

# The Effect of Digital Marketing and Brand Image on MSME Performance MOI Kelapa Gading Square Moderated Product Quality

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## Abstract

*The purpose of this study is to recommend strategies for the performance of MSMEs. The research method used is using a quantitative approach. Descriptive quantitative research method with the presentation of numbers starting from data collection, data interpretation and presentation of the results of the numbers. The results of this study prove that digital marketing has a positive and significant influence on performance in MSMEs and product quality has a positive and significant impact on brand image which is moderated by performance in MSMEs.*

## Keywords

digital marketing; brand image; product performance and quality



## I. Introduction

At that time the world was hit by the covid-19 virus, many people thought that the virus would not come to Indonesia until the end. The covid-19 virus emerged over time, many residents or communities were infected with covid-19 and the hospital was full of patients. 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 the end, many employees did work at home, it could be called WFH (Work from Home) besides that there were also employees who were laid off due to lack of income. Due to the unsupportive situation, you cannot eat directly at the place. Consumers can only buy online via GrabFood, GoFood, Shopee to find out what food products we sell, besides that, there is also a lot of latest information such as 50% discount, latest menu, free shipping etc. and prices already determined. Currently, many people use social media to find information and share it with their closest friends, workplaces and online groups that have a larger reach through tweeting, sharing, liking, and responding (Bailey *et al.*, 2018). Judging from several SWOT analyses, digital strategy has an important role in the regional economy in the future, so that the strategy can run according to plan, strategic planning is needed. Going through long and short-term strategies is the most efficient way to go through (Tajudeen *et al.*, 2018). Optimizing content marketing and search engines is very important because today a lot of people use it to search for a product, even though sometimes they have different kinds of comments. By doing dual content marketing and search engine optimization getting a score of 40% is an effective receipt over 90% response, tracing a reduced sequence based on social media marketing, data-driven personalization, email marketing, use of marketing, search and social technologies (Olson *et al.* , 2021). In addition, it is important to always promote the character of giving each other knowledge and having access to a wide global market such as cyberspace (Jung & Jeong, 2020). The progress of MSMEs is something extraordinary for the economy, regardless of developed countries or developing countries (Chege & Wang, 2020). At that time the world economy

was experiencing a global economic emergency in 2008-2009, from various countries had made donations that had a considerable value because they had concern for MSMEs, the presence of donors was significant for economic welfare. The virtues of MSMEs can be seen through change, repairing misery, opening job vacancies, and improving the economy (Chatterjee & Kar, 2020). Based on the review listed above, the researcher wants to know and analyze the role of digital marketing, and the brand image and performance of SMEs on product quality is one of the food or culinary products located at MOI Kelapa Gading Square.

## **II. Review of Literature**

The grand theory used is Goal-Setting which refers to (Locke et al., 1968) the success of workers in advancing the performance of one of the first plans.

### **2.1 Digital Marketing Affects Performance**

Observations of social media sales are tied through exports and imports in the form of food products, we can now see that there are many entrepreneurs who are trying to develop their business by introducing their products to social media (Verhoef et al., 2021). To make it easier for consumers to find addresses, industrial location links are provided through e-commerce places (Festa et al., 2019). Currently, many entrepreneurs mostly use social media platforms as a means of selling, such as Facebook, Twitter, Tiktok, Instagram etc. Alternative platform according to consumer target and sales approach. According to (Kusumasondjaja, 2018) that the advantages of posting interactions are seen as increasing compared to using instructive messages. Using twitter has a more efficient opportunity for instructive allure. The findings suggest that Facebook functions as a superior perceptive entertainment uniting the instructive appeal of intermezzo. Posting interactive advantages through combined appeals gets a wider response on Instagram and Facebook, as long as the messages lead based on instructive appeals are less (Kusumasondjaja, 2018). Essence sales serving content has a tremendous role in the success of connection marketing. Finally, the name page can also promote brand loyalty by establishing consumer interactions with consumers, logos, production, and other industries. However, observations have shown that there are already many industries that have used a logo on the page, making advertising facilities aimed at increasing the explanation of their production rather than using it to go directly to consumers (Shareef et al., 2019).

