

PalArch's Journal of Archaeology of Egypt / Egyptology

THE ROLE OF TRAINING, MOTIVATION AND FACILITIES TO IMPROVE THE CAPABILITY OF SMEs IN USING DIGITAL MARKETING

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Yenny Maya Dora, Hana Nur Amalina, Farah Aulia Rahmi, Rya Fitriana Dewi, Fadjri Djil Ikhrum. The Role Of Training, Motivation And Facilities To Improve The Capability Of Smes In Using Digital Marketing--Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(10), 3942-3951. ISSN 1567-214x

Keywords: Information Technology, Smes And Msmes, Digital Marketing, Online.

ABSTRACT:

The development of technology is very fast, this requires business actors both large, medium and small scale, even though they have to be able to follow it. Because if you cannot keep up with the development of information technology, it is very possible that this will be the main cause of stagnation and even cessation of a business. Therefore, the role of educators is in providing assistance to assist business actors, especially small and medium enterprises, to understand, understand and use information technology as a tool to sell their products. This study aims to determine the extent of the role of training carried out by educators to train small and medium-sized entrepreneurs in using Information Technology, especially digital marketing for marketing their products. The method used in this research is descriptive and verification methods. With a research sample of 75 SMEs and MSMEs in the city of Bandung. The analytical tool used to analyze research data is using SPSS Version 22. The results of this study are training, motivation and facilities to improve the ability to use digital marketing to increase the capability of SMEs to market their products online.

INTRODUCTION

The development of the internet in Indonesia is increasing, as a country located in the Asian region Pacific, Indonesia is part of the 4.3 billion total population in this region. More than half of the population of these, about 56% or 2.42 billion of them already have internet access. Until 2020, Internet penetration in Indonesia is still at 64 percent with a total of 174 accesses million people.

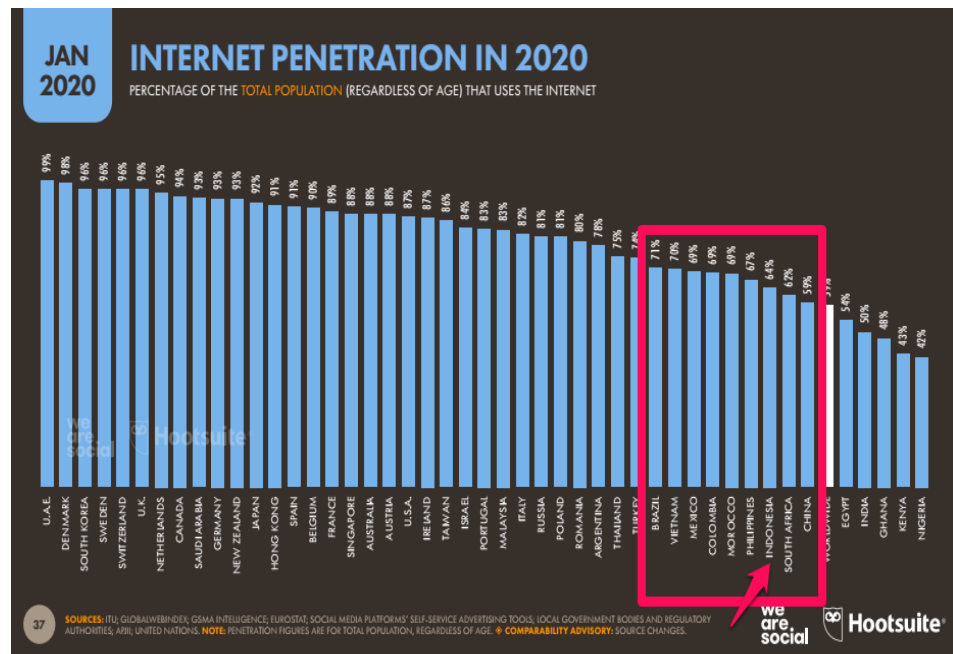
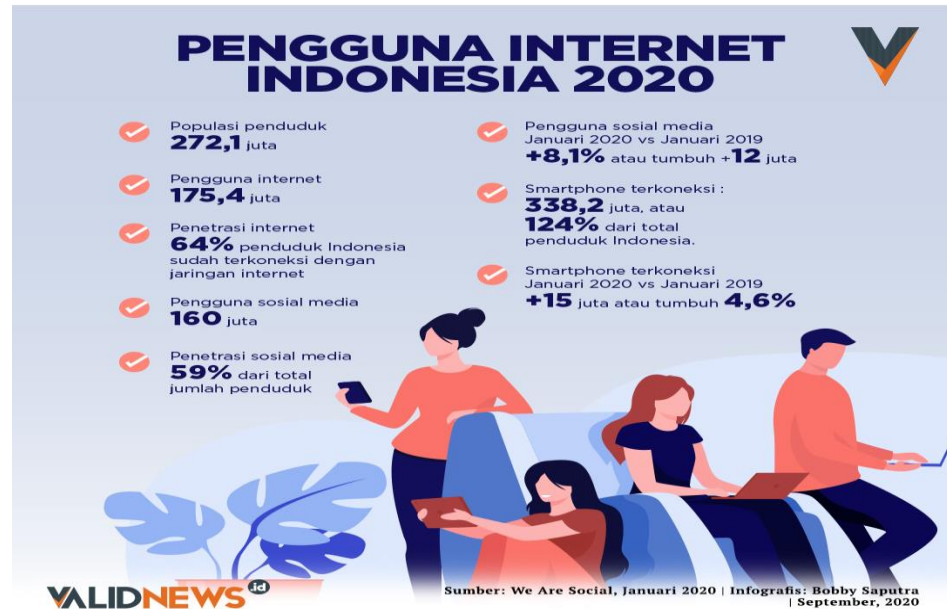


