is content marketing on MSME development. The results of the calculation show that the P values are 0.024 and T statistics are 2.268, thus the third hypothesis test is accepted. That is, the wider the marketing of a product, the higher the opportunity for the business to develop.

4.8 The Effect of Entrepreneurial Behavior on the Effect of E-WOM on the Development of MSMEs

The fourth hypothesis is that entrepreneurial behavior affects E-WOM which is moderated by entrepreneurial behavior. The results of the analysis show that the P values are 0.212 and T statistics are 1.250, thus the fourth hypothesis is rejected. That is, there is no significant influence on entrepreneurial behavior on the effect of E-WOM which is moderated by the development of MSMEs.

4.9 The influence of entrepreneurial behavior on the influence of content marketing on the development of SMEs

The fifth hypothesis is that entrepreneurial behavior affects content marketing which is moderated by entrepreneurial behavior. The results of the analysis show that the P values are 0.312 and T statistics are 1.011, thus the fifth hypothesis testing is declared rejected. That is, there is no significant influence on entrepreneurial behavior on the influence of content marketing which is moderated by the development of MSMEs.

V. Conclusion

MSMEs are very helpful in the economy in Indonesia. The development of MSMEs depends on entrepreneurial behavior and the strategies used by business actors in running their business.

Based on the results of the analysis, it was found that content marketing on the development of MSMEs, E-WOM on the development of MSMEs, and entrepreneurial behavior on the development of MSMEs had a significant and positive effect on the development of MSMEs in Indonesia. Moderation of entrepreneurial behavior on the influence of MSME content marketing has no effect on MSME development. Moderation of entrepreneurial behavior on the influence of E-WOM does not affect the development of MSMEs.

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