#### **H1: Digital Marketing Affects Performance.**

### **2.2 Brand Image affects Performance**

Brand image is something that is very easy to understand by every customer, it can be seen from the capacity to bring influence and privileges of the combined brand. To see a customer's or non-consumer's brand image, you can see through the comments how after the order is satisfactory or it can be disappointing. From these responses, we can see the strengths and weaknesses of the entrepreneur or there is something unique among other entrepreneurs. In this way can measure the brand image (Partners & Jenamani, 2020). Requires physical capacity, employee consistency, idealistic personal consistency, brand understanding and cultural compatibility to complete the associative food image in service companies. However, the fees issued are in accordance with the brand so that it will improve the results of the quality of the marketplace facility on actions about the marketplace brand, meanwhile the totality of the ranking of facilities that can act as a motivation will advance actions for the marketplace brand. (Diallo & Seck, 2018).

## **H2: Brand Image Affects Performance.**

### **2.3 Product Quality on Performance**

Thus, having the appropriate insight into what consumers perceive as a high-class facility has been discussed by many people as an important thing along with performance with the company or institution. Bound observations also prove to increase consumer loyalty and comfort, namely by improving service quality (Su & Teng, 2018). So entrepreneurs can increase marketing volume by proposing high-class facilities to increase market share and capabilities in their facilities (Becerril-Arreola et al., 2017).

### **H3: Product quality has an effect on performance.**

### **2.4 Product Quality on Digital Marketing Moderated by Performance**

According to (Cao et al., 2018) proves that the implementation of social media increases entrepreneurs gain consumers, advances consumers, advances earnings and reviews, advances observability and company quality, and builds long-term feedback. benefits associated with production or facilities. According to (Hendawan, 2019) proving that social media has a positive and significant effect on the development of marketing performance. 70% of innovative companies confirm that social media will form the first connection platform in sales, besides that outside the store network is an addition. That way it will make it easier and social media expertise to reach larger consumers (Purwana et al., 2017).

### **H4: Product quality has an effect on Digital Marketing, moderated by performance.**

### **2.5 The Effect of Product Quality on Brand Image Moderated By Performance**

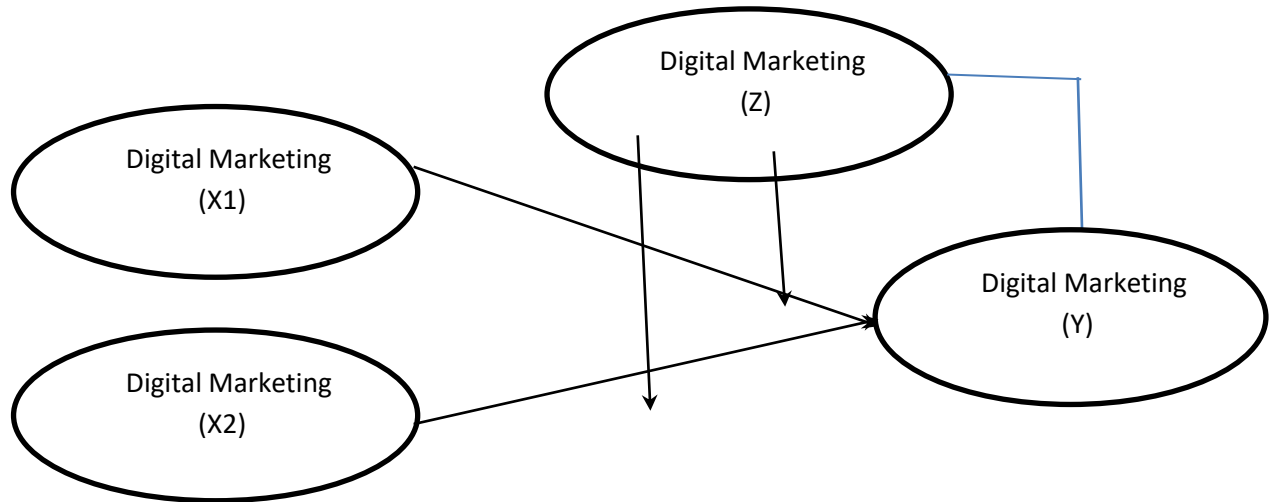
Product quality is that entrepreneurs can fulfill their wants and needs with the hope that they can fulfill their needs what consumers need (Fadhli & Pratiwi, 2021). Brand image can change how a brand is introduced to consumers regarding the level and decision that is the most sensitive thing when consumers are comparing brands with one another (Widianti, 2022). When assessing a performance is good or not, according to the number of comparisons through performance measures. The existence of a performance measure is something that is desired in certain jobs so that it can be completed, besides that it is also a counterweight as a desired goal or target. Employee performance is one of a person's activities when carrying out a task that has been given to that person based on skills, expertise, and perseverance as well as the period (Andriyani et al., 2020).