Figure 1. Data Internet user

The figure of 174 million people who have internet access places Indonesia as one of the most populous countries the largest internet user in the world. People are now slowly starting to switch to buying and selling online. The following is the shopping activity data online by the Indonesian people.



Figure 2. Activity E-Commerce Indonesia 2020

Looking at the picture above, it can be seen that nowadays many people have started to switch from who usually like to shop for household needs by visiting the store, little by little switch to shopping for household needs online. As well as traveling and buying a toy and hobby has become a lifestyle and necessity for people in Indonesia.

This is an opportunity that can be taken by MSMEs to increase their competitiveness.

In the end, the use of information technology for MSMEs becomes something that needs to be used so that MSMEs have stronger competitiveness. Some of the benefits that MSMEs get from the use of information technology include:

Accurate Communication Media. Both communication to consumers as *customer service*, as well as to suppliers and to business partners.

As a medium to find design information, both product design innovation, corporate logo design, and others.

Better media *promotion* and product branding. Promotion with the use of information technology can use website media, social media, mailing lists (mailing lists), ERP (*Enterprise Resource Planning*), and so on.

As a medium to do market research. Such as research on goods that people like, research new market shares for exports, and so forth.

As a comparison media with other MSMEs. Both in terms of service, product design, and *product branding* in the community. With the application of information technology, it is expected to accelerate the growth and development of MSMEs. In addition, it also improves the competitiveness of MSMEs in the face of tighter competition. The Covid-19 pandemic has accelerated the digital era faster than it should have been. Pandemic forces almost everyone to transform their activities into a digital platform. According to Analytic Data Advertising (ADA), online shopping activities have increased 400% since March 2020 as a result this pandemic. Bank Indonesia (BI) noted, purchase transactions via e-commerce in March 2020 reached 98.3 million transactions. That figure is an increase of 18.1% compared to February.



Figure 3. Transactions via e-commerce

But in reality the use of Information Technology in MSMEs is still very low. Research institute AMI Partners revealed the fact that only 20% of SMEs in Indonesia have computers to support their business activities. Constraints on the use of Information Technology in MSME development include:

Don't Feel the Need

Limited Financial Support

Do not yet have the support of experts / skilled to use.

Currently, it should be easier and faster for MSMEs if they want to act and hone their insights and the ability to efficiently use various *platforms* that can support their business *online*. The results of Sulaksono and Zakaria's research, 2020 state that Digital Use Marketing is very influential for MSME businesses and skills are needed to use it Digital Marketing. Doing business online must be able to master digital marketing and social media. Therefore, this research was conducted to see to what extent the role of digital marketing training in increasing the ability of MSMEs in marketing their products.

Library Overview

Training

Susilo et.al (2014), training is a short-term educational process that uses systematic and organized procedures so that non-managerial workers learn technical knowledge and skills for specific purposes.

Kaswan (2011) that is, training is a process of improving the knowledge and skills of employees.

Training is; An effort to increase the knowledge and expertise of an employee to do a particular job.

Training Dimension: Knowledge Raising Process, Skill Improving Process and Skill Boosting Process.

Facilities

According to Tjiptono (2016), Facilities are everything that facilitates consumers in business engaged in services, then all existing facilities, namely the condition of facilities, completeness, interior and exterior design and cleanliness of facilities must be considered especially closely related to what consumers feel or get directly. Kotler & Keller (2016) defines facilities that are all physical equipment and provided by service sellers to support consumer comfort. According to Suryosubroto, "facilities are everything that can facilitate and facilitate the implementation of a business can be in the form of objects and money.

Arikonto, Suhairsimi, 2008, argued, "facilities can be interpreted as everything that can facilitate and facilitate the implementation of all businesses. According to researchers, the definition of facilities is facilities and infrastructure that can be used to support all activities.

Dimensions of Facilities: Tools to Launch activities, means to facilitate activities, and Funds for the implementation of activities.

Motivation

According to Malayu, motivasi comes from the Latin word *movere* which means encouragement, mobilizer or force that causes an action or action. The word *movere*, in English, is often matched with motivation which means the giving of motives, penimbunan motifs, or things that cause encouragement or circumstances that cause encouragement. According to Mulyasa (2003), Understanding Motivation is a driving force or puller that causes behavior towards a certain goal. According to Winardi (2007), motivation comes from the word motivation which means "to move". Motivation is the result of a number of processes that are internal or external to an individual, which causes the emergence of enthusiasm and persistence in carrying out certain activities. Mayadora, et al. (2020), motivation is the basic driving force for an individual to carry out an activity. The urge is there inside yourself every individual to move a person from doing an action. Without the encouragement of the then somebody is not going to act.

Definition of Motivation according to researchers is The Reason, Cause of the appearance of desire, willingness and effort to conduct activities.

Motivation Dimension: Motivation, Reason, Cause, Mobilizer, and Motive.

Capability

Mohammad Zain (in Yusdi, 2011), he argues that ability is a potential that exists in the form of ability, prowess, rigidity we try with ourselves.

Sinaga and Hadiati, 2001, further define the ability more on the effectiveness of the person in doing all sorts of work.

Robbin means that ability is a capacity that each individual has to perform his duties. So that it can be concluded that ability is an assessment or a measure of what the person is doing.

Researcher ability is cleverness or intelligence, intelligence, Strength, Skill, Proficiency, and agility in doing or completing work.

Dimensions of ability: Intelligence, intelligence, strength, Skills and Proficiency

Ability itself is divided into two groups, among others:

Intellectual ability, which is the ability that a person has to do activities that require the ability to think

Physical ability is the ability to perform tasks that require energy or stamina in the form of skills, strengths, or similar characteristics.

Problem Formulation

From the description of the library review above can be formulated the formulation of research problems as follows.

How does training affect the ability of MSMEs to use Digital Marketing?

How does the Facility affect the ability of MSMEs to use Digital Marketing?

How does Motivation affect the ability of MSMEs to use Digital Marketing?

How does Training, Facilities and Motivation affect MSME's Ability to Use Digital Marketing?

While, the research framework picture for this research can be seen in Figure 4, the following:

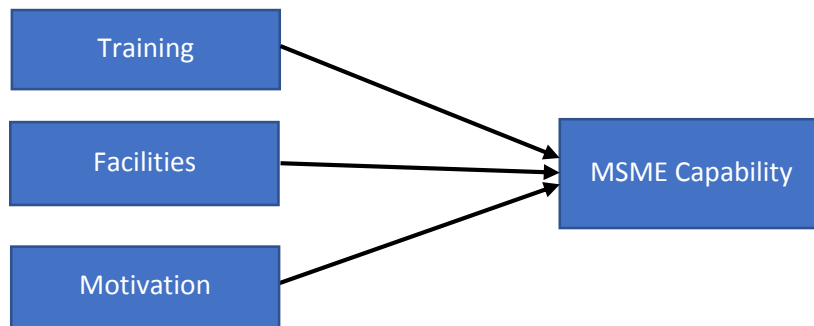


Figure 4. Research Framework

Based on the problem formulation and research framework above can be hypothesized for this research is as follows:

Training has a significant effect on MSME's ability to use Digital Marketing

Facilities have a significant effect on the ability of MSMEs to use Digital Marketing?

Motivation significantly affects the ability of MSMEs to use Digital Marketing?

Training, Facilities and Motivation Together have a significant effect on the ability of MSMEs to use Digital Marketing?

RESEARCH METHODS

For this research the research method used is a survey method with a quantitative analysis approach. The aim is to test the influence of Training, Facilities, and Motivation on the Ability of MSMEs to use Digital Marketing.