## **III. Research Method**

### **3.1 Population and Research Sample**

Quantitative study pattern can be said to be one of the study patterns based on the ideology of positivism, applied to research according to specific members or illustrations, illustration citing methods are generally carried out in a random way, statistical accumulation using assessment tools, Statistical analysis is quantitative in nature which aims to measure the predetermined hypothesis. The population of this study are consumers and prospective consumers of MSMEs at MOI Kelapa Gading Square in the city of Jakarta. The sample in this study is ( ) respondents. To get respondents, the researcher used a google form questionnaire which was distributed directly through social media.

Collection of data used by researchers by collecting accumulated data through sources in the form of questionnaires, in the questionnaire various questions have been arranged about the variables to be studied and this study uses a moderation model to compile this research, as follows:



H1: Digital Marketing effect on performance.

H2: Brand Image Affects Performance.

H3: Product quality has an effect on performance.

H4: Product quality has an effect on Digital Marketing, moderated by performance.

H5: Product Quality has an effect on Brand Image moderated by Performance.

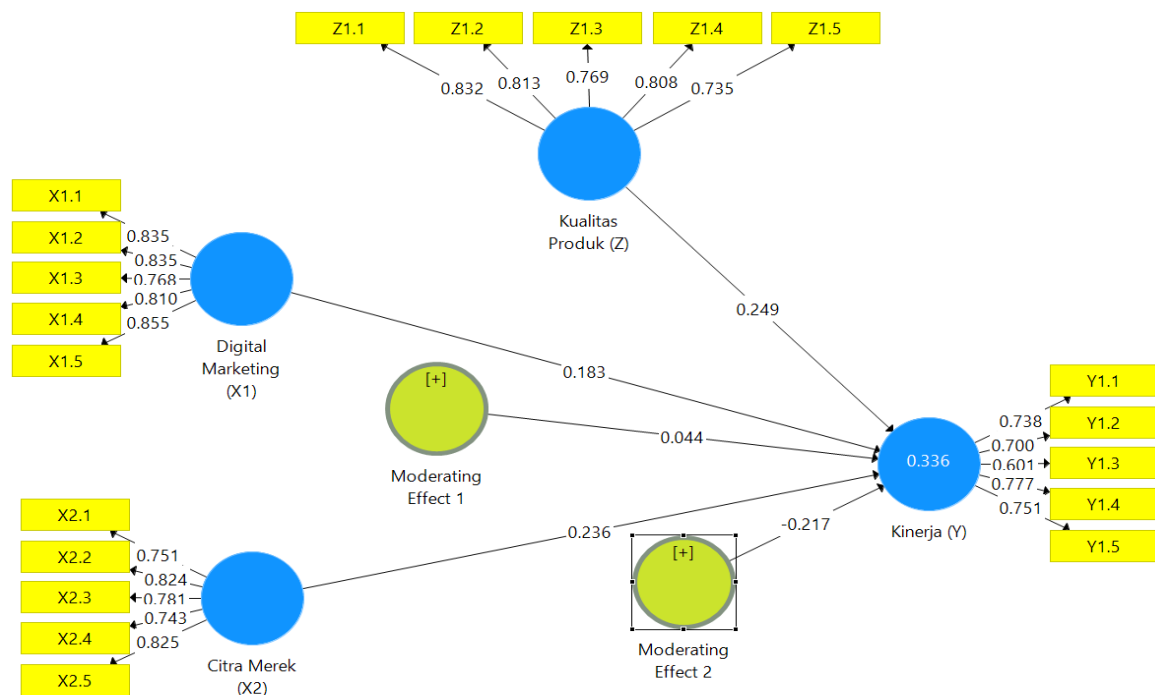
### 3.2 Variables and Measurements

No	Name of Researcher	Title	Indicator	Research Results
1	(Batubara et al., 2022)	MSME Business Development In Pandemic Times Through Optimization Of The Use And Management Of Digital Media	a. Promotion. b. Search Engine Optimiser. c. Social media. d. Public Relations. (Wiranata et al., 2021)	Based on the evaluation results above, it can be seen that 68.29% chose a scale of 5 for the influence of digital marketing on the current development of MSMEs
2	(Influence et al., 2018)	Analysis of the Effect of Promotional Strategies, Brand Image and Perceptions of Customer Decisions Using Gold Savings at Pt.Pegadaian	a. The Excellence of Brand Associations. b. Brand Association Strength. c. The Uniqueness of the Brand Association. (Amanda &	Brand image has a positive and significant influence on purchasing decisions

		(Persero) Regional Office V Manado	Suprihhadi, 2018)	