The variables of this study consist of free variables and bound variables. A free variable is a variable that causes changes or changes in bound variables. (Sugiyono, 2018). The free variables used in this study are Training (X1), Facilities (X2) and Motivation (X3).

While bound variables are variables that are a result of the existence of free variables. (Sugiyono, 2018). Where the variables tied to this research are Capability (Y).

The data collection method for this study used questionnaires with respondents as many as 75 MSME actors in Bandung.

The sampling method used is simple random sampling with an error rate of 5%. The data is processed and analyzed using the help of SPSS for Windows 22.0 software.

RESULTS AND DISCUSSION

Respondent Description

Respondents of this research are MSME actors in the city of Bandung who have participated in training on the use of Digital Marketing and can or have used Digital marketing. The sample number of this study was 85 MSME actors consisting of 35 men and 50 women.

Instrument Test Results

Validation Test

Test validity by using SPSS for Windows series 22.0 software. And obtained test results that the entire question item is valid because each item's corrected item value and Total Correlation have a value greater than the minimum standard of 0.3. Validation test results can be seen in Table 1. From table 1dike know that all items of question questionnaire are valid because the corrected Item-Total Correlation value of each item has a value greater than the minimum standard of 0.165.

Reliability Test

The results of the Interest questionnaire reliability test, Entrepreneurial Spirit, Knowledge, and Entrepreneurship Readiness are shown in Table 1 as follows:

Table 1. Recapitulation of Reliability Test Results

Variable	Alpha	R _{critical}	Conclusion
Training	0,747	0,60	Reliable
Facilities	0,736	0,60	Reliable
Motivation	0,719	0,60	Reliable
Ability	0,742	0,60	Reliable

Source: Data processed, 2020.

Table 2 shows Cronbach's Alpha value of $0.747 > 0.600$. This means that the Training questionnaires in this study are reliable. Table 2 also shows the value of Cronbach's Alpha $0.736 > 0.600$. This means that the Facility questionnaire in this study is reliable. Table 2 also shows the value of Cronbach's Alpha $0.719 > 0.600$. That is, that the Motivation questionnaire in this study is reliable. And Table 2 shows the value of Cronbach's Alpha $0.742 > 0.600$.

That is, that the Ability questionnaire in this study is reliable. So that, the questionnaire can be used in the collection of data for this research.

Data Analysis and Hypothesis Testing

Hypothesis Test

Partial Hypothesis Testing (t Test)

By using SPSS 20, partial hypothesis test results were obtained as follows:

**Table 2. Partial Hypothesis Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	.562	.435		1.294	.200
	Training	.357	.097	.380	3.686	.000
	Facilities	.256	.105	.262	2.431	.001
	Motivation	.213	.108	.205	2.977	.002

a. Dependent Variable: Capacity SMEs

Source: SPSS (Statistic Program for Social Science) 20.0

From Table 2, it can be seen that the calculated t value obtained by the training variable (X_1) is $3,686 > t_{table} 1,994$, a significant influence between training (X_1) on MSME capability (Y).

The calculated t value obtained facility variable (X_2) is $2. > t_{table} 1.994$ a significant influence between facilities (X_2) on the ability of MSMEs (Y).

The calculated t value obtained by the motivation variable (X_3) is $2.977 > t_{table} 1.994$, a significant influence between motivation (X_3) on the ability of MSMEs (Y).

Simultaneous Hypothesis Testing (Test F)

**Table 3. Simultaneous Hypothesis Test Results
ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.247	3	6.416	22.720	.000 ^b
	Residual	20.050	71	.282		
	Total	39.297	74			

a. Dependent Variable: Capacity SMEs

b. Predictors: (Constant), Motivation, Training, Facilities

Source: SPSS (Statistic Program for Social Science) 20.0

Based on Table 3, it can be seen that the value of F calculates by $22.720 > F$ table 2.73. This shows that there is a significant influence between training (X_1), facilities (X_2) and motivation (X_3) on MSME capabilities (Y).

DISCUSSION

From the results of the Hypothesis Test, it was obtained that Training, Motivation and Facilities together have more influence on the ability of MSMEs in using Digital Marketing. Compared to training, motivation and facilities individually. This research produces a new one where the ability of MSMEs in using Digital Marketing can be successful if MSMEs have adequate motivation and facilities and are supported by proper training.

CONCLUSION

Training is based on the ability of MSMEs to use Digital Marketing.

Motivation has a significant effect on MSME's ability to use Digital Marketing.

The facility has a significant effect on MSME's ability to use Digital Marketing.

Training, Motivation and Facilities have a significant effect on MSME's ability to use Digital Marketing.

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