3	(Abshor et al., 2018)	Influence of Price, Promotion and Product Quality on Torabika Duo Product Purchase Decisions (Case Study in Demak Regency Area)	a. Quality of Raw Materials . b. Attractive Design. c. Product Durability. (Rofiq & Hufron, 2018)	Obtained a significance level of $0.040 < 0.05$ , this indicates that the product has an influence on purchasing decisions
4	(Soelaiman & Utami, 2021)	Factors Affecting Instagram Social Media Adoption and Its Impact on MSME Performance	a. Work Quality . b. Work Quantity. c. Work Reliability. d. Work attitude. (Rumondang et al., 2020)	Adoption of social media Instagram is a significant and positive predictor of the performance of SMEs

## IV. Results and Discussion

### 4.1 Results



Results The results of the validity test of 210 respondents can be described as follows:

1. The results of the validity test on the Digital marketing variable with 3 indicators are declared valid. Overall indicator result  $> 0.5$ .
2. The results of the validity test on the Brand Image variable with 3 indicators were declared valid. Overall indicator result  $> 0.5$ .
3. The results of the validity test on the Product Quality variable with 3 indicators are declared valid. Overall indicator result  $> 0.5$ .

4. The results of the validity test on the Performance variable with 3 indicators are declared valid. Overall indicator result  $> 0.5$ .

#### a. Reliability Test

The test can be known by using the calculation of the value/score of the Cronbach Alpha instrument for several variables. The results of the answers of 210 respondents were declared reliable if the score was  $> 0.7$ .

Variable	Cronbach Alpha	Description
Digital Marketing (X1)	0.879	Valid
Brand Image (X2)	0.845	Valid
Product Quality (Z)	0.852	Valid
Performance (Y)	0.762	Valid

#### b. Validity Test

Variable	Original Sample	Sample Mean	Stan. Dev	T-Statistic	P-Value
X1 -> Y	0.183	2.198	0.083	0.188	0.028
X2 -> Y	0.236	0.239	0.074	3.214	0.001
Z -> Y	0.249	0.265	0.063	3.977	0.000
Z -> X1 -> Y	0.044	0.023	0.098	0.446	0.656
Z -> X2 -> Y	-0.217	-0.188	0.105	2.069	0.039

By testing the hypothesis to observe the significance of each path coefficient that conveys an explanation based on the influence of the construct. The hypothesis will be accepted and significant if the P Value  $< 0.5$  and T statistic  $< 1.96$ .

1. The first hypothesis has a P Value of 0.028 and a T-Statistic of 2.198. So the first hypothesis is declared accepted.
2. The second hypothesis has a P Value of 0.001 and a T-Statistic of 3.214. So the second hypothesis is declared accepted.
3. The third hypothesis has a P Value of 0.000 and a T-Statistic of 3.977. So the third hypothesis is declared accepted.
4. The fourth hypothesis has a P Value of 0.656 and a T-Statistic of 0.446. Thus, the fourth hypothesis is declared rejected.
5. The fifth hypothesis has a P value of 0.039 and a T statistic of 2.069. So the fifth hypothesis is declared accepted.

## 4.2 Discussion

### a. Influence of Digital Marketing on Performance

The first hypothesis states that digital marketing has an influence on performance. It can be interpreted that digital marketing has a significant influence on performance. The wider the level of digital marketing, the higher the performance in MSMEs.

Digital marketing is a promotional activity and viewing hashtags on various platforms through digital media online and using various means such as social networks (Purwana et al., 2017). The digital sales model that is widely used by business actors is by using social media such as marketing a product through TikTok, Twitter, Facebook and Instagram and many more, of course. As the years go by, technology is growing rapidly and in the end, MSMEs must learn or understand digital marketing.



According to Hendrawan et al., nd, digital marketing has a positive and significant effect on improving the performance of MSMEs. There are 70% of creative entrepreneurs who say that digital marketing will someday become one of the communication and marketing platforms that are widely used by the public.

#### **b. The Effect of Brand Image on Performance**

The second hypothesis states that brand image has an influence on performance. It can be interpreted that brand image has a significant influence on performance. The higher the brand image it will improve performance in MSMEs.

Requires physical capacity, employee consistency, idealistic personal consistency, brand understanding and cultural compatibility to complete the associative food image in service companies. However, the fees issued are in accordance with the brand so that it will improve the results of the quality of the marketplace facility on actions about the marketplace brand, meanwhile the totality of the ranking of facilities that can act as a motivation will advance actions for the marketplace brand. (Diallo & Seck, 2018)

#### **c. Effect of Product Quality on Performance**

The third hypothesis states that product quality has an influence on performance. It is accepted, which means that product quality has a significant effect on performance. With high product quality, it will improve performance in MSMEs.

According to (Tripayana & Pramono, 2020) and (Lestari, 2019) state that an increase in product quality and service quality has a positive and significant effect by having good product quality or always increasing it will attract consumers and workers will be more eager to work also to pay attention to product quality and replace the product.

#### **d. Effect of Product Quality on Digital Marketing Moderated by Performance**

The fourth hypothesis has a P Value of 0.656 and a T-Statistic of 0.446. Thus, the fourth hypothesis is declared rejected. The performance variable cannot moderate or strengthen the effect of product quality on digital marketing. Thus, the better the quality of the company's products, then digital marketing can improve performance in MSMEs.

#### **e. The Effect of Product Quality on Brand Image Moderated By Performance**

The fifth hypothesis has a P value of 0.039 and a T statistic of 2.069. So the fifth hypothesis is declared accepted. Performance can moderate or strengthen the influence of product quality on brand image.

Research shows that product quality weakens the influence of brand image on performance (Simamora & Kusmiyati, 2017). Brand image is important in the early stages of the product in order to continue to improve product quality (Syahidah et al., 2022).

### **V. Conclusion**

Judging by the results of the presentation, it can be concluded as follows.

1. Digital marketing has a positive and significant impact on performance in MSMEs.
2. Brand image has a positive and significant influence on performance in SMEs.
3. Product quality has a positive and significant impact on performance in SMEs.
4. Product quality does not have a positive and significant effect on performance in SMEs.
5. Product quality has a positive and significant influence on brand image which is moderated by performance in MSMEs.

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